



Part 4: Twitter Essentials

### **Course Outline**

- Introduction
- Facebook Essentials
- Advertising on Facebook
- Twitter Essentials
- Content Essentials
- Digital Toolbox

## Today's Agenda

- Overview
- Building Your Audience
- Advertising on Twitter
- Periscope
- Q&A

## Join the Closed Facebook Group:

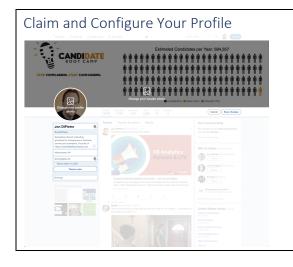
https://www.facebook.com/groups/digital.activism/

### Overview

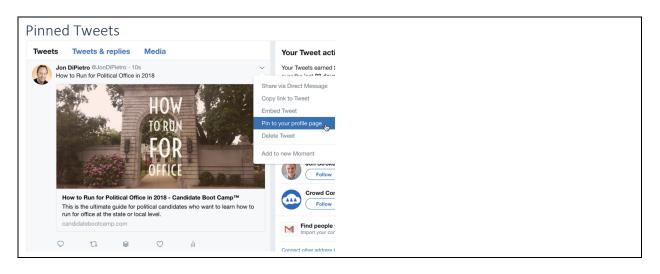


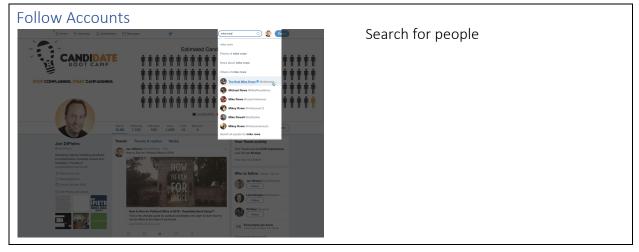


- Founded in March, 2006
- SMS-based platform
- Growth spike at 2007 South by Southwest
- User innovations
  - Replies (@)
  - Hashtags (#)
  - Retweets (RT)



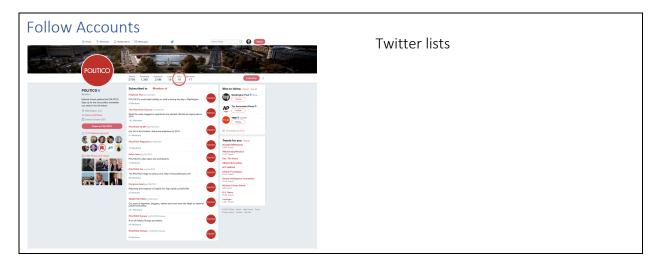
- Profile photo (400px by 400px)
- Header image (1500px by 500px)
- Bio (160 chars)
- Location
- Website
- Theme color

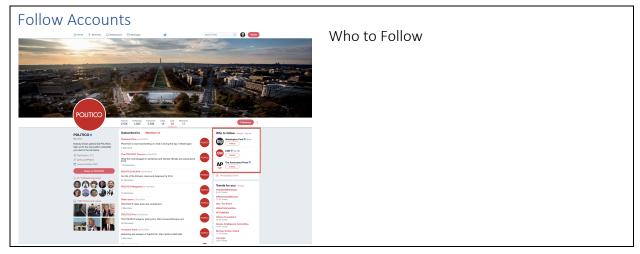




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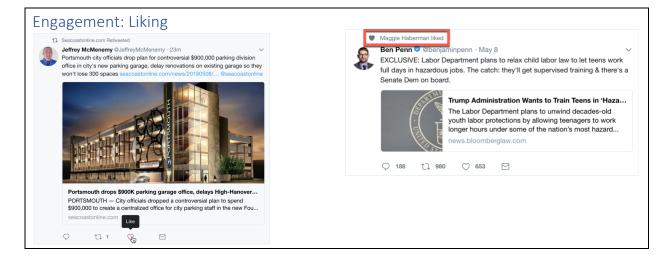
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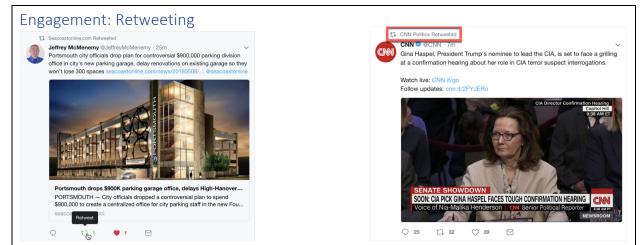


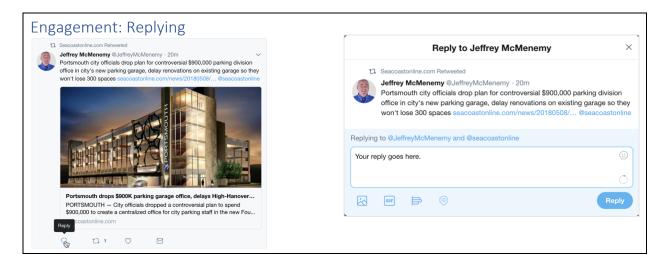


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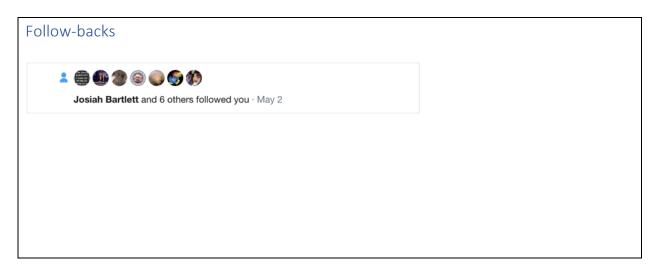
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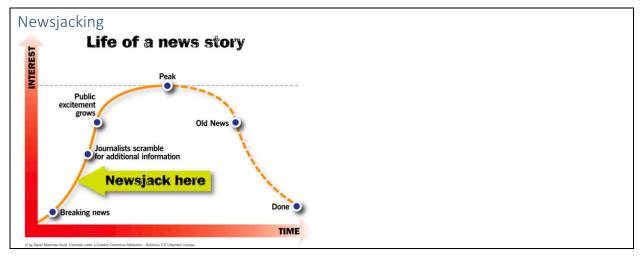
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Short List 🖨 113 Members	Create new list	Description
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Liberty 33 Members		Privacy Public - Anyone can follow this list
Education 17 Members		Private - Only you can access this list
News 59 Members		Save list

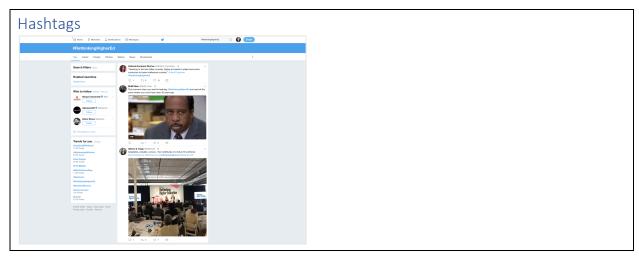
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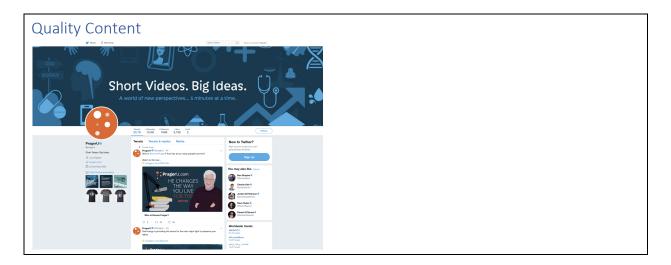
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- Politicos
  - National
  - Local
- Allies
- Journalists (local)
- Issues
- Think Tanks
- News (national/international)

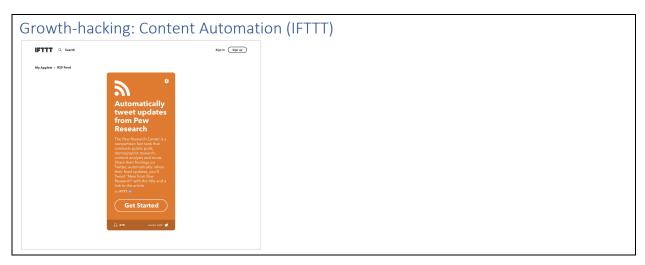
# **Building Your Audience**











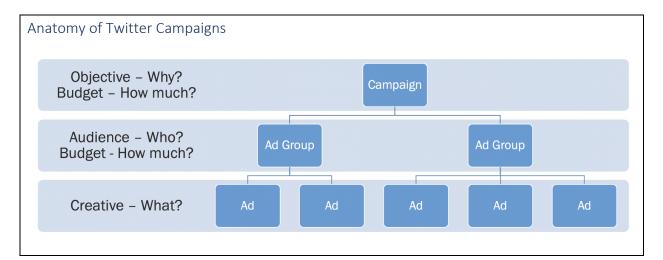
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# Building a Campaign

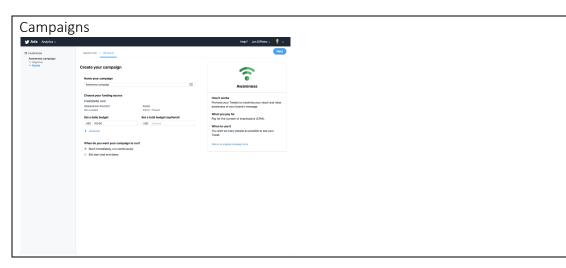
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		I want to automatically promote my Tweets Easily promote your Tweets and account with Promote Mode. (US, UK, and Japan only) Ge to Promote Mode	l want to launch a Twitter Ads campaign Create campaigns tailored for your business goals with Twitter Ads. Co to Twitter Ads		
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	aign Objectives	
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Campaign	Objectives				
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	Awareness	Listen	Read this article Watch this video	Awareness Clicks/Video Views	
		Engage	Read this article Watch this video	Clicks/Video Views Engagement	
	Engagement	Engage	Like, Share, Comment	Engagement	
	Conversion	Engage	Join Me Subscribe Sign Up	Awareness Clicks	
	Excitement	Network	Learn More Tell Me What You Think	Awareness Engagement	
	Ascension	Sell	Vote for me Donate Volunteer	Clicks	
	Advocacy	Sell	Share my message Host a house party or event	Engagement Clicks	



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Audiences	Heg? "on DPieto v 🔮 v	Saved/tailored audiences
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### Audiences: Interests

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Law, government, and politics — Liberal		Add	
Law, government, and politics - Nonpartisan		Add	

ι	idienc	es: Behaviors		
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	macpendent for		Add Exclude	Behaviors Behaviors are supplied by Twitter
÷				partners and are based on actual online and offline behaviors and
				characteristics for US or UK audiences only. People will be
				eligible for targeting or exclusion if they fit with any of the
				behaviors you select.

Au	udiences: Keywords					
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	Events · Browse					
	Behaviors · Browse					
	Interests · Browse					
	Follower look-alikes					
	Keywords	40				
	Movies and TV shows					

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AND TV SHOWS	卷 1.25M	
r - The Rachel Maddow Show (United States)	TV show - The Rachel Maddow Show	
	(United States) Movies and TV shows	
	Target people who Tweet about or engage with movies and TV shows in a specific market. Some shows and ads will be available in multiple markets.	

udiences:				
<ul> <li>Audience features</li> </ul>				
Further refine your audience by selecting features to include or exclude in addition to demographics.				
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Periscope	
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What's happening?	Choose who you want to see your broadcast.
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# Next Class: Content Essentials

- Overview
- Ten Rules
- Visuals
- Words
- Examples