

USING TWITTER FOR ROTARY



HOW TO SET UP AND USE YOUR CLUB'S TWITTER PROFILE

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TWITTER FOR ROTARY



1. Set Up Your Account at [Twitter.com](https://twitter.com)

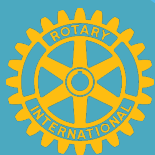
2. Your User Name will become your club's

- Twitter Handle ([@ClubTwitterUserName](#))
- Link/URL to your club's Twitter Profile ([Twitter.com/ClubTwitterUserName](https://twitter.com/ClubTwitterUserName))

3. Customize Your Twitter Header

- Watch Social media graphics tutorial:

<http://bitly.com/RotarySMGraphics>



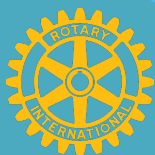
Using Twitter for Your Rotary Club

TWITTER FOR ROTARY



Twitter Lingo

- Hashtags
- Tweets & ReTweets
- Mention (@)
- Reply
- Followers / Following
- Favorite
- Lists
- DM: Direct Message



Using Twitter for Your Rotary Club

TWITTER FOR ROTARY



**LOOK! WHY ARE THEY
USING NUMBER SIGNS
IN FRONT OF ALL
THOSE WORDS?
LOL!**



TWITTER FOR ROTARY

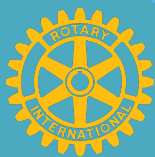


WHAT ON EARTH ARE #HASHTAGS?

- Connect tweets using the same keyword

Example: Search twitter for #BringTheLight and you'll see all the photos, tweets and videos shared during the 2015 District Conference!

- Makes it easy for people to follow along
- Use them to brand your tweets
- Use them to connect with existing conversations



Using Twitter for Your Rotary Club

GREAT EXAMPLES OF HASHTAGS



Rotary Keywords, Topics

- #Rotary #EndPolioNow #WeAreRotary #RICon15

Current Events

- #NepalEarthQuake #WorldImmunizationWeek

District 7690

- #BringTheLight #FallSeminar

Use [Twitter.com/Search](https://twitter.com/search) to find more



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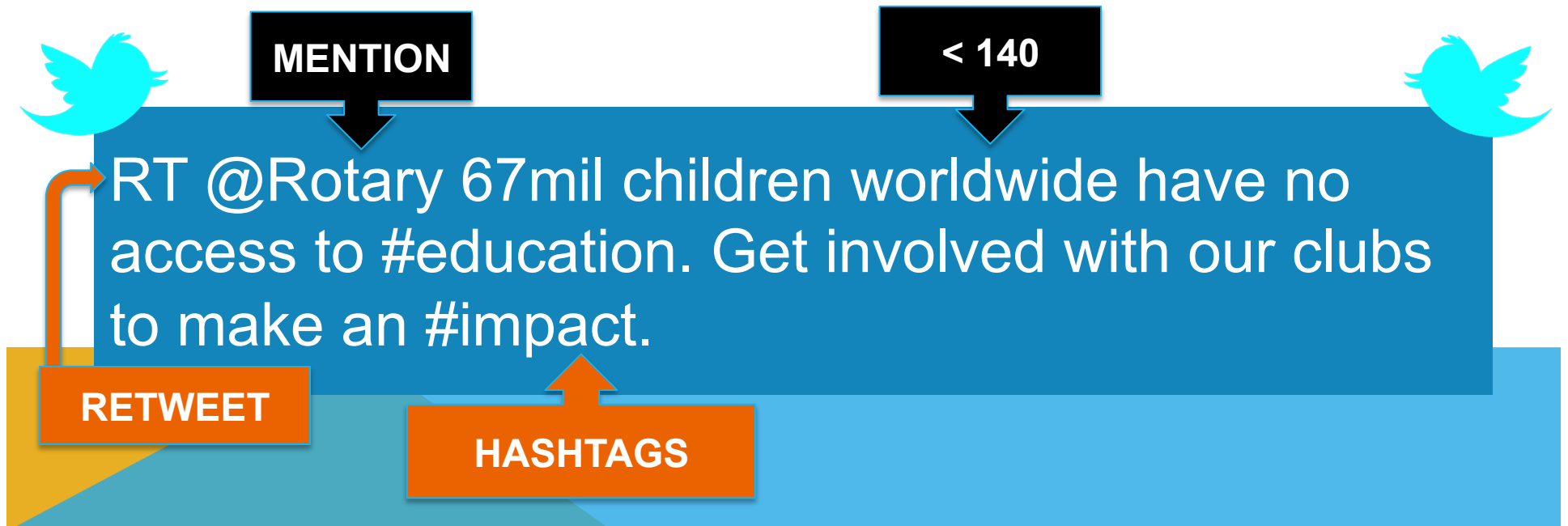
THE “PERFECT” TWEET

Make it to the point (*we only have 140 characters*)

Use at least one hashtag

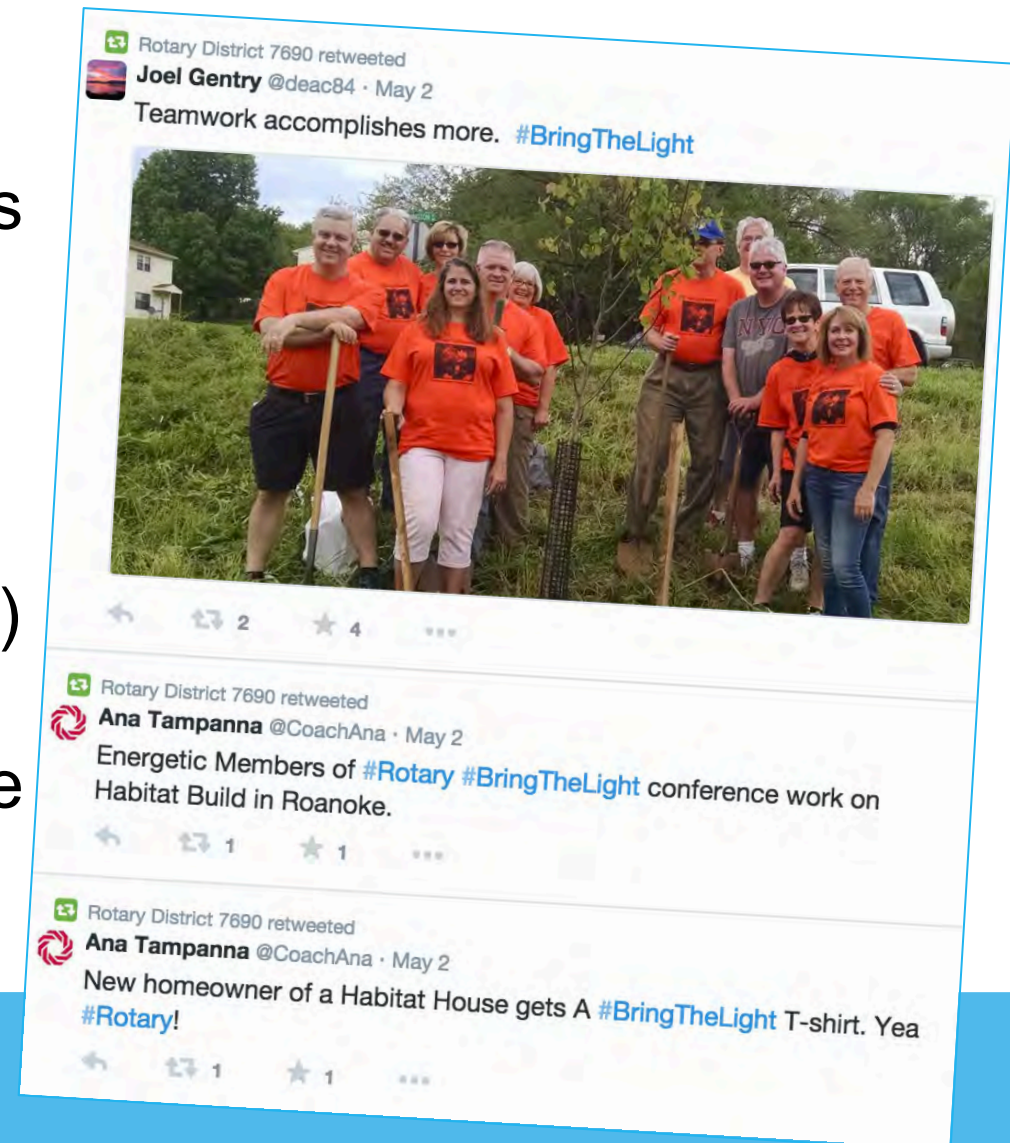
Mention someone (*if it applies*)

Use Images (*if it applies*)



WHAT TO POST ON TWITTER

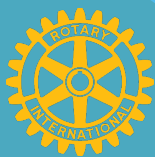
- Photos of your club members in action
- Weekly meeting reminders and post meeting takeaways
- Upcoming events and service projects
- Quick videos (30 seconds)
- Links to your club's newsletter on your website
- Retweet news from your members



GETTING MORE FOLLOWERS



- Follow 5-10 people per day (*start with your members*)
- Tweet often and use related hashtags in your tweets
- Follow District (@Rotary7690)
- Follow media, TV Shows, popular Blogs
 - Retweet their tweets, use their hashtags
 - Send links to press releases, stories of interest

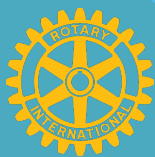


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TWITTER HOMEWORK



1. Follow 5-10 new people per day, including local media for the next 30 days
2. Set Up Account with Hootsuite and schedule at least 2 posts per day for the next 10 days
3. Retweet at least 3 people per day
4. Go to [Business.Twitter.com](https://business.twitter.com) to learn more
5. Install the Twitter App to your smartphone



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