



6 TWITTER TIPS

FOR NONPROFITS & CHANGE-MAKERS



Use a Twitter desktop app

1 Organize and manage your Twitterverse by selecting an app to work with throughout the day. Your top choices are two downloadable desktop apps – [Tweetdeck](#) or [Seismic Desktop](#) – or [Hootsuite](#), a configurable Web-based app. All allow you to customize your Twitterstream into groups or lists.



by tokyogoat
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Follow the real-time Web

2 When attending or following an event – say, a nonprofit conference – use [Twitterfall](#) to follow what everyone is saying about the event in real time. You can create a custom search to instantly track mentions of your organization, cause, sector or other topic – and save them to retrieve later. You may want to follow hashtags on topics of interest, like [#nptech](#), [#cause](#), [#climatechange](#). [TweetBeep](#) lets you receive hourly email alerts of topics you specify. And Web-based [ListiMonkey](#) sends you email alerts whenever tweets from specific Twitter Lists match your specified query.

Find your evangelists

3 Twitter is a great way to connect to a community of like-minded individuals – your potential advocates. First try Twitter's advanced search at search.twitter.com/advanced to conduct a keyword search. You can specify an exact phrase, a certain time period or a geographic location if you'd like. [WeFollow](#), a directory of Twitter users organized by interests, is a good way to monitor your brand. Want to see which people you should be following but aren't? Give [MrTweet](#) a try. To find Twitter Lists related to your cause, plunk a relevant term into [Listorious](#).

Measure your impact

4 At some point you'll want to take account of how you're doing on Twitter – how your tweets stack up compared with others in your field. We think the best tool to assess your Twitter chops is [Klout](#), though you can also try [Twitaholic](#) or [Twinfluence](#). Use [Retweetrnk](#) to measure how often you get retweeted – an important metric. If you want to beef up your following, [Tweeteffect](#) determines which tweets make you lose or gain followers.

Get mobile

5 There are a wide range of cool iPhone apps to help you post to Twitter and keep up with your followers. Our favorite is [Tweeie](#), though if you prefer you could go with [Twitterific](#), [Ecofon](#) or [Twitelator Pro](#). Have an Android phone? Best bets are [Twidroid](#), [Tweetcaster](#) and [Meebo](#).

Get strategic

6 [Trendistic](#) offers trends of keywords or names based what Twitter users are tweeting about right now. [Twturly](#) displays the 100 most popular URLs shared on Twitter over 24 hours.