

Writing + Design + Digital Marketing: Blog, E-book, Downloadable Content

Use Twitter for my nonprofit's communications? What's the point?

[and other common Twitter questions, answered]



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Use Twitter for my nonprofit's communications?



Introduction

I'll admit: I have historically had a love-hate relationship with Twitter.

I signed up in 2008, and I occasionally enjoyed perusing my feed for interesting things to read in my free time. But for a long time, it just seemed like a waste of time.

I could get the news I wanted to read from Apple News or 100 other sources.

I could get personal updates from my friends on Facebook.

I could see photos of people who interest me on Instagram.

And no one was reading my tweets, anyway.*

What, then, was the point of Twitter?

Over time, I began to understand the answer. Social media entrepreneur Gary Vaynerchuk, in his book, *Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World*, says:

"If Facebook's main currency is friendship, Twitter's is news and information."

But if you're just consuming news and information, especially as an organization or brand, you're missing the point. What makes Twitter unique and powerful is the context you can bring to the content you're sharing.

"On this (social media) platform, and this platform alone, content often has far less value than context," says Vaynerchuk. "A brand's success on Twitter is rarely predicated on the actual content it produces. Rather, it correlates with how much valuable context you add to the content — your own, and that produced by others."

We'll explain more in a minute.

* *Right off the bat, know that you must tweet regularly if you expect to have a Twitter following and impact. Keep that in mind as you begin thinking about using Twitter as an effective communications tool.*



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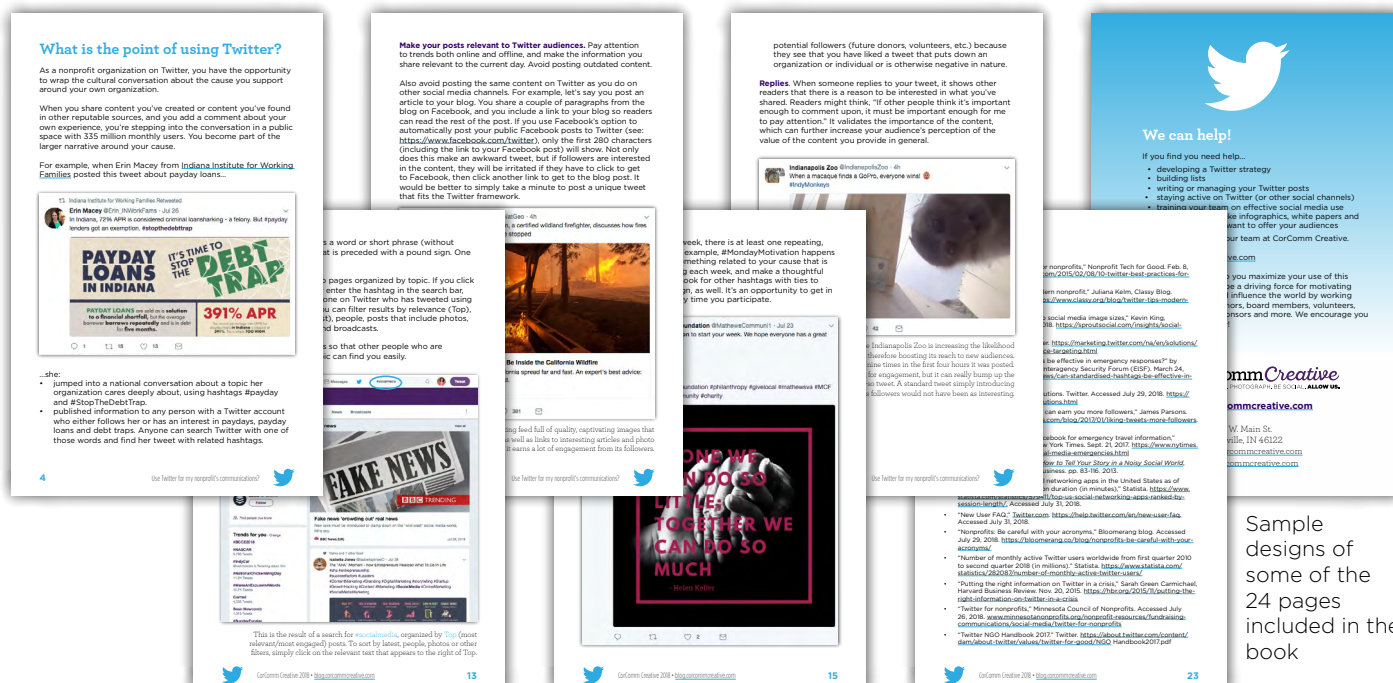
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WRITING
E-book + blog post

CLIENT
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(self-marketing)

We posted the introduction portion to our blog and offered the full book as a downloadable content offer. [Read the live portion on our blog](#), or [download the complete booklet](#).



Sample designs of some of the 24 pages included in the book