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Be a Force for Good

One day at Twitter headquarters in San Francisco, I was doing a media training, learning to better convey my message and respond to common questions when speaking publicly. While employees around me had difficult and sensitive questions thrown their way about potential acquisitions and hiring statistics, I had it easy. "Tell me more ways that Twitter has helped people change the world," people typically ask me eagerly. Or, with interest, "What's your favorite story of using Twitter to help in a crisis?"

The trainer asked me what I wanted to work on. No one ever asks me hard questions, I told the trainer. And so he did.

"You say one of Twitter's operating principles is Be a Force for Good. But what on earth does that mean?"

Because broad questions don't merit vague responses, I dove in. I told one story of an individual using Twitter to change the world around her. One example that proved that the Twitter platform seemed built for social change from the beginning and that the way individuals are using it every day only maximizes its power. But there are many such stories I left out that day.

Think of this book as the complete response to that initial question. In these pages, I will teach you to be a force for good on Twitter.

Corporate Social Innovation at Twitter

In my position leading social innovation, causes, and philanthropy at Twitter, and as the first employee to drive and shape such work at the company, I work on a daily basis to show non-profit and for-profit organizations how to use Twitter to make a difference. In my work, I help guide small non-profits, large non-profits, and big brands running cause campaigns in how to best use Twitter to reach their goals of social impact and world change. I believe it is not the *obligation* of an organization to engage in social change, but rather the *opportunity* an organization has to innovate in extraordinary ways, with this unique real-time information network. This book grew directly out of this work. As such, *Twitter for Good* is the definitive manual proving

that individual activism via Twitter is a viable answer to world change.

Specifically, in Corporate Social Innovation and Philanthropy at Twitter, we work in three main areas to:

1. Support non-profit organizations and causes on Twitter
2. Promote cause marketing advertising initiatives
3. Carry out Twitter's internal philanthropic efforts

Our work breaks down as follows:

Support for Causes

Twitter's operating principle, "Be a Force for Good," is the guiding principle of the service structure we provide to non-profit organizations and causes. The broad category of our non-profit support encompasses a variety of initiatives aimed at onboarding new non-profits and improving their experience on Twitter, including the following:

• Within our advertising platform, we offer pro bono programs for non-profits already engaged on Twitter. Promoted Tweets are a tool advertisers use to promote specific campaigns via Tweets on Twitter. The Promoted Tweets for Good program is an application-based pro bono program serving a number of non-profit organizations each year. We offer a second type of Promoted Tweets for Good ad hoc to organizations involved in crisis relief during times of natural disaster or civil unrest.

- We conduct regular talks and trainings to non-profits and causes who want to use Twitter better, based on the five-step T.W.E.E.T. framework explored in this book.

- On Twitter's Hope140.org, we compile an array of case studies, best practices, and past cause campaigns to help organizations better learn how to get started on Twitter.

- We work with organizations in the field of disaster response, taking advantage of Twitter's power on mobile devices to use our strategic partnerships to support humanitarian aid initiatives.

- Finally, we regularly bring speakers in to Twitter headquarters to better educate employees about innovative uses of Twitter in the world.

Cause Marketing

Within the area of cause marketing, we support brands promoting prosocial or social good initiatives, generally through paid campaigns on Twitter's platform.

Internal Giving

Within our internal philanthropic strategy we have spearheaded a variety of initiatives. Since 2009, we have worked with Room to Read, a non-profit organization supporting girls' education and library development in nine developing countries. We have mutually supported each other on a variety of initiatives related to literacy, including the creation

What Is Promoted Tweets for Good?

Twitter launched our first advertising product, Promoted Tweets, in April of 2010. Much of the public didn't realize it, but Twitter launched Promoted Tweets not only with six big brands—including Starbucks and Virgin America—but also with two non-profit organizations: Partners in Health and Room to Read. Since that time, the Pro-Bono Promoted Tweets for Good program has served a number of key non-profit organizations with pro bono advertising on Twitter and has expanded to a secondary program featuring organizations serving Tweets in times of crisis. To find out more about Promoted Tweets for Good, visit www.Hope140.org.

What Is Hope140?

Twitter launched Hope140 to help meet the needs of the growing number of non-profit organizations and causes on Twitter searching for best practices and training tools. At www.Hope140.org, you'll find case studies, examples of campaigns Twitter has engaged in to support causes, information on our pro bono advertising products, and a blog with the latest information and examples of causes on Twitter.

of a wine label for charity called Fledgling. We have also worked with a number of other organizations on ad hoc fundraising and Twitter-based awareness campaigns, including (RED), Malaria No More, and the American Red Cross.

Twitter for Good provides a comprehensive manual that teaches organizations to help change the world using Twitter. Through working with hundreds of organizations, I have developed a simple five-step model called T.W.E.E.T. (*Target, Write, Engage, Explore, Track*), which uses case studies and examples to teach cause-based initiatives how to excel on Twitter's platform. *Twitter for Good* lays out this exact framework and will dive deep into the specific strategic steps needed to build and effectively promote cause-based campaigns. Case studies from organizations like the American Red Cross, Water.org, and Free the Children; eye-opening information about Twitter's own internal work on philanthropic campaigns; and how-to frameworks and models all are key elements of the text.

Although the focus of this book is non-profit organizations, social enterprises, foundations, and corporate entities running cause-based campaigns, many of the strategies explored apply to any entity that wants to make a difference in the world. Twitter is a tool for enabling individuals to reach their personal and professional goals, and the ideas in *Twitter for Good* can and will help anyone.

In speaking to thousands of individuals each year, the one question I receive most often is, "Where can I go to get more information about how to promote my cause on Twitter?"

This book—and Twitter's Hope140.org—are the answers.

Twitter for Good is designed as an engaging, case study–rich manual for innovative leaders in non-profit and for-profit sectors who want to use Twitter to achieve their cause-based aims. It is also the first work devoted to how causes and mission-based organizations can best use Twitter. It is a practical business book built around a targeted model for success, and it will provide you with the specific steps needed to excel as an organization on Twitter.

The T.W.E.E.T. Framework

When I first began teaching organizations how to achieve their goals on Twitter, I used a variety of tips and strategies I had developed over time. Like most speakers, I sought to provide quality information in practical ways, and I always tried to create presentation outlines to reach my audience most effectively. I had spent thousands of hours learning about how non-profits and causes could best use Twitter, and much of these general resources could be found online—either at Twitter's website, www.Hope140.org; at www.Twitter4Good.com, the companion website for this book and its teachings; or at my personal website about causes and Twitter, www.ClaireDiazOrtiz.com.

However, when organizations asked me to give talks at conferences or provide hands-on trainings, I worked to craft ideas targeted to their specific cause. It was valuable, high-touch work. It was also not sustainable. As Twitter grew, the number of organizations on Twitter exploded.

I needed to find a way to reach more people, so I began to create more generalized presentations and trainings.

I was always interested in the retention level of audience members and workshop participants, and I was often dismayed to hear that typically only a few ideas really stuck. In my years as an attendee at conferences and workshops, I had seen the same thing. Despite the structure that presenters clearly gave to their presentations, the outline was not always obvious to the audience members. Without understanding and being able to recall the skeleton of the presentation, remembering the individual points presented was that much more difficult.

I realized that if my audiences were going to digest my message in one twentieth of the time it took for me to prepare it, it had to be as simple as possible. Only when they remembered the basics—and saw the importance of the one core idea—would they have interest in recalling the intricacies of what I explained or in seeking these resources later online at Twitter's www.Hope140.org.

Over time, I saw the need for a dedicated framework that any organization could easily remember and consistently employ. In its simplest form, an organization just needs to remember the five main things they should be thinking about when trying to excel on Twitter—T.W.E.E.T. (Target, Write, Engage, Explore, Track).

The T.W.E.E.T. framework works because it is simple. The jarringly obvious acronym serves as the absolutely easiest

way for organizations to remember the five most important things they must do to stand out on Twitter. It has worked for hundreds of organizations, and I am confident that it can work for you as well.

Let's dive in.