Twitter
A How to Guide for fundraisers

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How to write a tweet

-Click on the 'Compose new Tweet' tab at the top of the page and get writing!

-Tweets (messages) can be no longer than 140 characters

-@ indicates somebody's Twitter identity, known as their 'handle'- so @guardian is the Guardian newspaper's identity. It is worth checking this before writing, as not everybody's handle is as straight-forward.

-Hash-tags (#) are used to create trends or to highlight key words or topics. For example during the 'Love Syria' campaign, people tweeting about this used the #LoveSyria hash-tag.

-Tweets are public (unless you have specific privacy settings, which we can look into later) If you want to send a **direct message ('DM')** to somebody, you can use the 'Direct Message' function on their Twitter page. The message will only be accessible to you and the receiver

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The Structure of a Tweet

- **@Jeff What would you like for your tea?**
    Only people who follow you and Jeff can see the message.

- **What would you like for tea @Jeff**
    Everyone can see this message

- **DM @Jeff What would you like for tea?**
    Only you and Jeff can see the message

How to write a good tweet

- Use #hashtags which will make your tweet searchable

- Make it personable

- Report on the now and say something original

- Ask a question, this will encourage a response from your followers

- **Post a video, picture or link**. This significantly increase your word count, so it can be useful to use websites such as **bit.ly.com** or **twitpic.com** that will condense these files so that their word count is minimal

- Don't use up all 140 characters. Short can be sweet!

- Use correct punctuation and spelling.

- Tweet at 'peak' times, such as 7.30am, 1pm and 6pm

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The Do's and Don'ts

Do

- Write a Profile Bio and mention Oxfam within it

- Search and engage with fellow Twitterers. It's a great idea to follow both national and regional newspapers, as well as journalists

- Encourage journalists to follow you. You can do this by mentioning them in Tweets that you think may be of interest to them (especially if you are tweeting an article they have written. If a journalist is following you, do not be afraid to interact with them.

- Look out for people who are mentioning you- keep track activity relating to you by clicking on the Notification tab at the top of your Twitter page.

- Tweets are public, so it is always good practice to carefully consider what you are tweeting. Make sure what you are saying is accurate- if unsure about facts, then check your sources or do not mention at all.

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The Do's and Don'ts

Don't

-Talk about only one subject

- Ignore your twitter followers. If somebody interacts with you the respond to them. If you are unsure of how to do this, e.g. If they have asked a question you are not sure how to answer, you can always get in touch with the Oxfam team who can help you out!

- Send multiple tweets in a row.

- Provide misinformation. If you are unsure of any facts, then it is best not to tweet anything at all.

- Leave your Twitter account dormant. If you are signed up then use it!

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How to build your community

-If you want to use Twitter to promote your fundraising activities and/or your fundraising group, you want to encourage as many followers as possible.

-Using # hashtags means that more people will become connected with you and ultimately 'follow' you.

-Follow and engage with other Twitter users frequently. Find out the big Tweeters in your community and don't be afraid to engage with famous Twitter users.

-Provide followers with useful information they may not know already, you'll have more of a chance of being re-tweeted this way!

- Use Hootsuite which allows you to programme tweets in advance

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FACEBOOK
A GUIDE FOR
FUNDRAISERS

Some basic information...

-Facebook is similar to Twitter, but it allows for more detailed and in-depth communication.

- It is useful for creating online groups, for example the Oxfam North England group. This helps you build a fundraising community.

- Use it to advertise events you are holding.

- Use it to show off those events once they have taken place, by posting photos, videos, feedback and other information.

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Creating a Facebook Group

-Once you have created a Facebook profile, you can create a Facebook group.

- Click on the more tab underneath your profile banner and click on the Groups tab. This will lead you to information on your groups, in the top right hand corner of the page click on the 'Create Group' tab, which will enable you to create a group.

- When creating a group, you can assign administrators who will be able to control page features, security etc...

Creating a Facebook Group

- When creating your group you can choose whether to keep it closed, open or secret. This is entirely up to you, as a fundraising group, it can be useful to keep your group open. Group Administrators are able to control this function

- An open group is open to all Facebook members to join and post content

- A closed group will mean that members have to be approved by administrators before they can join.

- A secret group's membership is by invite only

-A Facebook group is a great way to enhance your fundraising community and interact with other fundraisers

- It is also extremely useful for posting about your activities

Creating a Facebook page

Many people are confused about the difference between a Facebook Group and a Facebook Page

- When people become a fan of your page, it shows up on their profile. There friends may then see this too, increasing your exposure on Facebook

- A Facebook page differs from a group in that it's content is controlled by the page administrators, which you assign when you create the page (these can be changed at any time)

- Facebook Pages can be thought of in much the same way as normal profiles on the site

- Pages communicate by "updates" which show on the update tab or a person's wall if they're a fan and have allowed the page to show updates.

A few tips...

- Make sure you stay in communication with members of your Facebook group

- Post videos/ photos (and 'tag' people in them if this is appropriate)

- Encourage a response to content that you post. Asking a question is a good way to prompt this...
e.g.

- Link to other social media outlets from your profile/page. For example, post a video from You Tube. This can encourage interaction with a new demographic.

One last thing...

If you receive abuse on any social media, then report it to the providers.

If you are unsure of anything or would like a bit of help, get in touch!

Remember your Community Fundraising Manager will have access to all up to date information on Oxfam's work.

http://www.oxfam.org.uk/get-involved/fundraising/regional-fundraising-managers

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