



# 6 TWITTER TIPS FOR CHANGE-MAKERS



## Use a Twitter desktop app

1 Organize and manage your Twittersverse by selecting an app to work with throughout the day. Your top choices are [Hootsuite](#), a configurable Web-based app (and the one we like), or two downloadable desktop apps, [Tweetdeck](#) or [Seismic Desktop](#). All allow you to customize your Twitterstream into groups or lists and cross-post to Facebook and other platforms.



by tokyogoat on flickr

## Follow the real-time Web

2 When attending or following an industry event – say, a nonprofit conference – use [Twitterfall](#) to follow what everyone is saying about the event in real time. You can create a custom search to instantly track mentions of your organization, cause, sector or other topic – and save them to retrieve later. You may also want to follow hashtags on topics of interest, like #npotech, #climate or #socent. [TweetBeep](#) sends hourly email alerts of topics you specify. Web-based [ListiMonkey](#) sends you email alerts when tweets from specific Twitter Lists match your specified query.



## Find your champions

3 Twitter is a great way to connect to identify influencers and convert them into evangelists for your cause or organization. First try Twitter's advanced search at [search.twitter.com/advanced](http://search.twitter.com/advanced) to conduct a keyword search. You can specify an exact phrase, a certain time period or a geographic location if you'd like. [WeFollow](#), a directory of Twitter users organized by interests, is a good way to monitor a cause or brand. We like [Klout](#) as a tool to identify top influencers. To find Twitter Lists right up your alley, plunk a term like reading, books or education into [Listorious](#).

Influence <sup>[?]</sup>

2.3%



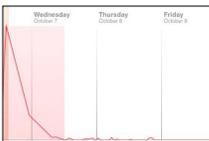
## Measure your impact

4 At some point you'll want to take account of how you're doing on Twitter – how your tweets stack up against others in your field. The best tool to assess your Twitter chops may be [Twitalyzer](#), which offers a wide range of metrics. [Twitterholic](#) and [Twinfluence](#) rate your influence. Use [Retweetrank](#) to measure how often you get retweeted – an important metric. If you want to beef up your following, [Tweeteffect](#) determines which tweets make you lose or gain followers.



## Get mobile

5 There are a wide range of cool iPhone, iPad and Android apps to help you post to Twitter and keep up with your followers. For the iPhone and iPad we recommend [Twitter](#), though if you prefer you could go with [Twitterrific](#), [Echofon](#) or [Tittelator Pro](#). Worthy choices for Android include [Meebo](#), [Twidroyd](#), [Plume](#), [Tweetcaster](#), [Seismic](#), [Twicca](#) and [Twitter](#).



## Get strategic

6 [Trendistic](#) offers trends of keywords or names based what Twitter users are tweeting about right now. [Twitturly](#) displays the 100 most popular URLs shared on Twitter over 24 hours. [TweetMeme](#) displays the hottest stories on Twitter. For metrics, try [Bit.ly](#) and [TweetStats](#).