What can #Twitter do for your congregation? #Outreach #SocialJustice
An atheist minister. I believe in good, not god.
Andy Pakula
@apakula

Twitter:like blogging only much shorter. 140 characters. #Links #Images #Hashtags buff.ly/1jxTJT
Most important of all:

1. Who?
2. Why?
Your #followers are shown your tweets in their streams. You are shown the tweets of those you follow.
Anyone *can* see your tweets, but will they? An average Twitter user is shown about 1,000 tweets per day.
Two big challenges for using twitter:

1. Getting people to notice
2. Getting people to engage
To get your tweets seen:

1. Get more #followers
2. Get #retweeted
3. #Hashtag yourself...

10:02am · 19 Jun 2014 · Buffer

1 RETWEET  1 FAVORITE
For people to respond to your tweets:

1. Be interesting
2. Be helpful
3. Be human
4. Be funny
5. Be engaged
6. Be controversial
Specific strategies:

1. Follow and be followed back
2. Find and engage
3. Share interesting content
4. Consistent voice
5. Be a resource...
#Hashtags:

Only make your own if you are Apple or Bieber
Should be used by many but not too many
Only use when relevant
Twitter: Be a resource to others http://churchmag.com/social-media-strategy-twitter

While Twitter is a great tool to get your name out there by posting links to your website, it’s best use is to network with others who have the same interest. If you are a programmer, blogger, youth pastor, or salesman, the best thing you could do on Twitter isn’t spam people with links, but become a useful resource for people. This is the perfect avenue to help people out with research on a topic, offer free advise, provide free quotes on something, and simply help however you can. This concept of helping others for nothing in the short run may seem ill advised because it does not increase profits or views on a website, but long term the impact it can have is staggering.
Favorite tools

1. Tweetdeck or Hootsuite
2. Buffer
3. Manageflitter
4. Hashtagify and Ritetag
5. Searches
6. Follow followers
Twitter

1. “Why?” comes first
2. “Who?” is next
3. Followers and engagement
4. Have a voice
5. Be engaged and engaging