



# 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%



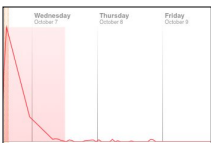
## Measure your impact

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 **Twittelator 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**.