**Crafting an Effective Tweet Worksheet**

This worksheet will help you write effective Tweets in order to create a “buzz” about your organization and reach a broader audience.

**STEP 1: SET YOUR GOALS -** *What do you want to accomplish through Twitter?*

**STEP 2: IDENTIFY YOUR AUDIENCE -** *Who are your current followers?*

**Identify 3 new types of followers that have a relevant connection to your cause and follow them!**

(ex: diaspora groups, government officials, aid organizations, charities, local NGO’s, etc.)

**1.**

**2.**

**3.**

**STEP 3: CREATING TWEETS**

*note: Tweets are limited to 140 characters*

Write 5 original tweets **related to your project**

3.

4.

5.

Write 2 original tweets with a **call to action**

1.

2.

Write 3 original tweets with a **photo and brief caption**

1.

2.

3.

Write 2 tweets engaging your audience with a **question**

1.

2.

**STEP 4: HASHTAGS**

Craft 1 original hashtag for your organization (ex: #globalgiving)

Create 1 unique hashtag for each one of your projects (ex: #globalgivingfund)

1.

2.

3.

Identify 5 key words relevant to your project or organization that can be put into a hashtag (ex: #give)

1.

2.

3.

4.

5.

**What’s next? Watch the “Maximizing Your Twitter Account” tutorial under the Social Media category here:** [**http://www.globalgiving.org/getting-started-challenge/**](http://www.globalgiving.org/getting-started-challenge/)