

Social Media Advocacy: Facebook and Twitter



Quick Survey



?

Facebook v. Twitter

?



**Wider
Opportunities
for Women**

Why Social Media is SO Important



- Social Media Revolution:

<http://www.youtube.com/watch?v=sIFYPQjYhv8>



**Wider
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In Your Face(book)

Wider Opportunities for Women - Windows Internet Explorer

http://www.facebook.com/home.php#!/WOWonlineWOW

facebook

Wider Opportunities for Women

Wall Info Photos Boxes Notes +

Share: Status Question Photo Link Video

Write something...

Wider Opportunities for Women + Others **Just Wider Opportunities for Women**

Just Others Spam Settings

Wider Opportunities for Women WOW's Elder Economic Security Initiative outlines its agenda for 2011!

National Elder Economic Security Initiative™: Elder Economic Security in 2011
wow-eesi.blogspot.com

Post Insights not yet available, please check back later.
40 minutes ago · Like · Comment · Share · Promote

3 people like this.

Write a comment...

Wider Opportunities for Women The inspiration behind what is acclaimed the most famous women's empowerment poster dies at 86. Read more about Geraldine Hoff Doyle's life in this article.

Geraldine Hoff Doyle, 'We Can Do It' poster inspiration, dies at 86
news.blogs.cnn.com

Get More Connections

Get more people to like your Page with Facebook Ads! Preview below.

Wider Opportunities for Women

Wider Opportunities for Women (WOW) works to address policy issues that seek broader, systemic solutions to alleviate poverty and move people towards economic independence.

Like

Chat (Offline)

Done

Internet | Protected Mode: On

100%

9:40 PM



**Wider
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In Your Face(book)



5 Tips for Success

1. **Use** interactive content.
2. **Update** frequently.
3. **Add** the “notes” application.
4. **Advertise!** Incorporate your Facebook fan page into your e-newsletter or other publications.
5. **Watch** what others are doing.

For even more information check out:

<http://www.facebook.com/nonprofits>



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Twitter Defined

Welcome to #NewTwitter! Read up on what's new. You can still access old Twitter for a limited time. Close x

twitter Search Home Profile Messages Who To Follow WOWonlineWOW

What's happening?

Timeline @Mentions Retweets Searches Lists

AARPTX AARP Texas
Well, folks. In case you haven't seen them yet, here are the LBB's suggestions for fixing our state budget: <http://aarp.us/hnetY5^KL>
56 seconds ago

kingsthings Larry King
Had great time on Craig Ferguson's @CraigyFerg Late Late Show. Tune in tonight & see how I turned the tables on him <http://yfrog.com/h5dokxj>
3 minutes ago

jeffjarvis Jeff Jarvis
The thing about @sternshow that amazes Piers most is his hair. Piers, he ain't Cher.
3 minutes ago

BrkingPolitics Politics News
Christian Compassion, Republican Style <http://bit.ly/elqBwk> via

Your Tweets 861
11 hours ago: Find out what's in store for the Elder Economic Security Initiative in 2011: <http://bit.ly/ffHeCN>

Following 463
Recently listed in: social wealth, politics, Grantee Partners, older americans act, Members

Followers 446

Listed 49
Recently listed in: social wealth, politics, Grantee Partners, older americans act, Members

Trends
Washington · change
#yourmomhatesthis Promoted
#favoritegogoquotes
#rulesforgirls
#nickitaughtme
Joe Lieberman
Peace Corps
Neuvv

Who to follow
Suggestions for you · view all

- RecycleBank** · Follow
RecycleBank
- russeingold** · Follow
Russ Feingold
- NYTimeskrugman** · Follow
Paul Krugman

Done Internet | Protected Mode: On 100% 9:42 PM

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Twitter Defined



- Tweet
- Retweet
- Direct Message (DM)
- Hashtag (#)
- Trending topic



Twitter Defined



5 Tips for Success

1. Tweet frequently – 1 x a day
2. Follow those who follow you
3. Post powerful quotes and/or stats
4. Thank people who RT you
5. Shorten URL's (<http://bit.ly>)



For tips on writing successful tweets check out:
<http://www.nonprofitmarketingguide.com>

What are YOUR Advocacy Goals?



Q & A



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More Resources



- **Nonprofit Marketing Guide:**
<http://www.nonprofitmarketingguide.com/blog/2010/06/02/tips-for-writing-facebook-and-twitter-updates/>
- **Tweet Deck:** <http://www.tweetdeck.com>
- **Hoot Suite:** <http://www.hootsuite.com>
- **10 Twitter Tips for Nonprofit Organizations:**
<http://www.fundraising123.org/node/526>
- **8 Ways Twitter is Useful Professionally:**
<http://gigaom.com/collaboration/eight-ways-twitter-is-useful-professionally/>



The End!



Questions? Contact Alisha Howell at
ahowell@wowonline.org or 202-464-1596.

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- **Follow WOW on Twitter: @WOWOnlineWOW**



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