

# TWITTER

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Twitter ([www.twitter.com](http://www.twitter.com)) allows users to answer the question, “What are you doing” in 140 characters or less. Users post about their activities, links of interest, and even ask questions on Twitter. It’s a great way to reach out to your constituents and engage in conversation. What makes it stand out from Facebook and other Social Media platforms is the openness of the system. Most users allow their updates to be viewed by all, so searching for keywords related to your organization is easy.

The short messages sent via Twitter are called “Tweets.” Tweets can even be sent by mobile phone. Camps who are using Twitter are finding it useful to tweet about things happening at camp in real-time... right from their cell phones. This is a great use of Twitter for keeping parents updated about camp. Other camps have used Twitter to promote Alumni events or early camp registration. Twitter is a relatively new service; organizations are finding new ways to leverage the tool.

Twitter’s API (Application Program Interface) offers users the ability to replicate and manipulate the Twitter feed on their own site. There are multiple services available to enhance your Twitter experience. This document details a few options that are easy to set up and can greatly increase your outreach potential.

The GIJP Tech team can offer assistance setting up and implementing any of the services mentioned in this document.

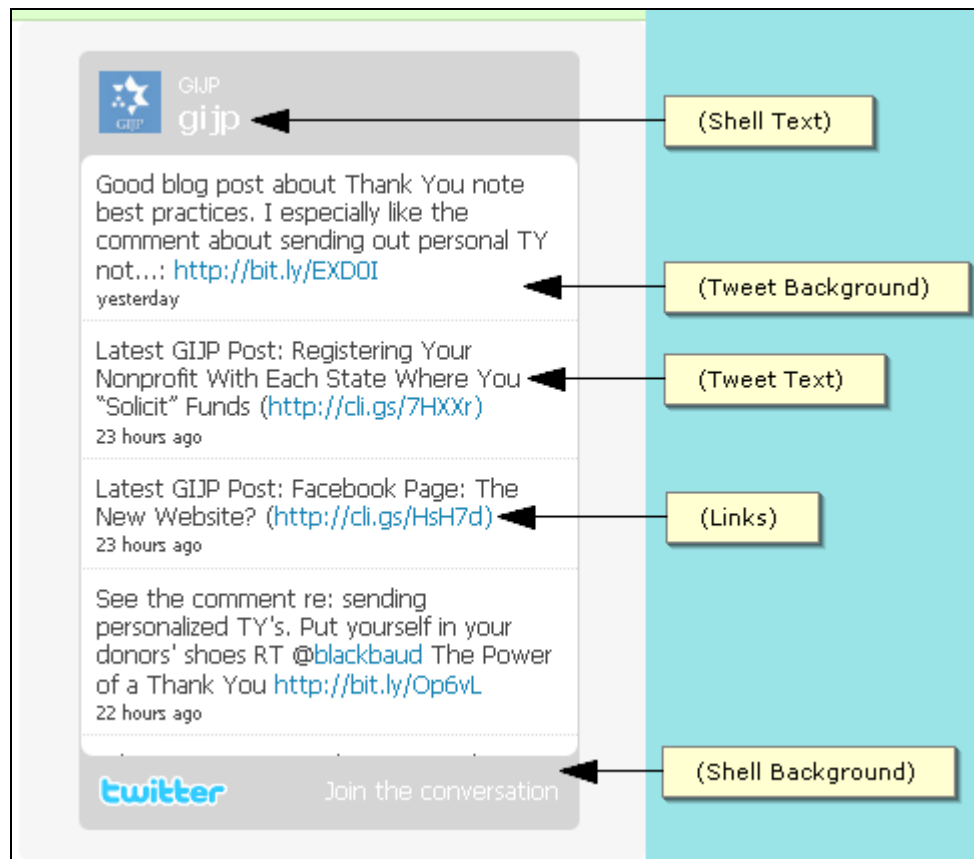
# TWITTER WIDGETS

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Twitter has developed a few widgets that allow organizations to include an updated list of Tweets right on their website or blog. These widgets offer customization and are fairly easy to install. We have outlined a few of the more popular options here.

All available Twitter widgets have similar options. You can customize:

1) **The colors of your widget** – Use the color picker to customize the colors on your widget. Here is an outline of the areas you can customize with the color picker:



(You can either choose a color with the color picker or type a hexadecimal value in)

2) **Tweet “Loop”** - You also have the option of looping results in your Twitter feed. Your widget will display your latest Tweets. Once the feed has scrolled through those Tweets, it will stop. When you enable “Loop Results” (recommended), the feed will cycle through those Tweets again.

3) **Number of Tweets** – You can define how many of your recent Tweets to include in the widget.

4) **Tweet interval** – You can define how many seconds before a new Tweet is loaded into the widget.

5) **Timestamp** – You can decide whether or not you want a timestamp to show when each Tweet was posted.

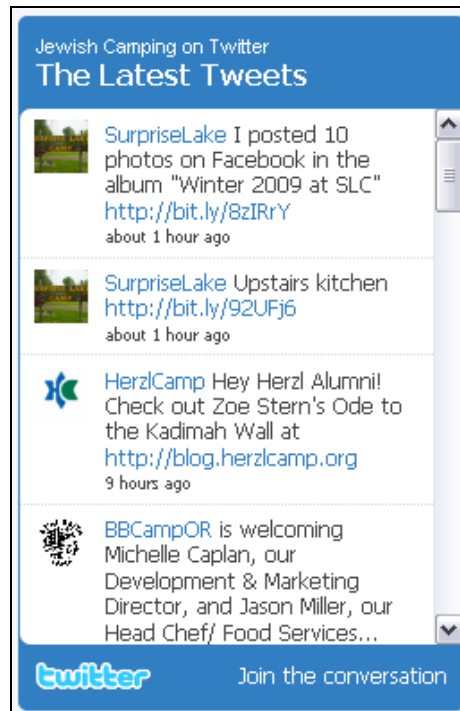
The following are specific Twitter widgets available, including a description of what they offer.

## LIST WIDGET

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Twitter supports the creation of Lists. With Lists, Twitter users can group people together and make it easier to follow a particular interest. For example, GIJP has a list set up of all the Jewish summer camps we work with (who have Twitter accounts).

With the List widget, you can choose a List and display Tweets from it. This widget will allow anyone who comes to the GIJPTech.org site to see what our camps are Tweeting.

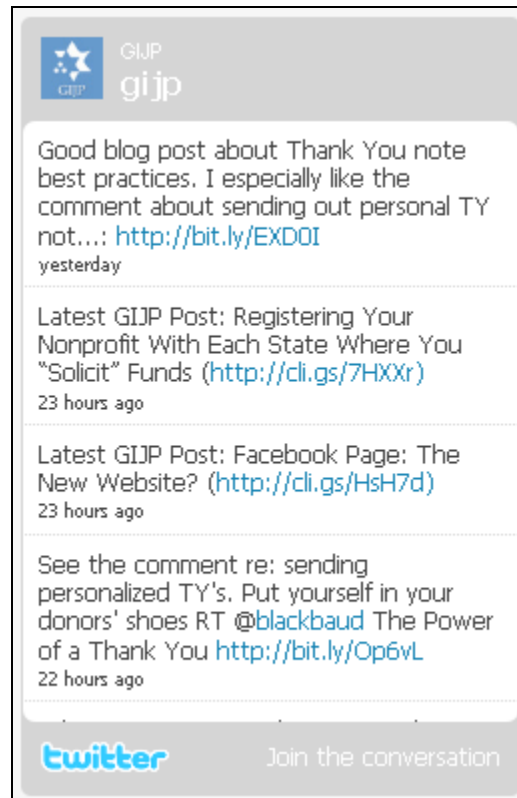


**(Our Twitter List widget displays Tweets from various Jewish summer camps.)**

## PROFILE WIDGET

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Twitter offers tools to directly integrate your own Twitter feed onto your website. The Twitter Profile Widget displays the latest Tweets from your own Twitter account. It allows users on your website to view your latest updates without leaving our site... or even knowing what Twitter is! It is also a simple way to have regularly updated content posted on your site.



(GIJP Twitter Feed)

## SEARCH WIDGET

Twitter has a Search Widget that can display the latest Tweets based on a specific search term. Just like the other widgets, you can customize the colors, how often Tweets appear, and how many Tweets to show. In addition, the Search Widget allows you to choose a specific Search query to find Tweets that meet that criteria.

### Customize Your Search Widget

- Settings**
- Preferences
- Appearance
- Dimensions


Search Query [try some advanced queries](#)


note: retweets are not included by default


Title


Caption

GRINSPOON INSTITUTE  
Searching for "GIJP"

 [gijp @rfaintich](#) All are welcome on our free Webinars. There is some good focus on Camps, but most info is good for all nonprofits <http://bit.ly/4GFDFGf>  
2 days ago

 [gijp](#) HGF mentioned twice in JESNA's top 10 achievements in Jewish ed of last decade (PJ Library and camps (GIJP)) <http://bit.ly/7eYFpQ> #fb  
about 1 hour ago

 [gijp](#) Simple steps for adding a flash video (from YouTube, for

 Join the conversation

(This Twitter Search widget displays Tweets that have the text "GIJP" in them.)

## MOBILE OPTIONS

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Twitter offers the ability to send Tweets while away from your computer. By default Twitter allows you to attach one mobile phone number to each account. That user can send texts from his or her phone directly to Twitter.

However, if you have more than one person updating your account and you both wish to update while away from your computers, there are a few alternatives to help achieve this result:

If you have an internet-enabled cellphone and pay for a data plan to access the web from your phone, you can simply go to Twitter.com on your cellphone and post your status there.

However, if you have a smartphone such as a BlackBerry or an iPhone there are applications to help you post to Twitter easily and access other Twitter features. Suggested BlackBerry applications include:

- OpenBeak
- ÜberTwitter

For the iPhone:

- TweetDeck
- Tweety
- Twinkle

Unlike Twitter's basic mobile option, multiple users can be signed into the same account when using one of these applications.

The Grinspoon Institute Technology Team can help you decide how to best post Tweets for your particular needs (and cellphone technology).

## EXTERNAL TWITTER MANAGEMENT

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Although multiple users can all sign into a single Twitter account, Twitter itself lacks some useful organizational management functionality. Luckily, 3<sup>rd</sup> party solutions are available to fill this gap. Two such services are CoTweet ([www.CoTweet.com](http://www.CoTweet.com)) and HootSuite ([www.HootSuite.com](http://www.HootSuite.com)). GIJP currently utilizes CoTweet.

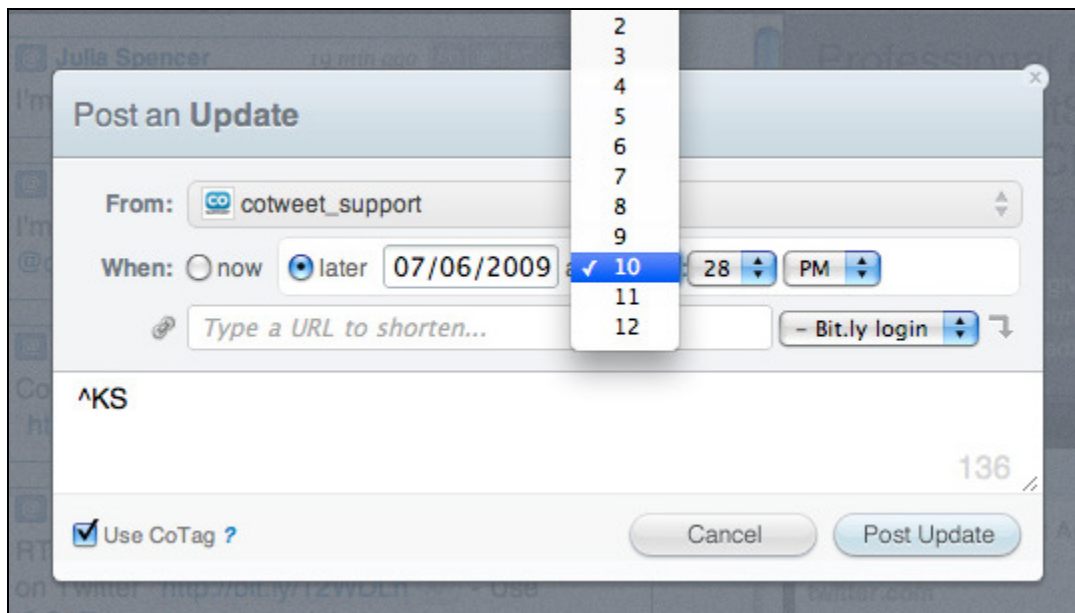
### COTWEET – [www.CoTweet.com](http://www.CoTweet.com)

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CoTweet allows multiple users to manage a single Twitter account. It also allows each single user the ability to manage multiple Twitter accounts (for example, a user might want to access their employer’s organizational account, their personal Twitter account, and also the Twitter account for a local nonprofit for whom they volunteer).

Each user on CoTweet has their own personal login information. The organization can easily close a user’s CoTweet account if they leave the organization in the future (rather than having to change the Twitter accounts password every time staff changes). With multiple accounts set up, a user can choose which account to post to or even post to more than one account at the same time. Every user has the ability to add their own personal accounts in CoTweet.

CoTweet also offers the ability to schedule Tweets. If you’re out of the office on a particular day or want tweets updating throughout the weekend, you can set up your Tweets in advance through its simple interface.



(Schedule Tweets within CoTweet.)

Other features include direct integration with [Bit.ly](http://Bit.ly), a URL shortening service that offers click statistics on links you post. And you can assign a Tweet to a particular user in CoTweet. This allows an organization to ensure a specific Tweet gets responded to by the appropriate person.

CoTweet also offers keyword monitoring; CoTweet will scour Twitter for any particular keywords or phrases that you desire.

Finally, the CoTweet interface displays conversations with other Twitter users as a thread. This is an upgrade over Twitter's more linear view.

CoTweet is a solid service that can greatly enhance your Twitter experience. CoTweet is currently in beta and is free to use. It may eventually move to a paid-service model.

## **HOOTSUITE – [www.HOOTSUITE.com](http://www.HOOTSUITE.com)**

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HootSuite is very similar to CoTweet. HootSuite allows multiple users to manage a single Twitter account, offers the ability to schedule Tweets, and allows users to track some link statistics (to better understand the "reach" of links posted on Twitter).

Where does HootSuite differ from CoTweet? In addition to Twitter, HootSuite also allows you to update your Facebook, LinkedIn, Twitter, and WordPress.com blog accounts. For Facebook, the Administrator can offer the other users access to the organization Page without sharing access to their personal profile on Facebook.

The HootSuite interface is also different from CoTweet. One of HootSuite's main advantages includes its views. Each tab is linked to one of your accounts. Within each tab, organize your Twitter stream into friends, news, search terms, and keyword tracking. HootSuite allows up to 6 columns of information on each tab.

One drawback of HootSuite is that only the Administrator can connect all users to specific Twitter, Facebook, LinkedIn, or Wordpress.com accounts. For example, if one of the users has their own personal Twitter account, they will not be able to connect to that account via HootSuite.

Finally, in addition to the online version, HootSuite has made available an iPhone application that will allow users to schedule Tweets, view lists, and more all from the iPhone. Also, HootSuite can be directly integrated to the Google Chrome and Mozilla Firefox browsers for additional usage away from the HootSuite site.

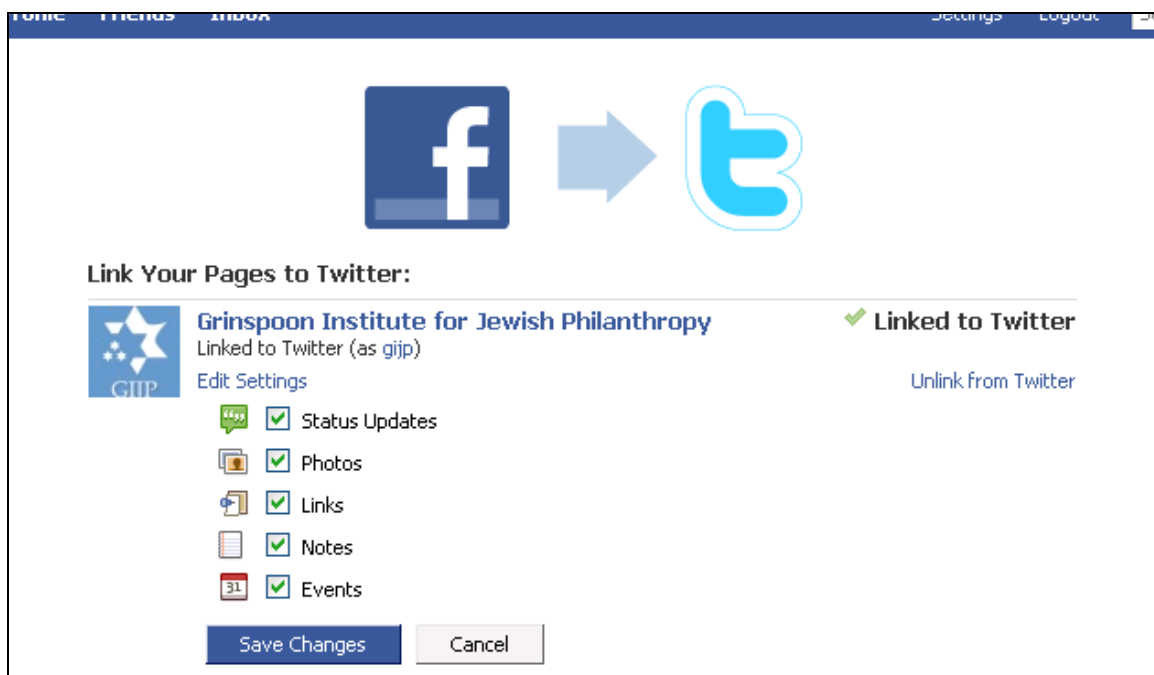
# CONNECTING FACEBOOK & TWITTER

It is easy to connect your Facebook and Twitter account together. This allows an organization to save time by not having to post similar updates on both channels.

## FACEBOOK TO TWITTER CONNECTIVITY

Facebook recently released an application that will publish Facebook Page activity to your Twitter feed. Facebook gives you the option of selecting which activity gets posted to your Twitter account. Such activities include Status Updates, Photos, Links, Notes, and Events. It's all done automatically after completing the simple setup by going to

<http://www.Facebook.com/twitter>



(You may select what Facebook updates get published on Twitter.)

## SELECTIVE TWITTER

Updating multiple channels can be time consuming. Selective Twitter Status lets you update your Facebook status from Twitter. You can choose which Tweets you want posted to Facebook by ending a Tweet with **#fb**

Setup is easy – you simply have to provide your Twitter username and password and agree to give Selective Twitter permission to access your Twitter account. To enable Selective Twitter, login to Facebook and visit <http://apps.facebook.com/selectivetwitter>

**Selective Twitter Status**

Selective Twitter Status lets you update your Facebook status from Twitter - BUT you can choose which tweets you want to post it as your Facebook status - simple!

**Your Profile** Your Fan Pages Settings Help

**The one and only step:**

To configure for your profile page, just enter your Twitter username:

@  Save

If you have problems, see the help page

Avoid confusing your Facebook friends  
Don't swamp your profile with too many updates  
Leave certain updates on Facebook for longer

⚠ If you're currently using the [Twitter application](#) or other app to update your status, remember to [remove or disable it](#) so that it doesn't keep updating with all your tweets.

What are you doing? 69

now I can update my Facebook Status from Twitter only when I want to #fb

Latest: I often want to leave a status update on Facebook for a while without replacing it with subsequent tweets update

**apexa** I often want to leave a status update on Facebook for a while without replacing it with subsequent tweets *less than 5 seconds ago from web*

**apexa** sometimes I want to update both my Facebook status and Twitter with the same message *# if less than 5 seconds ago from web*

**Andy Young** now I can update my Facebook Status from Twitter only when I wa  
via Selective Twitter Status - 5 seconds ago clear

Wall Info Photos Photo Album... Boxes +

(Setup is quick and easy.)

## TWITTER ON FACEBOOK

If you'd prefer to keep your Facebook and Twitter updates separate, but would still like to allow the Fans of your Facebook Page to easily find your latest Tweets, you can use an application developed by [Involver](#).

Involver's free product, Twitter for Pages, adds a new tab to your Facebook Page. It's fairly simple to configure as you just need to install the application, list your Twitter username, and add the tab to your Facebook Page. The end result is seen below.

The screenshot shows a Facebook page for the Grinspoon Institute for Jewish Philanthropy (GIJP). The page has a navigation bar with tabs for Wall, Info, About GIJP, Job Postings, Webinars, and Twitter. The Twitter tab is active, displaying a 'Follow on Twitter' section with the handle @gijp, a 'Share with friends' section with a list of names, and a 'Send Page Invitation' button. The main content area shows a welcome message and several tweets, including a retweet of a tweet about Google Translate and a tweet about digital divide statistics. The footer of the interface says 'Powered by Involver'.

(Twitter for Pages interface.)

The application will display your latest Facebook Status and last four Tweets. It provides a link to your Twitter account as well. In addition you can invite your friends to your Page. The only way to completely remove the "Involver" branding from the Facebook Tab is by paying a monthly fee. Please visit [Involver](#) for more information.