



## Resources and Glossary

On May 17, 2010, I presented with a panel on the topic of social media at the NJAAGP Annual Conference in Monroe, NJ. Following is the Twitter handout, which contains a glossary and basically everything you'll need to get started on Twitter.

### Getting Started ...

*No need to be overwhelmed by the vast amount of resources out there. Once you've made the decision to dip a toe into Twitter, the following resources will provide you with everything you need to start.*

**First Step:** This is a short, downloadable, indispensable ebook from John Haydon that will guide you, step by step, through the process of setting up your Twitter profile. <http://johnhaydon.com/social-strategy-tips/twitter-jump-start-the-complete-guide-for-small-non-profits/>

**Wild Apricot:** "The" blog for volunteers, webmasters and administrators of associations and nonprofits. Filled with pithy, "I didn't know that!" usable tips. <http://www.wildapricot.com/blogs/newsblog>

**John Haydon:** If you're serious about social media and want to know the latest technical tips, tricks and tools presented in an easy to understand format, you should subscribe to John's RSS. <http://johnhaydon.com/>

**Mashable:** Social Media news blog covering cool new websites and social networks: Facebook, Google, Twitter, MySpace and YouTube, the latest web technology news and more. <http://mashable.com/>

**Beth Kanter:** Beth is always at the forefront with the latest in solid data, tools and insights to help nonprofits navigate the social media landscape. <http://beth.typepad.com/>

**Pamela's Grantwriting Blog:** Do check out these two articles on Twitter: <http://www.pamelasgrantwritingblog.com/349/6-benefits-of-using-twitter-for-nonprofit/> and <http://www.pamelasgrantwritingblog.com/545/wheres-your-social-media-manners/>

URL shorteners: The sure sign of a Twitter novice is failure to use url shorteners. Those article urls can take up an entire tweet. Here are just a sampling of the myriad of url shorteners out there:

<http://bit.ly/>  
<http://snipurl.com>  
<http://tinyurl.com>

A Sampling of Twitter clients:

**Hootsuite:** Hootsuite is what I use. It's a web-based program that allows me to schedule my tweets, easily respond to questions/tweets, and show me what tweeples in various Twitter lists I maintain (such as Nonprofit Faves) are up to.

**TweetDeck:** Same, but also downloadable to your computer or iphone.

## **Glossary of Terms**

*Yikes! What's a Retweet? What the heck is a hashtag? Twitter has a language all its own. Relax. Once you get the hang of it, you'll be tweeting like a pro. Here are the most important terms you need to know to get started.*

**@** When placed before another Twitter user's name, it refers back to them. Makes it handy for your followers to track conversations.

**#** Also known as a hashtag, it's the community-driven practice of tagging an individual tweet by using a hash in front of the tag. Example: Putting #nonprofit in a tweet about anything related to nonprofit or fundraising. Hashtags allow the Twitter community to easily stream a particular subject.

**DM:** Also known as a Direct Message. Similar to sending a text message. Only the individual you DM is able to read the message and you must be following each other to send DMs.

**(Via):** Some use via instead of RT when passing on another's tweet - example "via @pamelagrow"

**#FF:** Also known as #followfriday, a long-standing Twitter tradition of recommending other Tweeples on Friday.

**Microblog.** Twitter is often referred to as a microblog because it allows people to update their status using only 140 characters.

**Retweet (RT).** A Retweet is a repeated tweet. You liked @mikejones' tweet referencing his article? You forward that message onto your own followers.

**Twaffic.** The traffic on Twitter.

**Tweeple.** Twitter users.

**Tweeps.** Twitter followers who are your friends on multiple social networks. They are your social network peeps or posse.

**Tweet.** A message sent via Twitter.

**Tweet Back.** Bringing an older tweet back into the conversation

**Tweeter.** A person who tweets.

***Like this? Tweet it!***