

Twitter Fundraising Q&A with John Haydon

1. **Katie:** *(comment) "A con for email or direct message posts would be that auto direct messages are completely impersonal (contradicting the point of direct messages) and mostly just annoying."*

ANSWER:

"DMs that are done creatively with giving value to the receiver can be useful - for both parties. I use an auto-DM that recommends great folks to follow that are in the same space I am."

2. **Katarina:** *"Is there any money being raised using Twitter, besides the celebrity challenges. And, is that being done by directing people to the website?"*

ANSWER:

"Yes. See 12for12k, Twestival and Tweetsgiving for examples."

3. **Paul:** *"How would John contrast the advantages of using #tag for an organization vs. starting a twibe?"*

ANSWER:

"Twibes focus on joining a "group", #tags focus on joining a conversation. The Twibe group is about members, #tags is about those members having a dialogue. Check out #smgps for a great example of dialogue."

4. **Kimbllyn:** *"Are there any suggestions for usernames if the name of your organization and acronym is already taken?"*

ANSWER:

"Keep the username short and as memorable as possible. If the name taken is "DoGood" and they have tons of followers, you could choose "TheRealDoGood". In short, be creative and stand out. Also, make sure you also have personal Twitter accounts. Remember - people connect with people."

5. **Beverly:** *"We have our Twitter acct. linked to Facebook. Is this wise – or overkill? I'm concerned about swamping our FB friends with Twitter messages."*

ANSWER:

"This depends upon how much you tweet and how many friends you have on Facebook Try it and then post a status asking your FB friends, "Are we posting too many tweets on Facebook?" If so, you could either stop, or use the Selective Twitter Facebook Application. "

6. **Brent:** Any pointers for an organization to approach "Tweeting" with several people using the same account? Would you recommend one person do the tweets or would several be okay?

ANSWER:

"Several is fine - just as long as you're organized about it (not posting duplicate content) and spending at some time connecting with others. You could also have one corporate account and several personal accounts. Read more here:

<http://www.corporatedollar.org/2009/04/how-selectively-integrate-personal-corporate-twitter-accounts-rss/>"

7. **Kat:** How is the best way to get people..like someone like Ashton Kutcher to follow you?

ANSWER:

"1) Be sincerely interested in what they have to say first, 2) Have something compelling to say 3) Start following them. 4) Don't expect much - these opportunities are long shots if there's no relationship to begin with. "

8. **Melonie:** Most nonprofits using Twitter seem to have an easy to understand message (Malaria no More, IRC). We have a complicated message (we address many different issues) how can we work around this on Twitter?

ANSWER:

"Focus on the **one issue** that you think has the most appeal. Once people get connected, then they can drill down into the other issues. "

9. **Tom:** I only have an older flip phone with texting but I am not yet using it has no web service. How can it twitter?

ANSWER:

"Twitter can tweet via SMS. "

10. **Teri:** I am SUPER GREEN on this Twitter thing and since the call started, I created an account and put up a post, but I don't get how to Re-Tweet someone. Do I literally have to retype their post, or how do I forward it?

ANSWER:

Congrats! If you're using Twitter.com, you do have to copy and paste. Try using itweet.net which is a better user interface. Read more here:

<http://www.corporatedollar.org/2008/10/itweet-video/> Also - follow me at @johnhaydon - I'll show you all the ropes!