



Speaking out for people with intellectual and developmental disabilities



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## Reminders: Help VOR Grow!

Challenge!  
Recruit 5 New  
VOR Members  
Today!

Celebrating  
Home: Holiday  
Shop and  
Benefit VOR

Make a Lasting  
Impact with a  
Will Bequest

## Twitter 101 Part 2

*Twitter, VOR and You: Using Social Media*

### Twitter 101 \* Part 2 Twitter for Nonprofits: It's Who (Not Just How Many) You Know

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Earlier this month, VOR distributed *Twitter 101: A helpful overview of Twitter basics*, reproduced below.

Today we share *Twitter 101 (Part 2): It's Who (Not Just How Many) You Know*.

Source: [Nonprofit Quarterly \(September 2012\)](#)

Twitter can do some great things for nonprofit organizations that take the time to understand what you can do with it—and what you shouldn't do with it. Twitter was conceived as a way to share short messages as a "micro-blog," a mini-posting of useful information. That famous 140-character limit for messages was enforced because people could then use Twitter via text messages on phones that limit your characters in every message. The platform took off because it gave people a way to keep in touch with important ideas, institutions and, yes, charities—without having to read overwhelming amounts of text.

Twitter success is not, however, measured simply by one's number of followers, though that is a common misperception. Articles across the web talk about getting more Twitter followers. But the real question is, do you have the right followers?

[Read Complete Article](#)

### 2) What Are Hashtags ("#" Symbols)?

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Source: [Twitter Help Center](#)

**Using hashtags to categorize Tweets by keyword:**

\* People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to

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Awareness  
Event**

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categorize those Tweets and help them show more easily in Twitter Search.

\* Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.

\* Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.

\* Hashtagged words that become very popular are often Trending Topics.

**Using hashtags correctly:**

\* If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet

\* Don't #spam #with #hashtags. Don't over-tag a single Tweet. ([Best practices](#) recommend using no more than 2 hashtags per Tweet.)

\* Use hashtags only on Tweets relevant to the topic.

**Related Articles:**

\* The site [hashtags.org](http://hashtags.org) offers an overview of popular hashtags used on Twitter.

\* [The Twitter glossary.](#)

**Get started, Tweet and Re-Tweet!**

**Coming Up: LinkedIn 101**

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October 10, 2012

**Twitter 101**

**A helpful overview of Twitter basics**

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By Jill Goldstein, VOR Board Member, Marketing Committee Member, and President, JGoldsteinPR (New York, NY)

The following "Twitter 101" resource was prepared to help VOR members and others receive news and updates on VOR activities as they happen. That's the power of Twitter!

**Here's how you can get you started on Twitter:**

**1) Set up your own free Twitter account.** You must have your own twitter account to follow VOR. To create a twitter page, go to [twitter.com](http://twitter.com). You will be asked to create a username and password.

**2) Follow VOR\_NET and at least 4 others.** You will then be asked to "follow" five people or organizations. The official VOR twitter page name VOR\_NET. Just click on the logo and select "follow." You can search for who you know by name or page name.

**3) Start tweeting!** You find an icon in the upper

right corner of the screen. Look for the square paper with quill icon.

### **Basics of a Tweet**

1) Your tweets can only be 140 words. Your profile is 160 words.

2) You can add a Hashtag (#) before a word or group of words in your tweet. This will distribute your tweet to the entire twitter community that hashtags that phrase, whether or not they are followers. For example, VOR members can consider adding #dd, #specialneeds, #disabilities, #specialeducation, #volunteer, etc.

3) If you want your tweet to go to someone in particular, in addition to your followers, add that individual's twitter address in your tweet, e.g., "Check out [VOR's website](#), a voice for choice #dd #disabilities @VOR\_NET"

### **Conclusion**

**Get started, Tweet and Re-Tweet!** That's the best way to really learn.

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