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What can [#Twitter](#) do for your congregation?
[#Outreach](#) [#SocialJustice](#)

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Profile summary



TWEETS
5,727

FOLLOWING
26.8K

FOLLOWERS
29.1K



Following

Andy Pakula

[@apakula](#) **FOLLOWS YOU**

An atheist minister. I believe in good, not god.



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Know Your
≤140
Limits

Twitter:like blogging only much shorter. 140 characters. #Links #Images #Hashtags [buff.ly/1jxTJT](#)

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Most important of all:

1. Who?
2. Why?

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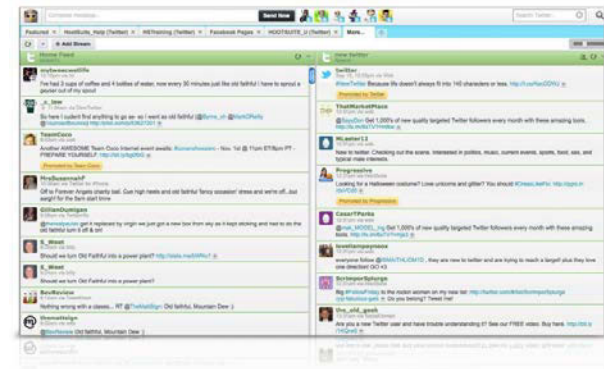
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Your #followers are shown your tweets in their streams. You are shown the tweets of those you follow.

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Two big challenges for using twitter:

1. Getting people to notice
2. Getting people to engage

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To get your tweets seen:

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

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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

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Specific strategies:

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

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#Hashtags:

Only make your own if you are are Apple or Bieber
Should be used by many but not too many
Only use when relevant

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Twitter: Be a resource to others <http://churchm.ag/social-media-strategy-twitter>

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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 advice, 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.



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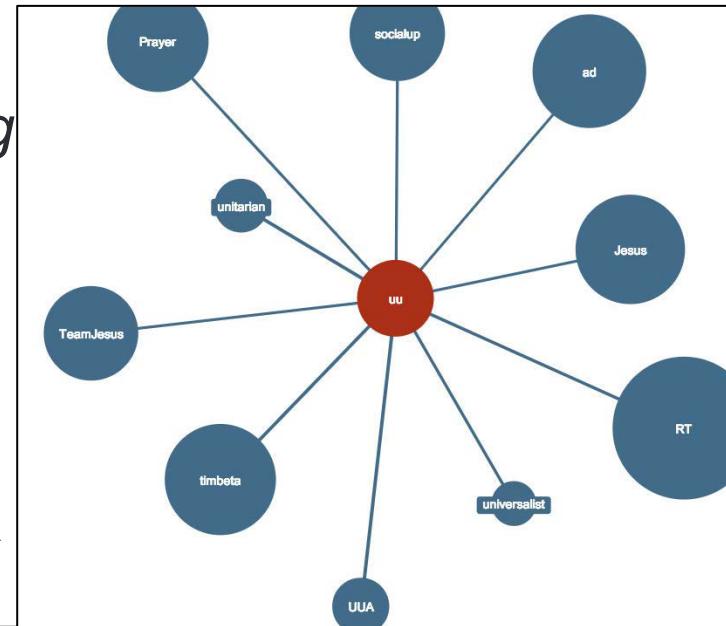
Favorite tools

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

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Twitter

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

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