6 Twitter Tips for Change-Makers

1. **Use a Twitter desktop app**
Organize and manage your Twitterverse 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 Seesmic Desktop. All allow you to customize your Twitterstream into groups or lists and cross-post to Facebook and other platforms.

2. **Follow the real-time Web**
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 #nptech, #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.

3. **Find your champions**
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 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.

4. **Measure your impact**
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.

5. **Get mobile**
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 Twitterific, Echofon or Twittelator Pro. Worthy choices for Android include Meebo, Twidroyd, Plume, Tweetcaster, Seesmic, Twicca and Twitter.

6. **Get strategic**
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.

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