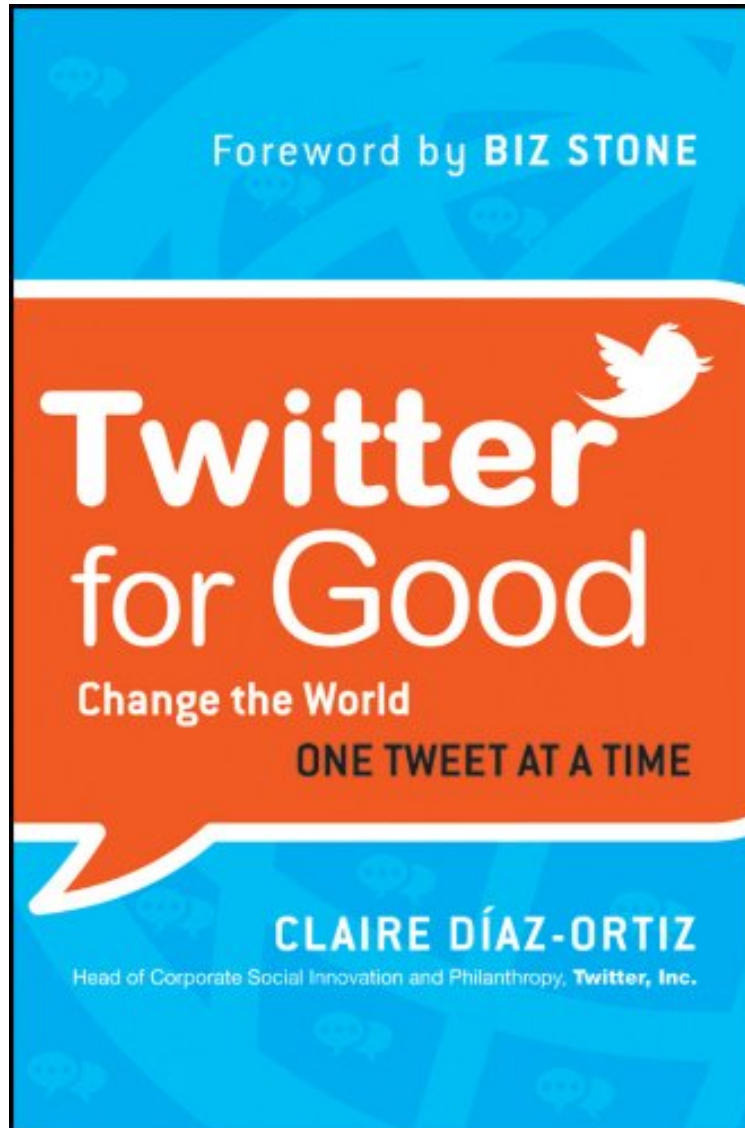


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## Twitter for Good: Change the World One Tweet at a Time

*Claire Diaz-Ortiz*

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**Claire Diaz-Ortiz : Twitter for Good: Change the World One Tweet at a Time** before purchasing it in order to gage whether or not it would be worth my time, and all praised Twitter for Good: Change the World One Tweet at a Time:

0 of 0 people found the following review helpful. Twitter for New? maybe.By Lindsay S. NixonMaybe I just wasn't the right customer. I've used twitter for a few years now, but I'm not a natural marketer or technical/online personality so I look to books for help -- education, guidance. I was hoping for some new ideas or insight or suggestions for how I might better use twitter as tool for my business or my goals-- and nada.I left this book with little, if anything, learned.

I'm starting to think you learn how to use twitter by using twitter and that no book can really help you with twitter because it is so different for each person and the community they are in and the business they have or what they're hoping to accomplish.... too many marbles tossed about; could any book help? I'm doubtful as I've tried another and left with no more info than I started with. I think if I had been new on the scene, and just starting out that I'd have taken away a bit more -- but if you've been using twitter for a while, and social media is having even a marginal benefit on your business, this book probably won't help you or provide you with new info. 10 of 10 people found the following review helpful. Twitter4Good was #AWESOME. By A. R. Sanchez I am a young professional still trying to get a grasp on the outburst of the social media scene; Twitter for Good was an excellent "how to" guide for understanding the fundamental usefulness of Twitter. Claire (via T.W.E.E.T.) sets out a clear, focused method for getting a message out, marketing a business, driving a campaign, and actually making stuff happen. It's very well-written, fun, and wonderfully (thankfully) easy to understand; it's a must-read for anyone who wants to make their business (or cause) current/important/accessible/global. Kudos to Diaz-Ortiz and Twitter alike. 0 of 0 people found the following review helpful. Useful and compelling from page one. Packed with cases and examples. By Deb Durham I partner with a number of non-profit organizations - as a consultant, as a board member and as an enthusiastic donor and supporter - so when I happened across a Facebook post about this book, I was intrigued. I jumped over to get the Kindle version. I have poured through all but the last 15-20%. I was impressed from page one and am still squeezing time out of a busy weekend to ensure I get to the very end. I'm highlighting on my Kindle like mad, taking notes on the Kindle and on paper and making lists of questions and next steps. I am surprised that I am so excited about a technical book. Here's why: 1) It doesn't feel too technical. By emphasizing on strategy and on Twitter as a tool, I'm able to focus on what can be done. The text that does focus on mechanics and how-tos makes great use of examples and lists. 2) The possibilities are laid out through case studies across a wide range of people and organizations, so it's easy to see how one concept (say, Engage) looks from many angles. The variety helps me imagine how it could look for the organizations that I know. 3) I can get more detail when I want it because there is great bonus content on the web site for the book. 4) Most of the work that I do is international, so the the examples from far-flung places and projects are a big plus for me. I am more likely to be where I don't have power than where I don't have mobile coverage. Tips on doing good with Twitter abroad, for example Claire's story about Twitter via SMS in Kenya, were eye-opening to me because I didn't know that there were systems for working around some of the limits that are common for remote work. 5) Because of what Claire has done in the past with Hope Runs and now with Twitter, she is able to present very useful information in the context of authentic commitment to good work. Since I'm wading into something new, I find it reassuring to have both factors come through in the book's message. I'm glad I got my copy and look forward to finishing it - today! I figured there was no reason to wait to encourage others to pick up their own copy. You'll be glad you did! My thanks to the author, Claire, and to Twitter.

Silver Medal Winner, Social Networking, 2012 Axiom Business Book Awards Silver Medal Winner, Business and Leadership, 2012 Nautilus Book Awards The official word from Twitter on how to harness the power of the platform for any cause. As recent events in Japan, the Middle East, and Haiti have shown, Twitter offers a unique platform to connect individuals and influence change in ways that were unthinkable only a short time ago. In *Twitter for Good*, Claire Diaz Ortiz, Twitter's head of corporate social innovation and philanthropy, shares the same strategies she offers to organizations launching cause-based campaigns. Filled with dynamic examples from initiatives around the world, this groundbreaking book offers practical guidelines for harnessing individual activism via Twitter as a force for social change. Reveals why every organization needs a dedicated Twitter strategy and explains how to set one

.com Author QA Author Claire Diaz-Ortiz Who is *Twitter for Good* for? *Twitter for Good* is for organizations of all sizes who want to make a difference in the world using the Twitter platform. Whether you are a Fortune 500 company or a small non-profit organization, you can use the tools in *Twitter for Good* to catapult your message to the world. What is the T.W.E.E.T. framework? The T.W.E.E.T. framework is a model I developed to show how to excel on Twitter. I teach it to organizations and individuals around the world because it works. The obvious acronym also rocks. T = Target: You can't get anywhere on Twitter if you don't have a target (or goal). The most common goals on Twitter can be achieved through one of three types of accounts—the Information Account, the Personalized Account, and the Fundraising Account (otherwise known as "The Direct Ask Account")—all of which I describe in detail in the book. W = Write: It's time to send your first Tweet, whatever it may be. Now send your second. Stop editing yourself and let it flow. Do it like Kanye to really win. E = Engage: Unless you're Kanye, the world won't come running the second you send your first Tweet. Engage with others to get them to see you, listen to you, and interact with you. From hashtags to @replies, Twitter offers tons of tools to help you do so. E = Explore: Reach outside yourself to expand your world. Search for your interests. Search for your name and brand. And search for new influencers. Twitter is about relationships, and it's time to start building them. T = Track: You won't know if you've met your target unless you're tracking it. Are you? What is #Twitter4Good? In 2011, I hosted a workshop at South by Southwest that aimed to come up with some

tangible ways that Twitter could better support the individuals and organizations already using the platform to make a difference in the world. One of the takeaways was the need for a new hashtag to highlight and share important cases of Twitter being used to change the world. (Hashtags make it possible for people to search for relevant Tweets on topics that matter to them.) The hashtag we created was #Twitter4Good, and it turned into the title of this book. Given recent events in Japan and Haiti, how is Twitter's use around the world evolving? Twitter's use in the world is expanding at startling rates, and the use cases are becoming increasingly more diverse and creative. Every day, I work with individuals sending Tweets from the unlikeliest of places: earthquake survivors sending Tweets from mobile phones in Haiti and Japan, volunteers tweeting information following volcanic eruptions in Indonesia, citizens tweeting in the midst of civil unrest in the Middle East, etc. Users have come up with incredible ways to use the platform, and each day I hear about new, innovative ways people are using Twitter to change the world.

Twitter's a very effective tool for getting the word out fast to lots of people, from the everyday mundane to the genuinely world-changing. #Twitter4Good helps you figure out how to use Twitter to drive any campaign and make real things happen. It provides focused direction and real-life examples. —@craignewmark, Craig Newmark, founder of Craigslist, Inc. Strategic, thoughtful, and thorough, #Twitter4Good will teach you how to make Twitter a driving force in any campaign. —@aaker, Jennifer Aaker, coauthor, *The Dragonfly Effect*, and professor, Stanford University Graduate School of Business Using Twitter, social causes can quickly amplify their voice and catalyze massive change. But one has to know how to use it effectively. Claire Diaz-Ortiz is one of the best at showing you how. —@johnwoodRTR, John Wood, founder, Room to Read, and author, *Leaving Microsoft to Change the World* #Twitter4Good is a must-read for any organization hoping to lay a strong foundation towards creating fresh and dynamic campaigns involving Twitter and social media. —@amanda, Amanda Rose, founder, *Twestival* Twitter is an enormously useful tool for our organization, and with #Twitter4Good, Claire has provided a clear, focused, important map for any person or organization who wants to create positive change in today's world. —@maxschorr, Max Schorr, cofounder, GOOD, Lead, GOOD/Corps #Twitter4Good is a must-read for nonprofits and causes that want to use Twitter for social change. It is filled with practical frameworks and great tips, and is fun to read. —@kanter, Beth Kanter, coauthor, *Networked Nonprofit* #Twitter4Good is the quintessential handbook for Twitter newbies, social marketing pros, and curious executives alike. Claire packed this guide full of overarching principles, scalable models, practical tips, and real-world case studies, gleaned from an insider's perspective. She debunks the skeptics and clearly maps out how people, content, and technology come together to make a very real impact, 140 characters at a time. —@darbyDARNIT, Petri Darby, director of brand marketing and digital strategy, Make-A-Wish Foundationreg; of America (@MakeAWish) A marathon achievement! Packed with insights and wisdom. #Twitter4Good illustrates—simply and clearly—how Twitter can propel your business to completely new heights. ReTweet this! —Raymond Nasr, early Twitter advisor and communications consultant Giving is important to us all, and #Twitter4Good shows how to best use this exciting technology to share your social passions. —@LAAGiving2, Laura Arrillaga-Andreessen, author, *Giving 2.0*, and founder, Stanford PACS (Center on Philanthropy and Civil Society) and SV2 Twitter provides a direct line to your constituents, where through authentic engagement—listening, learning, conversing—you can build genuine relationships that drive real-world impact. Claire Diaz-Ortiz shows organizations how to make the most of Twitter to deliver maximum value for their organization and the world. —@lauramansfield, Laura Adams, digital lead of sustainable business and innovation, Nike For most organizations, Twitter is a foreign language, feared and misunderstood. Claire Diaz-Ortiz has written the greatest translation that exists, turning Twitter into an effective and manageable tool for businesses around the world. —@unmarketing, Scott Stratten, author, *UnMarketing* Every non-profit and social justice organizations knows now that they need social media to support the work they do. What's still unclear for many is the 'how'-what to say, when to say it, and how to know if it's working. Claire Diaz-Ortiz removes the mystery of tweeting for good. Her nuts-and-bolts guide is indispensable for beginners and experts alike. —@randomdeanna, Deanna Zandt, media technologist and author, *Share This!* A more engaging read for non-tweeting non-for-profit organisations seeking fresh inspiration to become one of the Tweeples.rsquo; (Financial Adviser, December 2011) From the Inside Flap "Claire's work teaches you to use Twitter for the good you work so hard to achieve." —From the Foreword by Biz Stone As recent events in Japan, the Middle East, and Haiti have shown, Twitter offers a unique platform to connect individuals and influence change in ways that were unthinkable only a short time ago. *Twitter for Good* is a groundbreaking book that contains the most effective tactics for tapping into the power of Twitter as a real-time information network. Claire Diaz-Ortiz, Twitter's head of corporate social innovation and philanthropy, shares the same strategies she offers to organizations around the world. In her time at Twitter, Diaz-Ortiz has worked with such forward-thinking organizations as Nike, Pepsi, the United Nations, the American Red Cross, charity:water, Room to Read, Partners in Health, the Skoll Foundation, National Wildlife Federation, Kiva, and many, many more. Filled with dynamic, global examples, *Twitter for Good* shows how the world's top organizations use the power of Twitter to make a difference. Through Diaz-Ortiz's T.W.E.E.T. model, which she developed to teach organizations how to excel on Twitter, she lays out the exact

framework she teaches around the world. Step by step, Diaz-Ortiz walks you through a proven process, showing you:

- Why your organization needs a dedicated Twitter strategy
- The 5-step process that delivers results
- Best practices for using Twitter to catapult your organization's mission

With more than 200 million users world wide, Twitter has established itself as a dynamic force, one that every business and nonprofit organization must understand how to use effectively.