



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

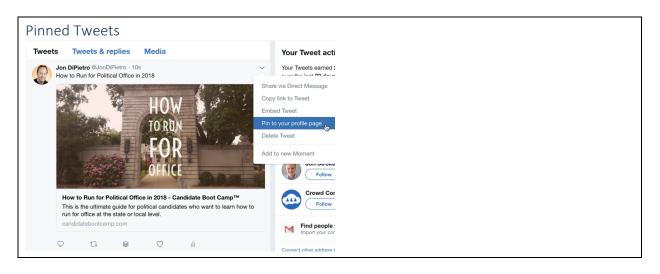


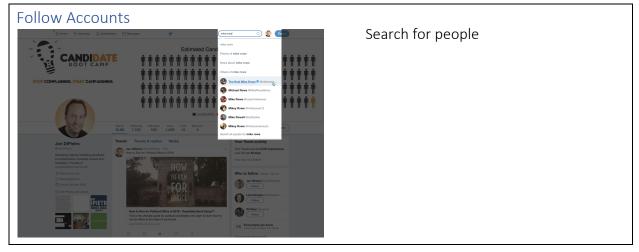


- Founded in March, 2006
- SMS-based platform
- Growth spike at 2007 South by Southwest
- User innovations
 - Replies (@)
 - Hashtags (#)
 - Retweets (RT)



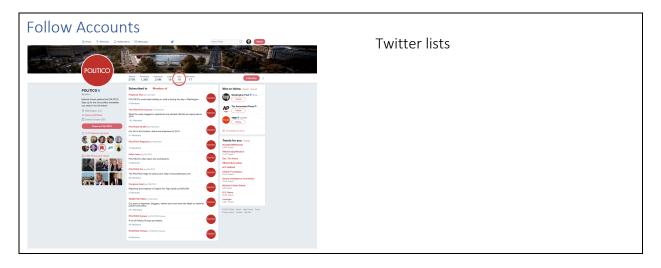
- Profile photo (400px by 400px)
- Header image (1500px by 500px)
- Bio (160 chars)
- Location
- Website
- Theme color

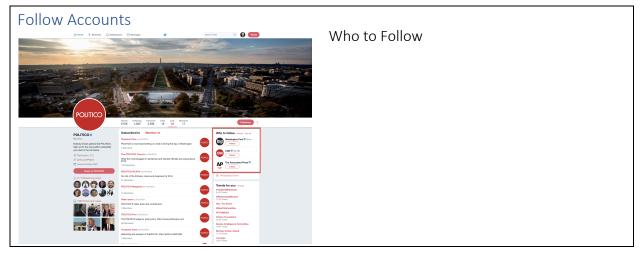




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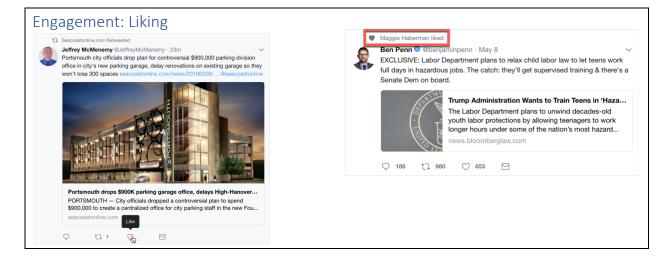
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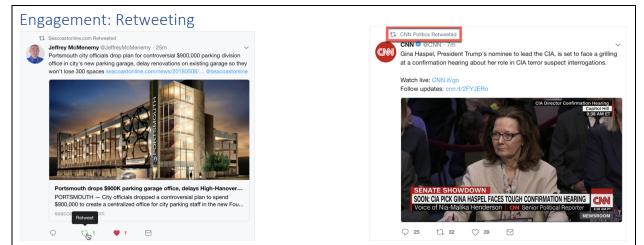


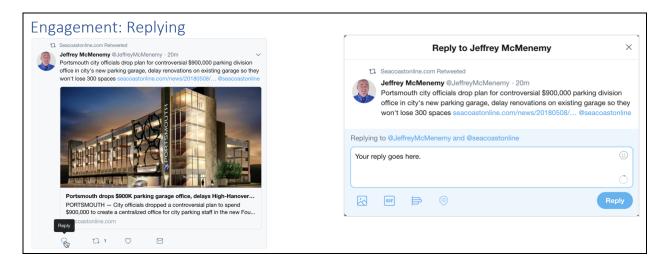


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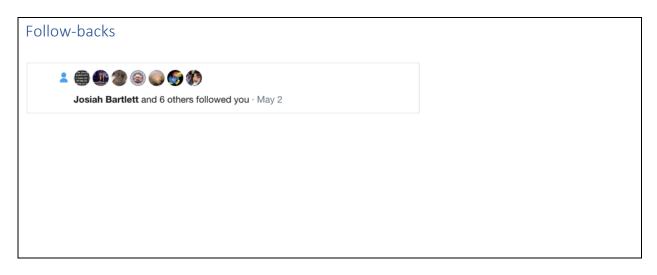
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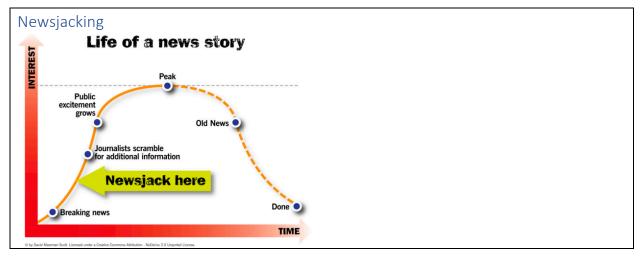
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Education 17 Members		Private - Only you can access this list
News 59 Members		Save list

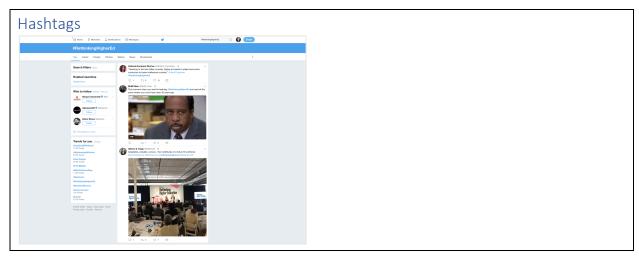
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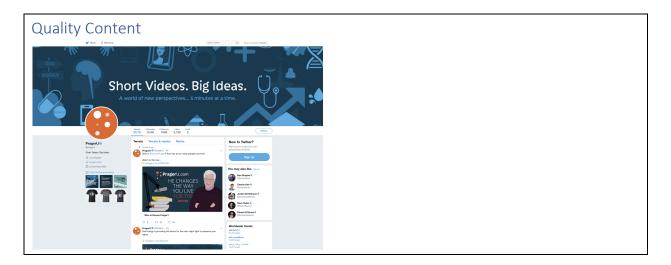
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- Politicos
 - National
 - Local
- Allies
- Journalists (local)
- Issues
- Think Tanks
- News (national/international)

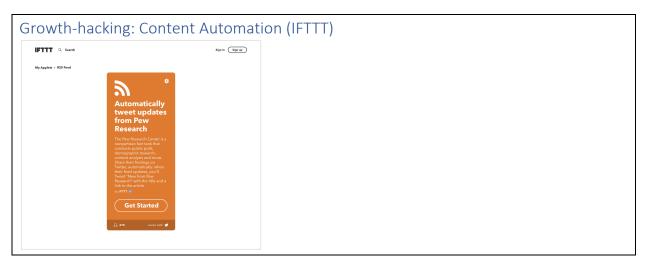
Building Your Audience











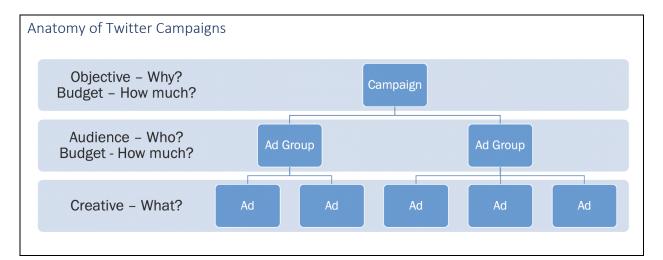
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Building a Campaign

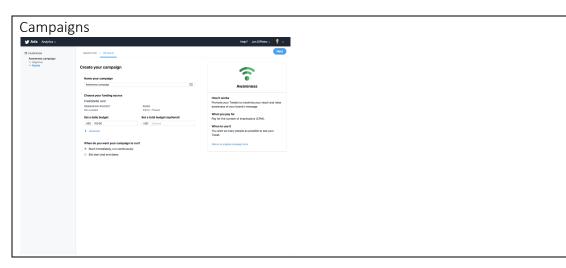
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	aign Objectives	
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		Engage	Read this article Watch this video	Clicks/Video Views Engagement	
	Engagement	Engage	Like, Share, Comment	Engagement	
	Conversion	Engage	Join Me Subscribe Sign Up	Awareness 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: Interests

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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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r - The Rachel Maddow Show (United States)	TV show - The Rachel Maddow Show	
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	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:				
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Next Class: Content Essentials

- Overview
- Ten Rules
- Visuals
- Words
- Examples