



## Part 4: Twitter Essentials

### Course Outline

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

### Today's Agenda

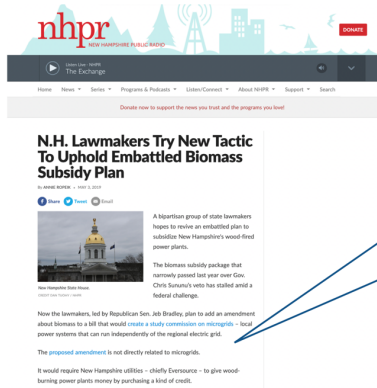
- Overview
- Building Your Audience
- Advertising on Twitter
- Periscope
- Q&A

Join the Closed Facebook Group:

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

# Overview

## Exhibit A: Making the News

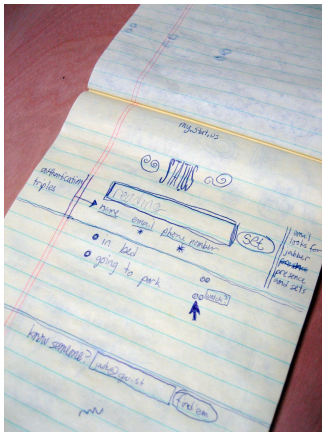


"Every penny of this subsidy will come out of the pockets of ratepayers," Kreis wrote in a Tweet on Friday. "In that sense, this year's amendment is no different from the bill the [governor] vetoed last [year]."

Americans for Prosperity state director Greg Moore also weighed in via Tweet:

"The rapacious desire to rip off ratepayers continues unabated," Moore wrote. "What's more interesting is just how utterly shameless this iteration is," he said.

## A Brief History



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

## Claim and Configure Your Profile



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

## Pinned Tweets

The screenshot shows a pinned tweet by Jon DiPietro (@JonDiPietro) titled "How to Run for Political Office in 2018". The tweet features a video thumbnail with the text "HOW TO RUN FOR OFFICE" and a description: "How to Run for Political Office in 2018 - Candidate Boot Camp™. This is the ultimate guide for political candidates who want to learn how to run for office at the state or local level. candidatebootcamp.com". A context menu is open over the tweet, listing options: "Share via Direct Message", "Copy link to Tweet", "Embed Tweet", "Pin to your profile page" (highlighted), "Delete Tweet", and "Add to new Moment". On the right, the "Your Tweet activity" sidebar shows "Your Tweets earned 1 impression in the last 28 days" and lists users who interacted with the tweet, including "The Real Mike Rowe" and "Michael Rowe".

## Follow Accounts

The screenshot shows the profile page of Jon DiPietro (@JonDiPietro). The profile includes a bio: "Successful national marketing executive. Entrepreneur. National speaker and author. Founder of candidatebootcamp.com." and statistics: "16.6K Tweets", "7,183 Following", "10K Followers", "1,688 Likes", and "13 Lists". A search overlay is active, showing a search bar with "mike rowe" entered. Below the search bar, a list of search results is displayed, including "The Real Mike Rowe", "Michael Rowe", "Mike Rowe", "Mike Rowe", and "Mike Rowe". The text "Search for people" is positioned to the right of the search overlay.

## Follow Accounts

The screenshot shows a search page for the hashtag #npolitics. The page features a search bar with "#npolitics" entered. Below the search bar, a list of search results is displayed, including "Related searches", "Who to follow", and "United States senate". The text "Search for topics" is positioned to the right of the search results.

# Follow Accounts



Twitter lists

# Follow Accounts



Who to Follow

# Follow Accounts



Twitter lists

## Tweeting

✕ Tweet all

Type your main message here.

Mention other accounts using the "@" symbol. @CandidateBC

You can create a chain of Tweets by clicking the "plus" button.

Make your Tweets more searchable with hashtags. #WednesdayWisdom

Include images, too.



✕ Tweet all

Compose new thread ✕

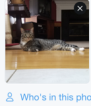
Type your main message here.

Mention other accounts using the "@" symbol. @CandidateBC

You can create a chain of Tweets by clicking the "plus" button.

Make your Tweets more searchable with hashtags. #WednesdayWisdom

Include images, too.



Who's in this photo?

✕ Tweet all

## Engagement: Liking

Seacoastonline.com Retweeted

**Jeffrey McMenemy** @JeffreyMcMenemy · 23m

Portsmouth city officials drop plan for controversial \$900,000 parking division office in city's new parking garage, delay renovations on existing garage so they won't lose 300 spaces [seacoastonline.com/news/20180508/...](#) @seacoastonline



**Portsmouth drops \$900K parking garage office, delays High-Hanover...**

PORTSMOUTH — City officials dropped a controversial plan to spend \$900,000 to create a centralized office for city parking staff in the new Fou...

[seacoastonline.com](#)

Like

1

Maggie Haberman liked

**Ben Penn** @benjaminpenn · May 8

**EXCLUSIVE:** Labor Department plans to relax child labor law to let teens work full days in hazardous jobs. The catch: they'll get supervised training & there's a Senate Dem on board.



**Trump Administration Wants to Train Teens in 'Haza...**

The Labor Department plans to unwind decades-old youth labor protections by allowing teenagers to work longer hours under some of the nation's most hazard...

[news.bloomberglaw.com](#)

188 980 653

## Engagement: Retweeting

Seacoastonline.com Retweeted

**Jeffrey McMenemy** @JeffreyMcMenemy · 25m

Portsmouth city officials drop plan for controversial \$900,000 parking division office in city's new parking garage, delay renovations on existing garage so they won't lose 300 spaces [seacoastonline.com/news/20180508/...](#) @seacoastonline



**Portsmouth drops \$900K parking garage office, delays High-Hanover...**

PORTSMOUTH — City officials dropped a controversial plan to spend \$900,000 to create a centralized office for city parking staff in the new Fou...

[seacoastonline.com](#)

Retweet

1

CNN Politics Retweeted

**CNN** @CNN · 7m

Gina Haspel, President Trump's nominee to lead the CIA, is set to face a grilling at a confirmation hearing about her role in CIA terror suspect interrogations.

Watch live: [CNN.it/go](#)

Follow updates: [cnn.it/2FYJERo](#)




25 32 39

## Engagement: Replying

Seacoastonline.com Retweeted

**Jeffrey McMenemy** @JeffreyMcMenemy · 20m  
 Portsmouth city officials drop plan for controversial \$900,000 parking division office in city's new parking garage, delay renovations on existing garage so they won't lose 300 spaces [seacoastonline.com/news/20180508/...](#) @seacoastonline



**Portsmouth drops \$900K parking garage office, delays High-Hanover...**  
**PORTSMOUTH** — City officials dropped a controversial plan to spend \$900,000 to create a centralized office for city parking staff in the new Fou...

Reply to seacoastonline.com

1

**Reply to Jeffrey McMenemy**

Seacoastonline.com Retweeted

**Jeffrey McMenemy** @JeffreyMcMenemy · 20m  
 Portsmouth city officials drop plan for controversial \$900,000 parking division office in city's new parking garage, delay renovations on existing garage so they won't lose 300 spaces [seacoastonline.com/news/20180508/...](#) @seacoastonline

Replying to @JeffreyMcMenemy and @seacoastonline

Your reply goes here.

Reply

## Search

north korea

Search filters: Date range, Account, All languages

Related searches: #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea

Why to follow: @NorthKorea, @NorthKorea, @NorthKorea

Trends for you: #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea, #NorthKorea

**Top news**

**3 American AEs Released From North Korea**  
 3 AMERICAN AEs RELEASED FROM NORTH KOREA  
 Three Americans were released from North Korea on Monday, the first since 2014. The release comes after a year-long standoff between the two nations over the abduction of a South Korean spy plane.

**POW-ON-WAY HOME WITH AMERICAN HOLOGRAMS**  
 POW-ON-WAY HOME WITH AMERICAN HOLOGRAMS  
 A North Korean prisoner of war is set to be repatriated to his home country with a video message from his family.

**Advanced search**

Words  
 All of these words  
 This exact phrase: north korea  
 Any of these words  
 None of these words  
 These hashtags  
 Written in: All languages

People  
 From these accounts: jarbrenner om fawcett  
 To these accounts  
 Mentioning these accounts

Places  
 Near this place: Location disabled

Dates  
 From this date: to

Search

## Lists

Subscribed to Member of

**Pols - NH**  
 35 Members

**Short List**  
 113 Members

**Think Tanks**  
 7 Members

**Liberty**  
 33 Members

**Education**  
 17 Members

**News**  
 59 Members

**Create a list**  
 A list is a curated group of Twitter users and a great way to organize your interests. [Learn more](#)  
 Create new list

**Create a new list**

List name:

Description:   
 Under 100 characters, optional

**Privacy**

Public - Anyone can follow this list  
 Private - Only you can access this list

Save list

## List Ideas

- Your “short list” (private)
- Politicos
  - National
  - Local
- Allies
- Journalists (local)
- Issues
- Think Tanks
- News (national/international)

# Building Your Audience

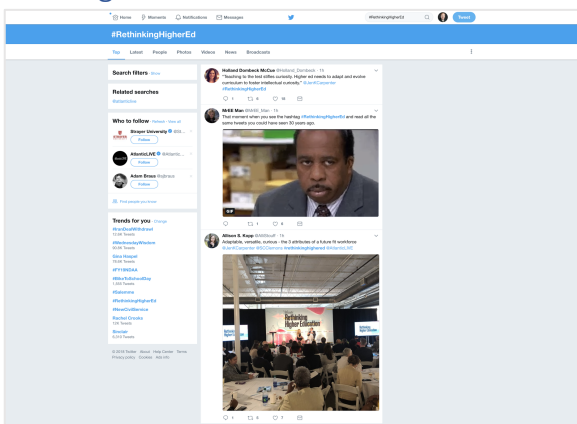
## Follow-backs



## Newsjacking



## Hashtags

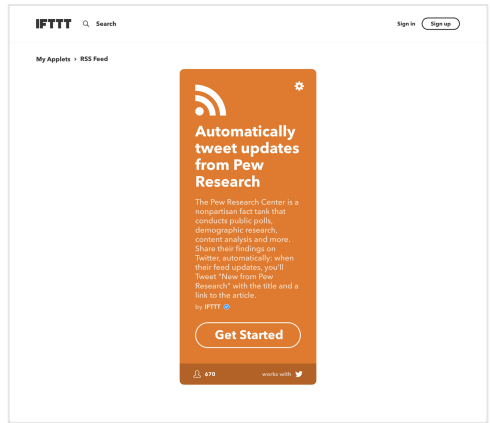




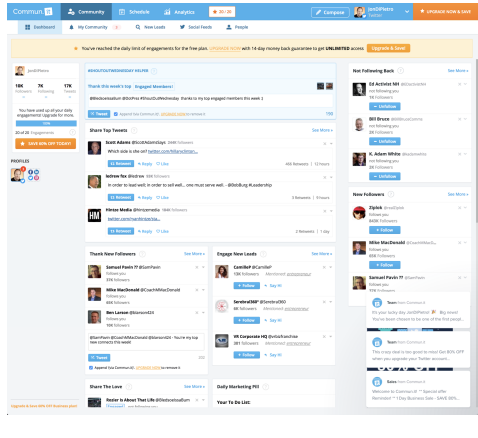
## Quality Content



## Growth-hacking: Content Automation (IFTTT)

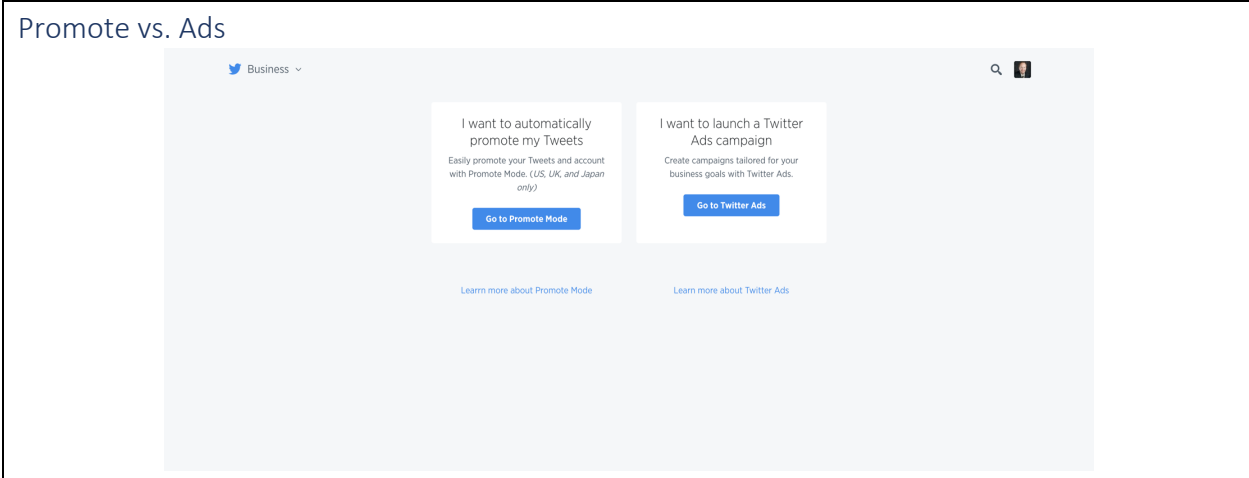
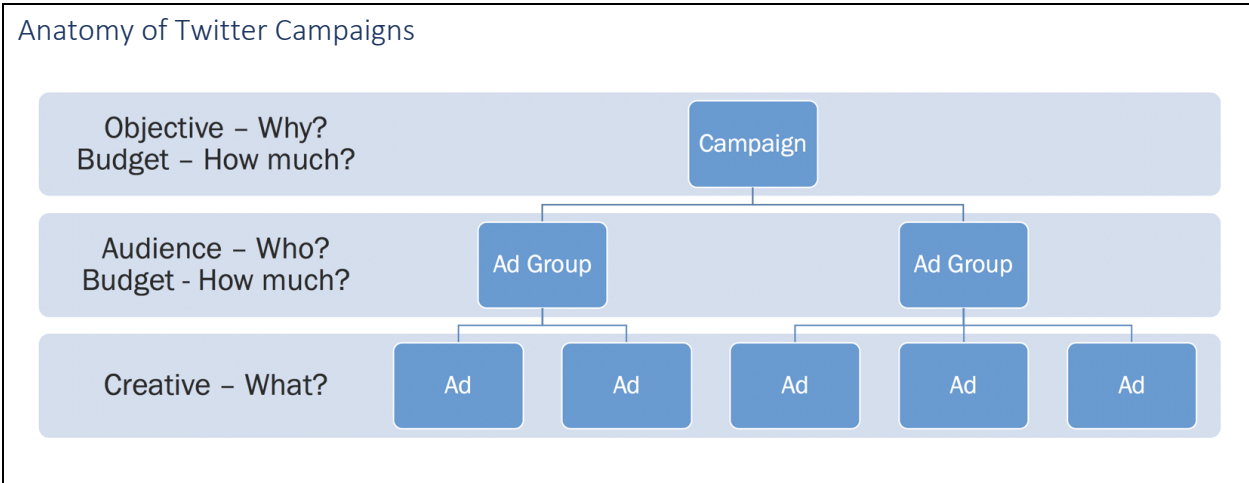
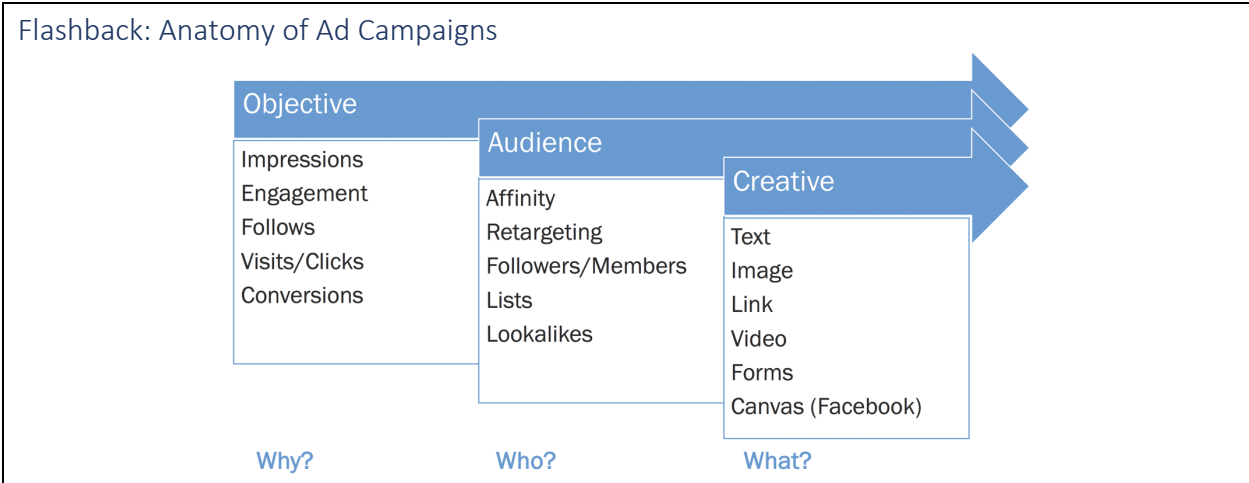


## Growth-hacking: Commun.it

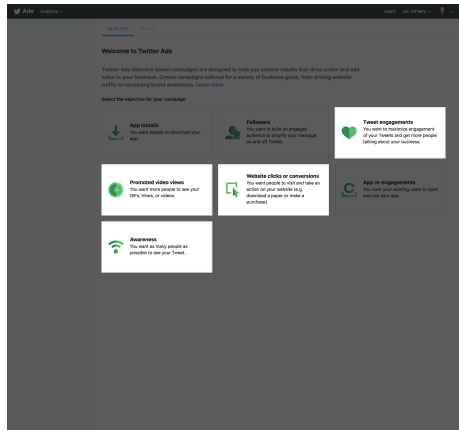




# Building a Campaign



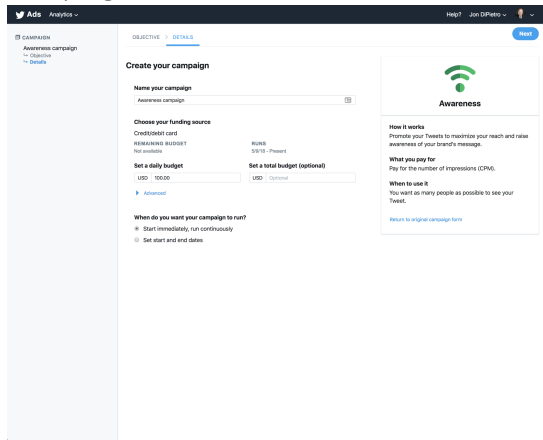
# Campaign Objectives

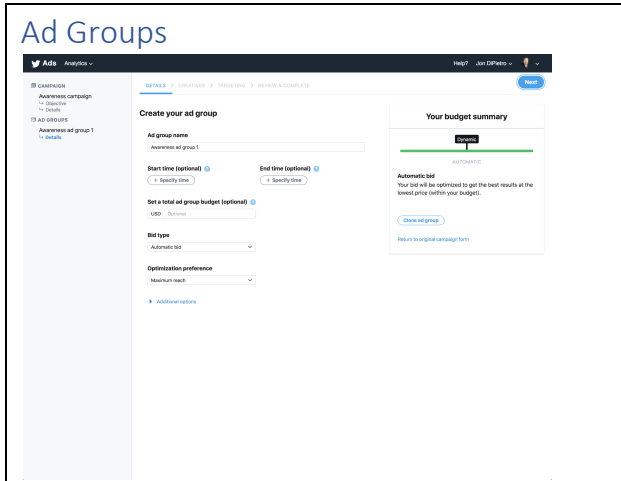


# Campaign Objectives

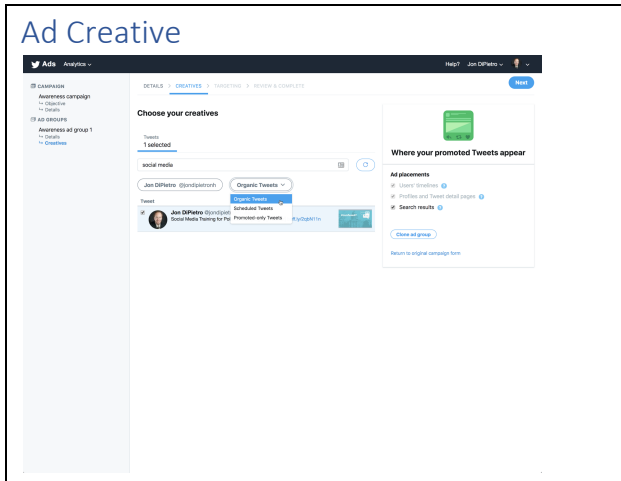
Constituent Stage	Social Cycle	Call(s) to Action	Campaign Objective(s)
Awareness	Listen	Read this article Watch this video	Awareness Clicks/Video Views
	Engage	Read this article Watch this video	Clicks/Video Views Engagement
Engagement	Engage	Like, Share, Comment	Engagement
Conversion	Engage	Join Me 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

# Campaigns

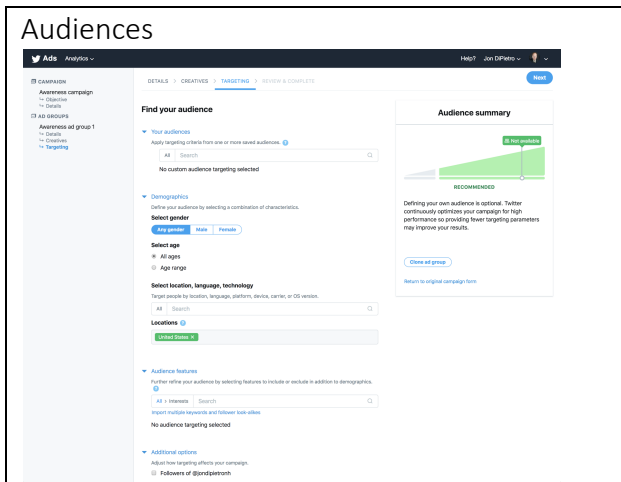




- Name
- Budget (optional)
- Bid Type
- Optimization



- Organic Tweets
- Promoted-only Tweets



- Saved/tailored audiences
- Demographics
  - Gender
  - Age
  - Location, language, tech

## Audiences: Interests

### Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All > Interests > Law, government, and politics

INTERESTS	
Law, government, and politics — Politics	Add
Law, government, and politics — Legal issues	Add
Law, government, and politics — Conservative	Add
Law, government, and politics — Commentary	Add
Law, government, and politics — Government resources	Add
Law, government, and politics — Liberal	Add
Law, government, and politics — Nonpartisan	Add

**41.3M**  
Law, government, and politics — Politics

### Interests

Choose broad or narrow interests to reach the right people

## Audiences: Behaviors

### Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All > Behaviors

BEHAVIORS		
Democratic voter — People who vote Democrat. Provided by Acxiom.	Add	Exclude
Republican voter — People who vote Republican. Provided by Acxiom.	Add	Exclude
Independent voter — People who vote Independent. Provided by Acxiom.	Add	Exclude

**122K**  
Independent voter — People who vote Independent. Provided by Acxiom.

### 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.

## Audiences: Keywords

### Audience features

Further refine your audience by selecting features to include or exclude in addition to demographics.

All

- Events · Browse
- Behaviors · Browse
- Interests · Browse
- Follower look-alikes
- Keywords**
- Movies and TV shows

## Audiences: Movies & TV Shows

**Audience features**  
Further refine your audience by selecting features to include or exclude in addition to demographics.

All > Movies and TV shows

**MOVIES AND TV SHOWS**

Feature	Count
TV show - The Rachel Maddow Show (United States)	1.25M

**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.

[Return to original campaign form](#)

## Audiences:

**Audience features**  
Further refine your audience by selecting features to include or exclude in addition to demographics.

All > Movies and TV shows

[Import multiple keywords and follower look-alikes](#)

**Interests**

- Politics

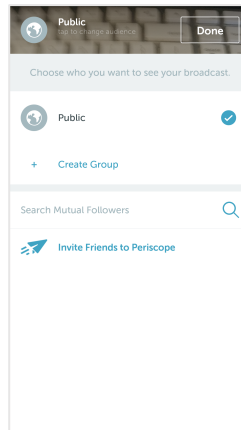
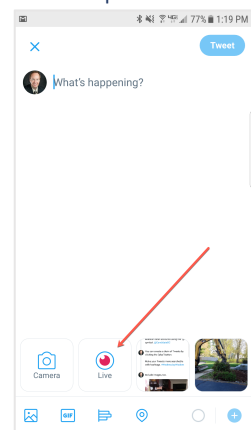
**Behaviors**

- Independent voter

**Movies and TV shows**

- The Rachel Maddow Show

## Periscope



## Next Class: Content Essentials

- Overview
- Ten Rules
- Visuals
- Words
- Examples