

Improving Twitter's Reach

Internal good practice, Crossing Borders.

Twitter, why is it important?

Twitter is one of the most important social networks for businesses and organizations (<http://www.business2community.com/twitter/why-twitter-is-important-for-businesses-01251905#qsbj05D6mKFXCRoE.97>). What happens on twitter often overflows to other social media and a lot of opinion makers and stakeholders (activists, educators, political actors, media, etc) have a profile, so it's in our organization's best interest to improve our presence on twitter.

Who makes it? What is done?

Our Aarhus intern and WAADN participant Kathrine has been handling our Twitter page since August 2015. The idea is to better adapt to our material and behaviour to each platform in order to reach as many as possible.

In relation to Twitter we are focusing more on participation. We tweet almost daily, making sure to participate in relevant trending topics. We link to CB material and post updates on CB on-going, but we also link to good material by other organisations. By being more active we can reach more potential members. We also target our Twitter profile towards potential members by limiting the amount of 'insider' tweets. Twitter

is in many ways meant to be a personal platform, and for that reason we are working on getting CB employees and volunteers to tweet about CB, our events and their experiences. Similarly, when we use our own hashtags (such as #inthesameboat) we encourage our people to use it as well to increase exposure.

Since when?

Since August 2015 until now.

Target groups, national, international or local focus?

Our main target groups are students and educators living in Denmark who can benefit from CB activities. Our secondary target group is broader and consists of activists around the globe who can identify with CB's values and mission and can contribute to the organization by becoming members, as well as similar organization's who can help by spreading the word about the work we do.

Digital aspects of good practice

The twitter account is managed online by one intern and one member of the staff.

Pedagogic/methodological aspects of good practice

Our new twitter method was put to practice after Kathrine started her internship with CB in Aarhus. In the beginning of the internship all interns were asked to provide constructive criticism of our social media channels, and after evaluating their criticism we concluded that Kathrine would be the ideal candidate to manage twitter. By

working in cooperation with one member of our staff (Tamara) she was able to improve our profile by putting her background knowledge in practice, leaving the intern empowered and the organization satisfied.

Facts of method

2 participants

Target groups

Students living in DK

Educators living in DK

International activists/potential members and supporters

Similar organizations

Performed daily since August 2015

1 staff involved

0 partners from other countries

Link to method:

https://twitter.com/cb_denmark

Strength, weakness, opportunities and threads of good practice

Strength

We have increased our followers.

Weakness

Although we have more followers, we haven't managed to increase participation on

the page (i.e., comments, retweets, etc) at the same rate

Opportunities

Make media-specific content for Twitter in order to make CB's position in the international/national arena even clearer.

Threats

Lack of staff who can be exclusively assigned to develop social media channels.

Which aspects are transferable?

Participation in online trending topics can vastly improve your visibility (as an individual or an organization), as well as keeping in mind the connection between 'real' and digital. People want to see real stories written by real people, so it's important not to get lost in unnecessary formalities. Media-specific content is also important.

Final summary: what makes it in your opinion a good method?

We have empowered CB interns by giving them a real life problem where they could apply their knowledge to solve it, showing that CB values each person's experience and abilities and empowers them by 'learning by doing'.