



Twitter for Advocacy

Jared Benoff - Twitter Government & Politics
@Jbenoff | @TwitterGov



Agenda

1 What's happening

2 Twitter essentials

3 Engagement strategies

4 Monitoring & listening

5 Measurement



Twitter is where America goes to discover what's happening.

Twitter is what's happening





1

helps people see what's
happening *right* now

2

a place where *anyone* can be heard

3

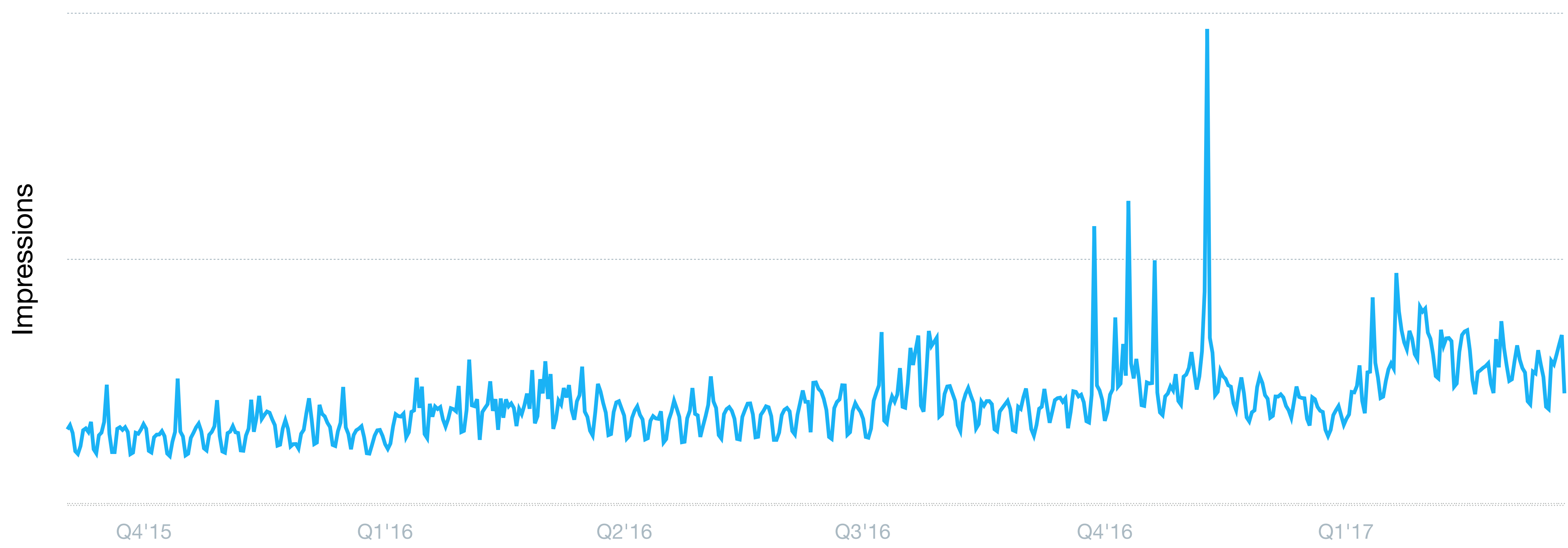
helps people see *all* points of view

4

**connected audience that
drives discussion**



News & Politics is a huge part of what's happening on Twitter



The best place to engage the media



4 in 5

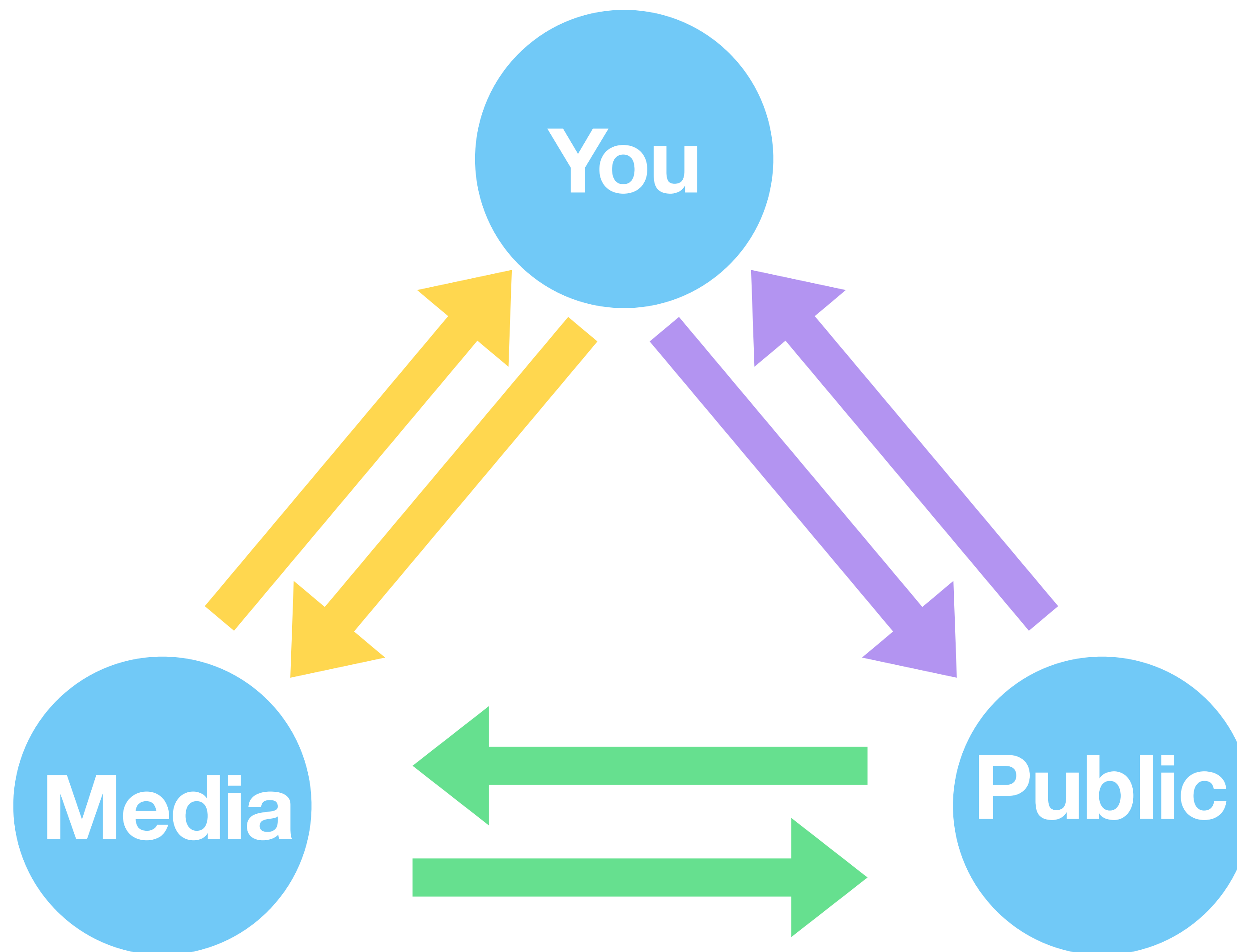
journalists use Twitter
to source news,
quotes, & information



The best place to raise awareness for your issue

69%

of Twitter users have been influenced in their political viewpoints by something they have seen or read on Twitter



The best place to engage millennials

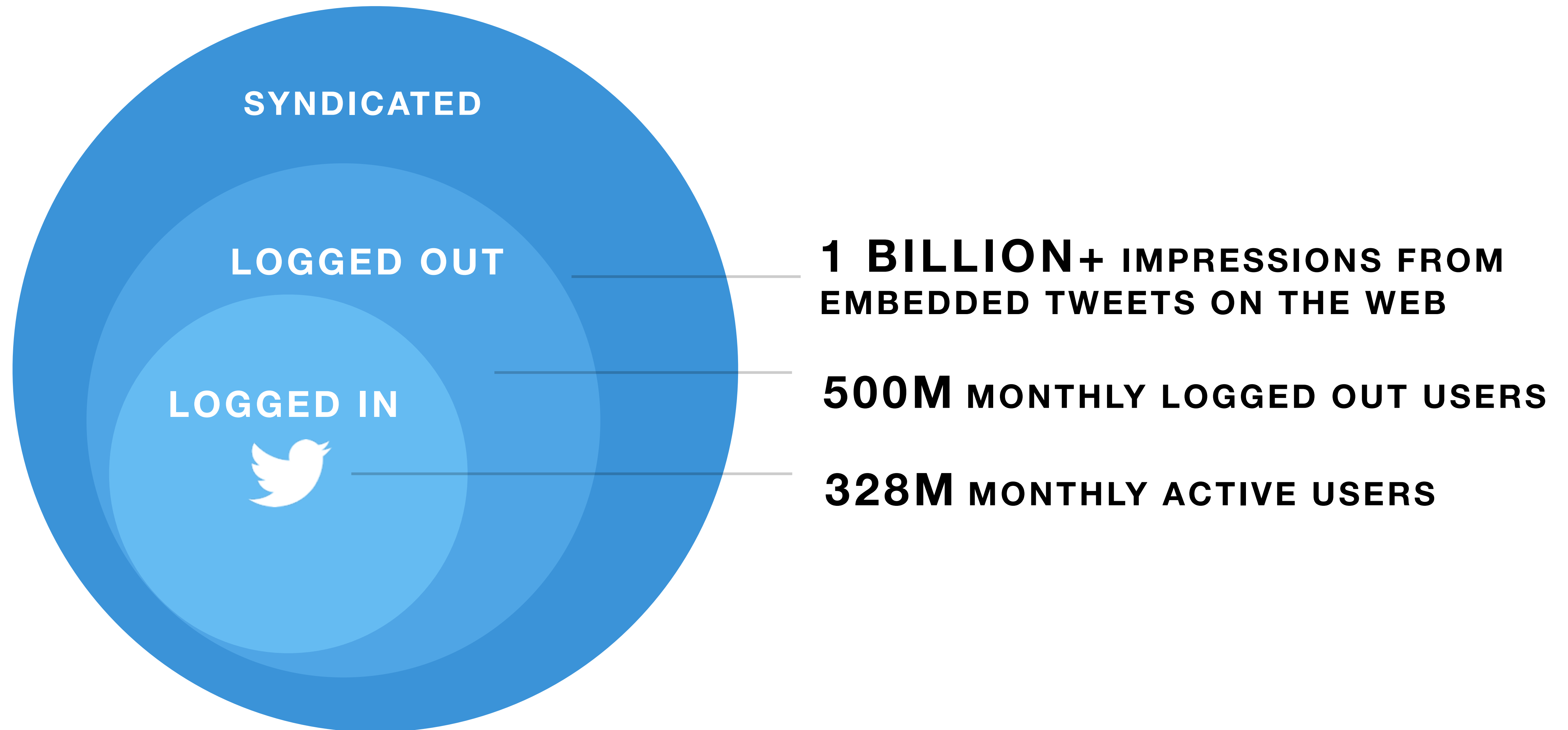
71%

of millennials use Twitter every day to read Tweets (55%), send Tweets (49%), and watch videos (45%)



Twitter essentials

Twitter gives your voice #globalreach.





Twitter *is* your #PersonalVoice.

1

**Authenticity
matters.**

2

**The reach and
impact of 140
characters.**

3

Consistency.



(Search) Optimize your profile

1. Images.
2. Searchable words.
3. Web properties.

The screenshot shows the Twitter profile edit interface for Jared Benoff (@JBenoff). The profile card displays his name, handle, bio, location (Washington, DC), website (http://bit.ly/JaredBenoff), and birth date (February 11, 1992). The bio mentions his work at Twitter and previous roles at USDOL and SecTomPerez. The profile statistics show 5,634 tweets, 832 following, 1,165 followers, 3,997 likes, 39 lists, and 11 moments. The main content area shows a tweet from Barack Obama that has been retweeted by the user. The right sidebar includes 'Your Tweet activity' with a bar chart showing 1,283 impressions over the last 24 hours, and 'Who to follow' suggestions for Nancy (@nuniluter) and Richard Wike (@RichardW...).



Engagement strategies

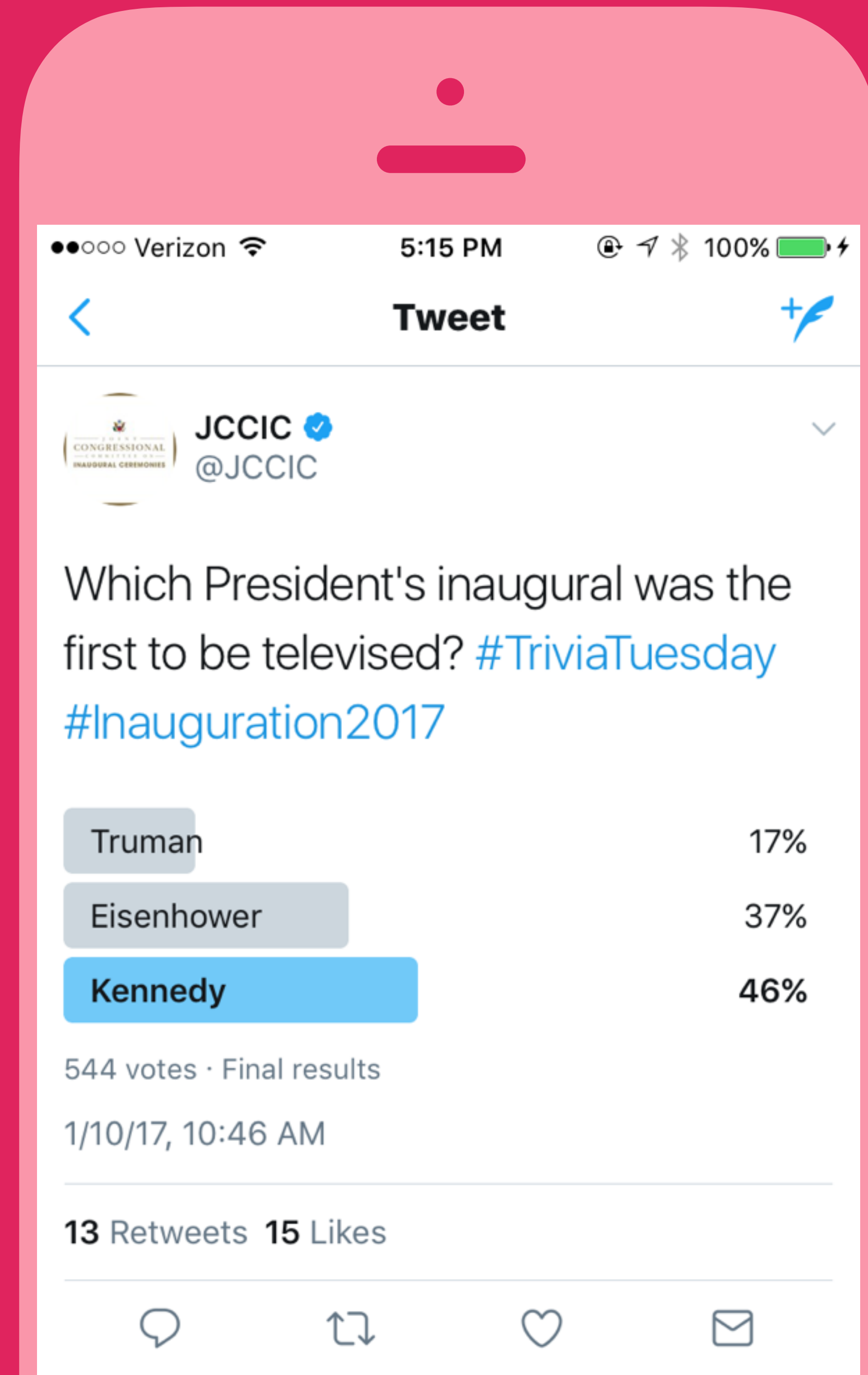


Go beyond 140 characters using a Tweetstorm



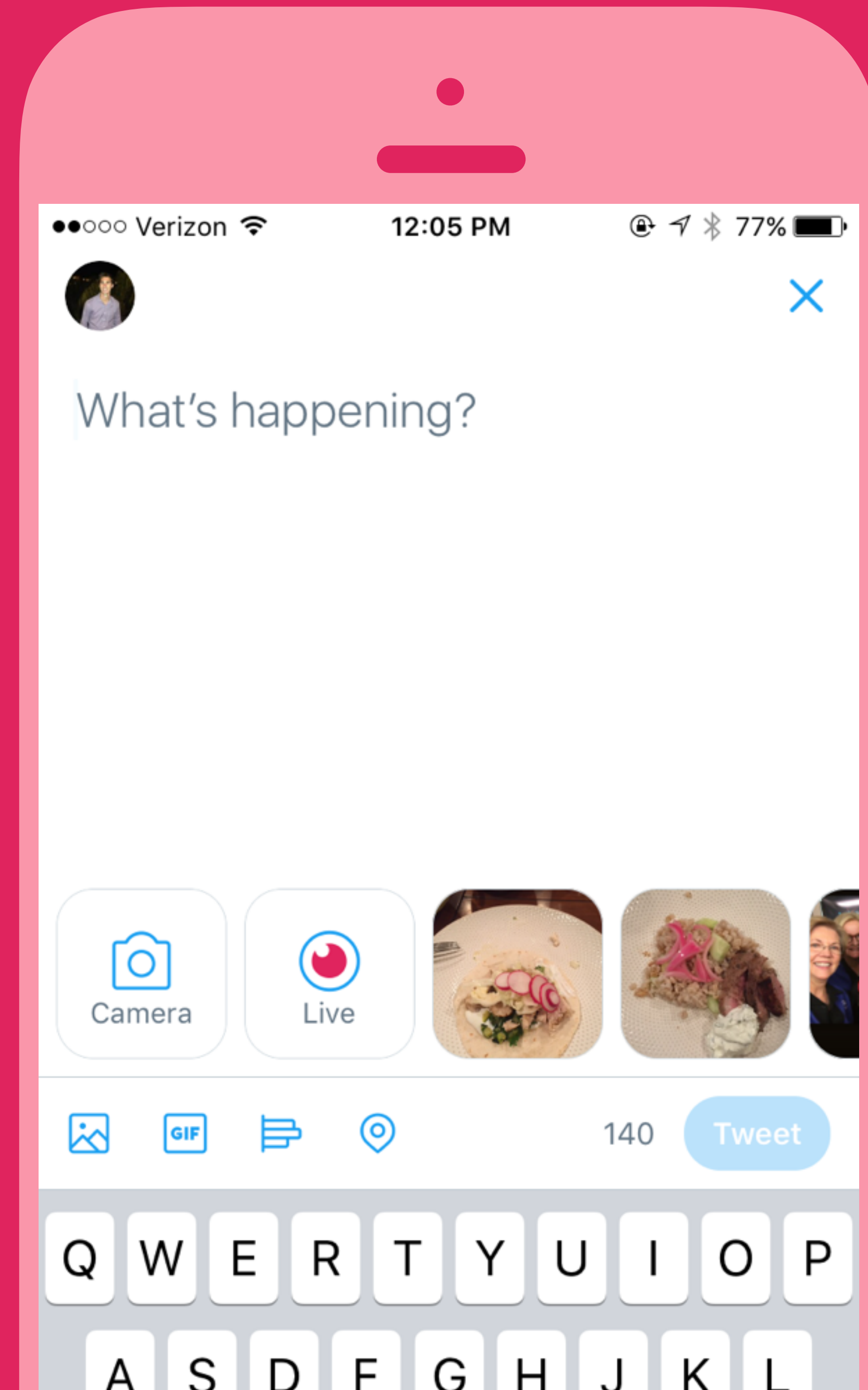


Use Polls to engage with fans by hearing their feedback, with just one tap





Show what's happening with photos and videos



studio.twitter.com



Media Studio Library Live Events Schedule Analytics ▾ Jared Benoff ▾

Library ▾ Upload Media

All Media ▾ Search

I came to the UK and didn't get ...
May 21, 2017

Untitled
May 25, 2017

Untitled
May 25, 2017

Untitled
May 12, 2017

Untitled
May 26, 2017

Untitled
May 26, 2017

Untitled
May 25, 2017

Untitled
May 12, 2017

Untitled
Apr 20, 2017

Untitled
Apr 12, 2017

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Apr 2, 2017

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Apr 2, 2017

Untitled
Apr 2, 2017

Untitled
Apr 2, 2017

Untitled
Apr 2, 2017

Untitled
Mar 29, 2017

Untitled
Mar 16, 2017

Untitled
Mar 4, 2017

Untitled
Mar 4, 2017

studio.twitter.com



Allow creators to more effectively manage media on Twitter

- 1 Access all of your photos, gifs and videos in one place**
- 2 Schedule & publish content**
- 3 Collaborate with team members without sharing passwords**

- 4 Media metadata and filtering**
- 5 Significant improvements to stability and uploads**

Note: This tool is desktop only



Twitter Moments

Twitter Moments



Verizon 4:43 PM 92%

Search Twitter

Today's Moments

- US news**
CIA fires several for hacking vending machines to get free sna...
2 hours ago · 453 likes
- Pop culture**
Owl City breaks down and answers that Fireflies hug question
1 hour ago · 367 likes
- NHL**
A round-up of players the Vegas Golden Knights are reportedly ac...
3 minutes ago · 47 likes
- Politics**
Congressional Black Caucus declines meeting with President T...
43 minutes ago · 40 likes
- UK news**
Boris Johnson puts Donald Trump's

Home Search Notifications Messages

1 hour ago · 1 like

The state of government selfies is 💪

Twitter Government @TwitterGov

Let's look at some selfies. This #NationalSelfieDay, here's a peek at some selfies from members of Congress, world leaders, and government organizations. Photo via @NASA

Swipe to begin

Senator Deb Fischer @SenatorFischer

Bipartisan bowling w/ @SenWarren @SenCapito @SenatorHeitkamp @clairecmc @lisamurkowski @WH bowling alley #Selfie

11 23

Verizon 4:45 PM 92%

Tweet

To celebrate #NationalSelfieDay here are some 📸 from governments around the 🌍

Twitter Government @TwitterGov

The state of government selfies is 💪

Moments

Tweet your reply

Home Search Notifications Messages

Share and discover



Home Moments Notifications Messages Search Twitter Tweet

Tweets 4,172 Following 25 Followers 2.43M Likes 1,180 Lists 14 Moments 5 Following

Twitter Government @TwitterGov
Updates from the @Twitter Government & Elections team.
Joined December 2010

Twitter Government @TwitterGov · 1h
To celebrate #NationalSelfieDay here are some from governments around the

The state of government selfies is
Twitter Government @TwitterGov

Who to follow · Refresh · View all

- Twitter Safety @Twitter... Follow
- Twitter Marketing @Twi... Follow
- Twitter LatAm @Twitter...



#GoLive

#GoLive on Twitter

Tips for a successful broadcast:

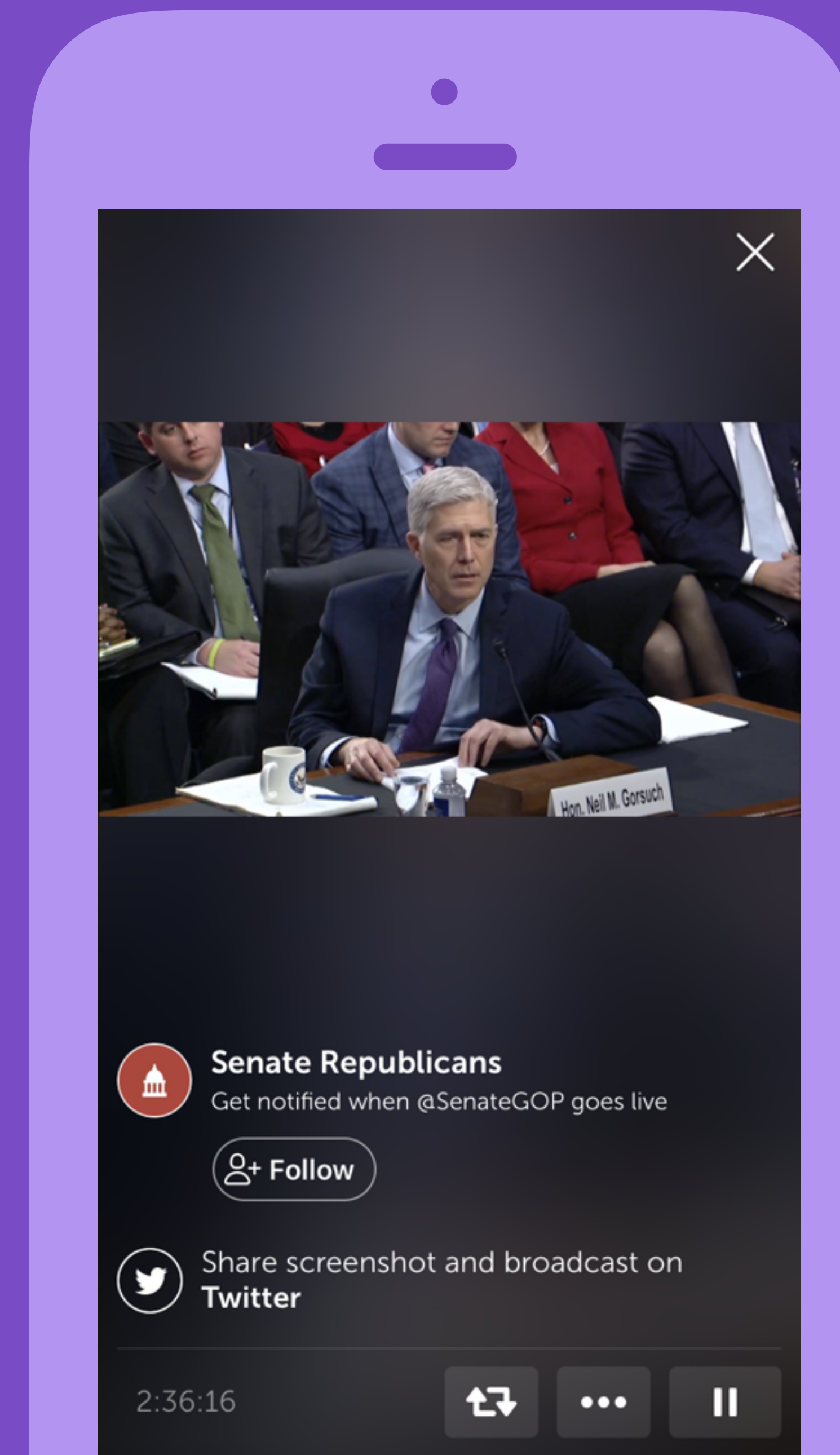
1. Compelling caption
2. Behind-the-scenes access
3. Tutorials
4. Interaction with your audience
5. Technique (sketch, flip camera, stabilizer)
6. Tweet the video!





Periscope Producer

- **Go Live in HD.** With Producer, you can stream high-quality live video from external sources, including streaming software, hardware encoders, and professional cameras, on Periscope and Twitter.
- **Supported Encoders and devices.** OBS, Wirecast, Teradek, Elemental, SwitchboardLive, LiveStream, FFMpeg, Tricaster, Telescope, LiveU, vMix





Monitoring & listening



Advanced Search

Words

All of these words

This exact phrase

Any of these words

None of these words

These hashtags

Written in

People

From these accounts

To these accounts

Mentioning these accounts

Places

Near this place

 [Add location](#)

Dates

From this date

 to

Other

Select:

Positive :) Negative :(Question ? Include retweets

[Search](#)

Advanced Search

twitter.com/search-advanced



Tweetdeck



Home @JBenoff User @JBenoff #WednesdayWisdom Scheduled All accounts Around Gov @JBenoff

Mashable @mashable now
Deathmatch in 'Overwatch' sucks on.mash.to/2vJapps

The New York Times @nyti... now
Baltimore removed Confederate statues in an overnight operation nyti.ms/2uPpS67

The Ringer @ringer now
If you're into kicker battles like @rodger_sherman is, boy, did this latest installment of #HardKnocks deliver therin.gr/Gc08GTd

TIME @TIME now
Both presidents Bush condemn hatred in joint statement on Charlottesville ti.me/2wfwT3B

Reuters Tech News @Reut... now
Tencent to boost AI after profit jumps on mobile games, WeChat reut.rs/2waonU8

Jared Benoff Retweeted
Twitter @Twitter 11h
This Tweet from @BarackObama is now the most liked Tweet ever.

Barack Obama @BarackObama
"No one is born hating another person because of skin or his background or religion..."

Barker Social @Barker_Social 7m
This is obvious but really, other people matter! Be nice to people and put your best foot forward. #WednesdayWisdom

Paul Ryan @SpeakerRyan 3m
Tax reform means more money in your pocket. Permanent tax cuts will allow families to save for the future. spkryan.us/2vqoPMH

U.S. Senate History @Senat... 9m
Karl Mundt, South Dakota's longest-serving senator, died #OTD in 1974 bit.ly/2vey3wj

NASA @NASA 15m
From the nearby to the far out, our panel ideas are up for a vote at @sxsw & you get to choose! Voting ends Aug. 25: go.nasa.gov/2i8OpRU

OurPresidents @OurPreside... 21m
The King and the President! See all the photos from #ElvisPresley's impromptu meeting with Nixon in 1970 📷: archives.gov/exhibits/nixon... #Elvis40

Chris Murphy @SenMurphy
Just stopped on road... @POTUS remarks... An American Presid... defense of white su... god.

Jared Benoff @JBenoff 19h
When #NationalRelaxationDay slips from the #1 trending spot.

Check Your Food @CheckYourF... 6d
This easy snack will look after your arteries, bones, muscles, DNA & heartbeat bit.ly/2vE07ci #WednesdayWisdom #nutrition #healthy

No recent Tweets. Tweets will appear here.

Choose a column type to add

Home	User	Notifications	Search
List	Collection	Activity	Likes
Messages	Mentions	Followers	Scheduled
Messages (all accounts)	Mentions (all accounts)	Trending	



tweetdeck.twitter.com

Allow publishers to more effectively manage activity on Twitter

1 Real-time content management

2 Schedule & publish content

3 Advanced discovery features

4 Build collections for publishing

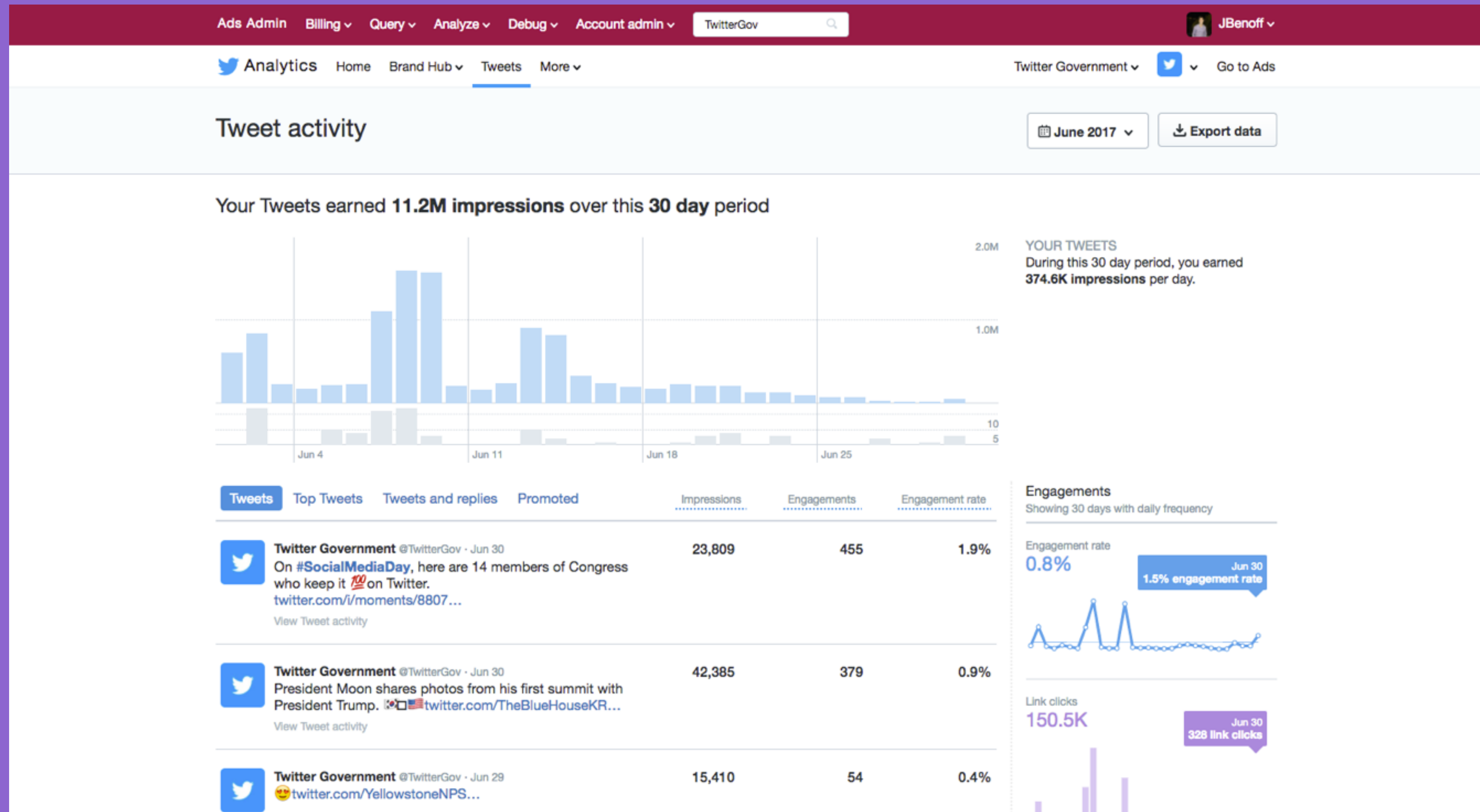
5 Collaborate with team members without sharing passwords

Note: This tool is desktop only




Measurement

Review your analytics



Download your archive



 @JBenoff

Search all Tweets



 **Aug 2017** 28 TWEETS

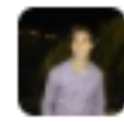


Scott Paul @ScottPaulAAM

I'm resigning from the Manufacturing Jobs Initiative because it's the right thing for me to do.

Retweeted by @JBenoff

[View on Twitter](#)



Jared Benoff @JBenoff

@GeorgeSalama Congrats George!!

[View on Twitter](#)

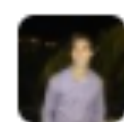


Lil Chano From 79th @chancetherapper

If you started school today Shoutout you man! Also how are you reading this... pay attention

Retweeted by @JBenoff

[View on Twitter](#)



Jared Benoff @JBenoff

@lizzhart Please make sure you have the following: -11 likes on pinned Tweet -Be able to finish an entire order of nachos -Seen Hamilton 4 times thx

[View on Twitter](#)



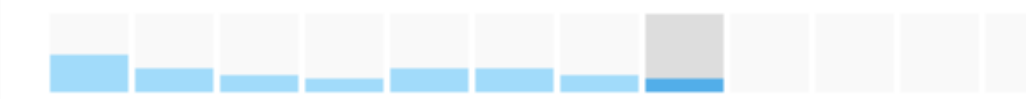
Merck @Merck

pic.twitter.com/a1PNQZism5

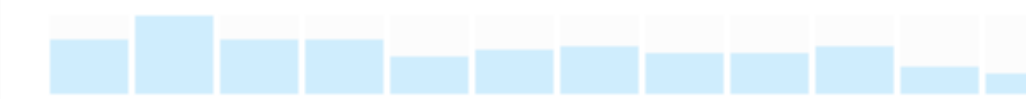
Retweeted by @JBenoff

[View on Twitter](#)

2017



2016



2015



2014



2013



2012



This is an offline archive of your Tweets from Twitter. Use the months above to navigate the archive.



Be what's happening.

Have additional questions? Email us at gov@twitter.com.