Coalitions: Taking To Twitter With Confidence

“Power Tools for Coalitions”
Webinar Series
May 17, 2017

“Power Tools” Background

- Moderator: Denae Heartfield, Senior Coalitions Relations Coordinator, U.S. Breastfeeding Committee

- Series of bi-monthly webinars, part of USBC’s training, technical assistance, and capacity building support for network of state, territorial, tribal, and community breastfeeding coalitions across U.S.
Webinar Access

- Access is open to all interested breastfeeding coalition members
- Topic/speaker details are posted 1-2 weeks before each session on a page on the USBC public website:
  - [www.usbreastfeeding.org/power-tools](http://www.usbreastfeeding.org/power-tools)
- Session details are also posted in the Coalitions Learning Connection (user account required):
  - [www.usbreastfeeding.org/CLC](http://www.usbreastfeeding.org/CLC)

Series Format Update

- To streamline access, these webinars have been set up as a series.
- You only need to register for the series once, and you will then receive auto-reminders of each session with the topic/speaker details.
- Even though you may not be able to attend every session live, the series registration will still send you auto-reminders so that you have easy updates on the topic and links to the live webinar and archives.
Webinar Materials

☐ To find archives of past sessions:
  ☐ Follow the link from your confirmation or reminder e-mails
  OR
  ☐ Go to www.usbreastfeeding.org/power-tools
Q&A

- During today's session, all attendees will be in listen only mode.

- Questions may be submitted at any time during the webinar. Please type your questions into the Questions box on your webinar control panel.

Webinar Control Panel
Technical Issues

Audio problems? Other questions?
Please e-mail coalitions@usbreastfeeding.org

Today’s Topic

Coalitions: Taking to Twitter with Confidence
Today’s Presenter

Lynette Ankulika Anigbo
PR & Communications Coordinator

Why Twitter?

- Effective tool for building, engaging and informing your community:
  - Communicate directly with stakeholders and supporters. Meet families, policymakers and funders, and potential partners where they are!
  - Build support for your coalitions fundraising and advocacy efforts
  - Stay on top of the latest news and trends related to breastfeeding
Log in to Twitter.
We will be reviewing the Layout!

Twitter Glossary

- **GIF**: a format for image files that supports both animated and static images
- **Twitter Poll**: the process of polling your audience on Twitter
- **Hashtag**: a word or phrase immediately preceded by the # symbol
Three Learning Objectives

- **Tweet Management:** Collecting and organizing tweets to increase efficiency
- **Crafting Engaging Tweets:** Using the tools within Twitter to engage your audience
- **Analytics:** Using the data Twitter makes available to understand your effectiveness and make data driven changes

Please prepare to use Twitter on your second device. Don’t forget to log in.

NOTE: If you are using a mobile device your screen will not look the same as the one shown.
Questions?

Tweet Management:
Collecting and organizing tweets to increase efficiency
Why use management software?

- Creates a trail of content so you don’t have to reinvent the wheel.
- Built in reminder so great content/resources don’t fade away
- Everything needs a place.

Where to Start:

- Evernote
- SimpleNote
- GoogleKeep
- Microsoft OneNote
- Apple Notes
Management Software

- Things to Consider:
  - Does it integrate with all the devices you use?
  - Does it allow you to insert images?
  - Does it allow shared pages?
  - Is there an app?
  - Does it contain a search function?

Cut, Paste, and Organize

11 Ways Marketers Can Use Twitter Polls

Step One: Find and click the Twitter Icon

Step Two: Cut text from pop up box

by Dominique Jackson on April 07, 2016
Cut, Paste, and Organize

Step Three: Paste Text Into Management Tool

- Cut and paste tweets you want to “retweet” later using the MT indicator.
A look at my software

How Many Tweets?

- Easy Answer:
  - At least 400 tweets a month
  - Or approximately 10-15 tweets a day

- Real Answer: It depends
  - Tweets last about 20 minutes
  - The squeaky wheel get the grease
  - Your analytics will provide the answer
# HootSuite

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Welcome</td>
<td>Introduction to HootSuite and its features.</td>
</tr>
<tr>
<td>11:00</td>
<td>Customizing</td>
<td>How to set up and personalize your HootSuite profile.</td>
</tr>
<tr>
<td>12:00</td>
<td>Advanced Features</td>
<td>Advanced automation and scheduling features.</td>
</tr>
<tr>
<td>13:00</td>
<td>Case Studies</td>
<td>Real-world examples of successful HootSuite usage.</td>
</tr>
<tr>
<td>14:00</td>
<td>Q&amp;A</td>
<td>Audience members can ask questions about HootSuite.</td>
</tr>
</tbody>
</table>

**Questions?**

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Coalitions: Taking To Twitter with Confidence
Crafting Engaging Tweets:
Using the tools within Twitter to engage your audience.

Polls

- Why use polls:
  - Engage your audience
  - Gather information
  - Innovative information sharing
# Tips for Using Polls

1. **Tweet Polls Consistently**: creates an expectation and gives your followers a reason to come back to your page

2. **Don’t Forget the Hashtag**: (Custom) Hashtags make it easy for you and your audience to find.
   - Ex. #USBCWeeklyPoll #BfingPoll

Read More about the why and how of polls:
Sprout Social Article: 11 Ways Marketers Can Use Twitter Polls

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# Step by Step: How to create a poll
Hashtags

- Specific Hashtags (ex. #USBCWeeklyPoll)
  - Data collection
  - Brand building
  - Conversation consistency

- General Hashtags (ex. #Poll, #PublicHealthPoll)
  - Wider reach/Get Noticed
  - Inconsistent conversation
  - Note: Putting a # symbol before a search term narrows the results

Questions?
Basic Analytics:
Using the data Twitter makes available to understand effectiveness and make data driven changes.
Analytics Terms

- **Engagements**: Total number of times a user interacted with a Tweet. Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, or Tweet expansion.

- **Engagement rate**: Number of engagements divided by impressions.
Analytics Terms

- **User profile clicks**: Clicks on the name, @handle, or profile photo of the Tweet author
- **Follows**: Times a user followed you directly from the Tweet
- **Detail expands**: Clicks on the Tweet to view more details
- **Impressions**: Times a user is served a Tweet in timeline or search results

What to do with Data?

- Decide the best time to post!
- Start getting to know your audience.
One-on-Ones

Sign up for one on one training/troubleshooting

Signup Link: http://gme.groupmindexpress.com/usbc/?da=d86f

Coalitions: Taking to Twitter with Confidence

Questions?
Thank you for all you do!

Action 20. Improve national leadership on the promotion and support of breastfeeding.

- Increase the capacity of the USBC and affiliated state coalitions to support breastfeeding.
- Create a federal interagency work group on breastfeeding.