

A beginners guide to using to fundraise



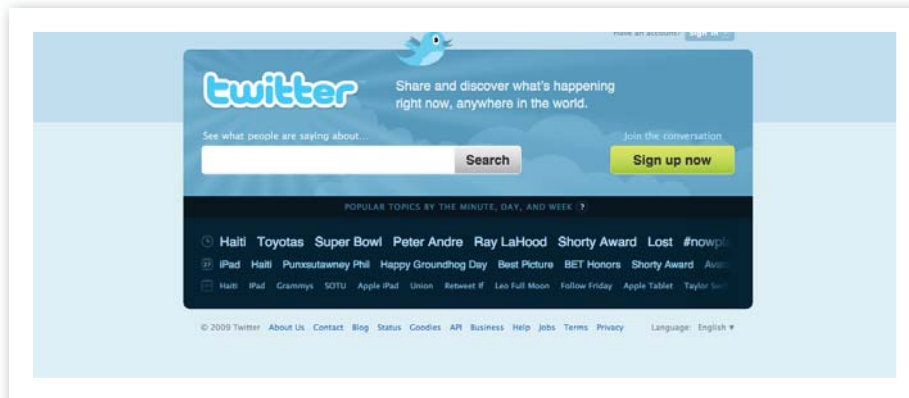
Stephen Fry, Brittany Spears and even Sarah Brown are doing it, but what's all the fuss about Twitter?

For the uninitiated Twitter provides a great way to share information and connect with new people. Twitter allows you to create a personal profile, post messages limited to 140 characters each and follow other users to see what they're saying.

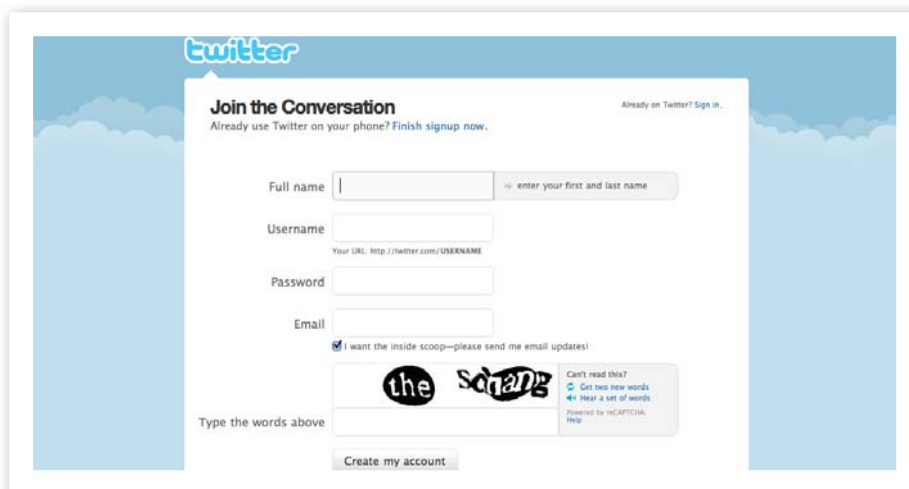
Get started

Already tweeting like a pro then skip this section while we explain how to create a Twitter account:

- 1 To create an account first go to www.twitter.com and click on 'Sign up now'.



- 2 You will be taken to the following page, where you'll be asked to fill in your details:

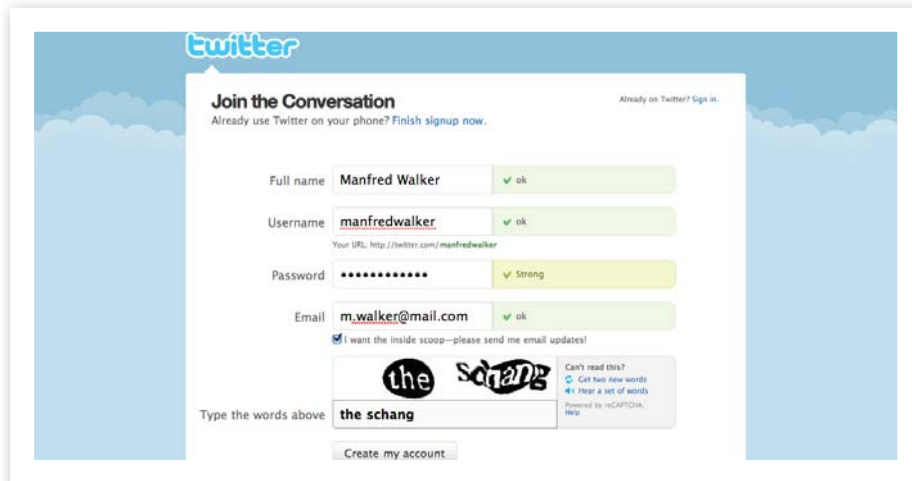


Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

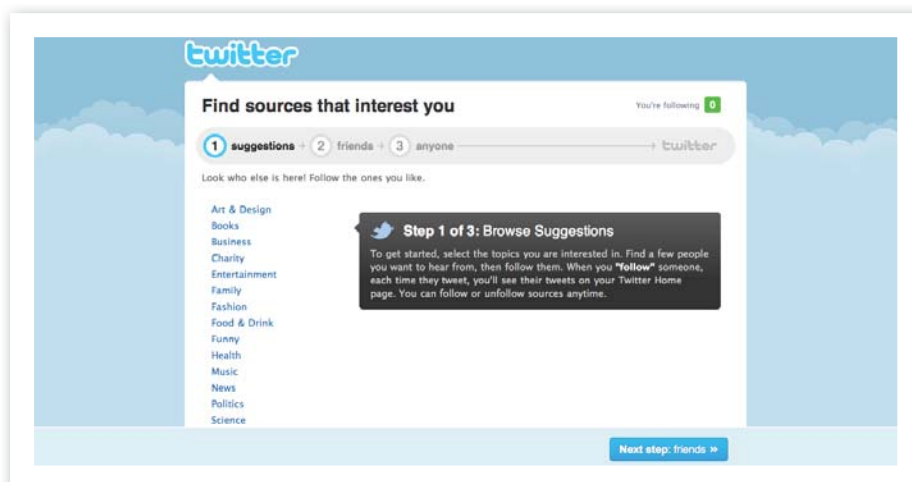
Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Download detailed online fundraising guides at www.sah.org.uk/onlineguides



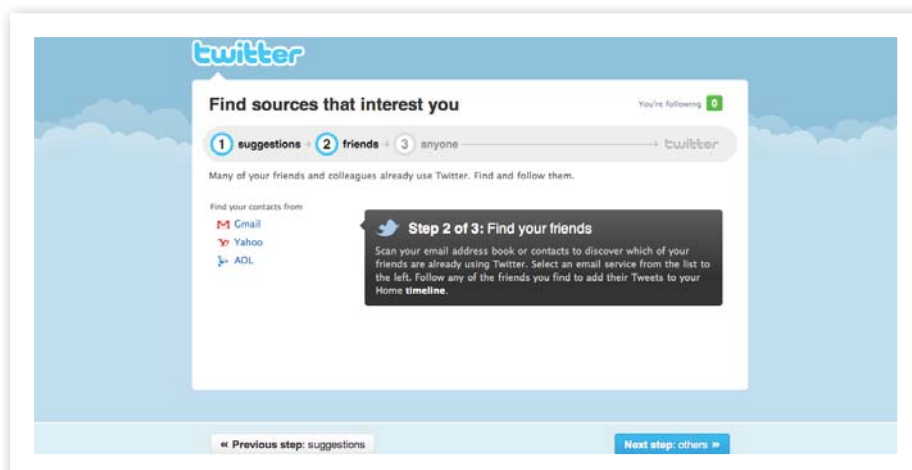
The screenshot shows the Twitter sign-up form. The title is "Join the Conversation" with a sub-header "Already use Twitter on your phone? Finish signup now." and a link "Already on Twitter? Sign in." The form fields are: Full name (Manfred Walker), Username (manfredwalker), Password (masked with dots), and Email (m.walker@mail.com). There are green checkmarks and "ok" or "Strong" labels next to each field. Below the email field is a checkbox "I want the inside scoop--please send me email updates!" and a CAPTCHA area with the text "the schang" and a "Create my account" button.

- 3 So that's you signed up. You can now begin using Twitter, firstly you'll be presented with the option to start following those people/organisations that you might be interested in. Don't worry if you're not quite ready for this you can skip this step and look for people and organisations later.



The screenshot shows the "Find sources that interest you" page. It has a navigation bar with "1 suggestions", "2 friends", and "3 anyone". Below this is a list of categories: Art & Design, Books, Business, Charity, Entertainment, Family, Fashion, Food & Drink, Funny, Health, Music, News, Politics, and Science. A central box titled "Step 1 of 3: Browse Suggestions" contains instructions: "To get started, select the topics you are interested in. Find a few people you want to hear from, then follow them. When you 'follow' someone, each time they tweet, you'll see their tweets on your Twitter Home page. You can follow or unfollow sources anytime." A "Next step: friends" button is at the bottom right.

- 4 Next you'll be asked to connect with people you already know that are using Twitter. Again you can choose to skip this step.



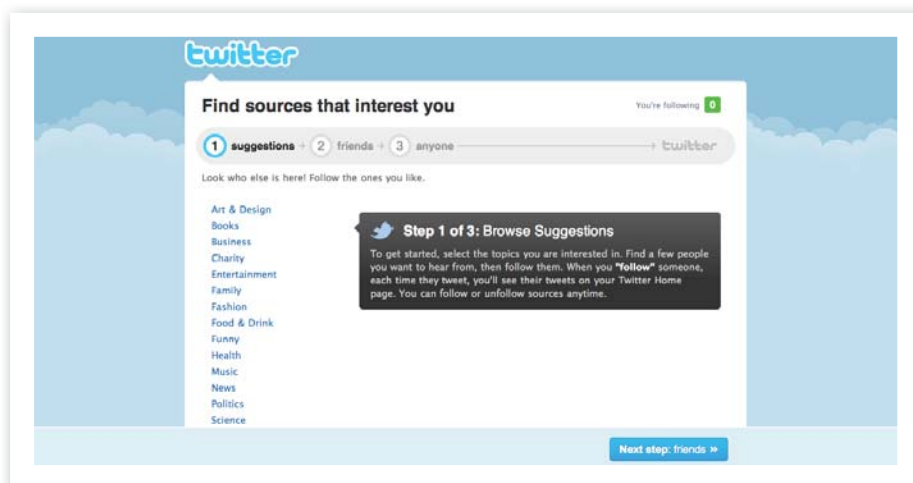
The screenshot shows the "Find sources that interest you" page with the "2 friends" step selected. It says "Many of your friends and colleagues already use Twitter. Find and follow them." Below this is a section "Find your contacts from" with icons for Gmail, Yahoo, and AOL. A central box titled "Step 2 of 3: Find your friends" contains instructions: "Scan your email address book or contacts to discover which of your friends are already using Twitter. Select an email service from the list to the left. Follow any of the friends you find to add their Tweets to your Home timeline." Navigation buttons "Previous step: suggestions" and "Next step: others" are at the bottom.

Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

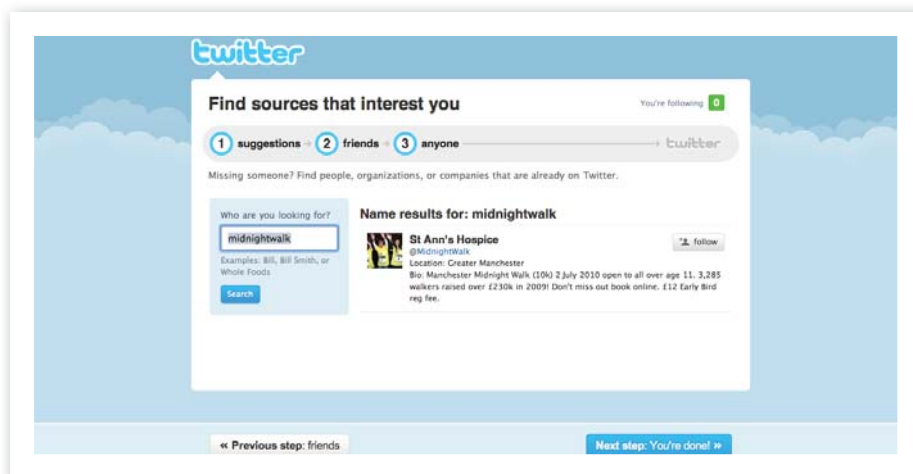
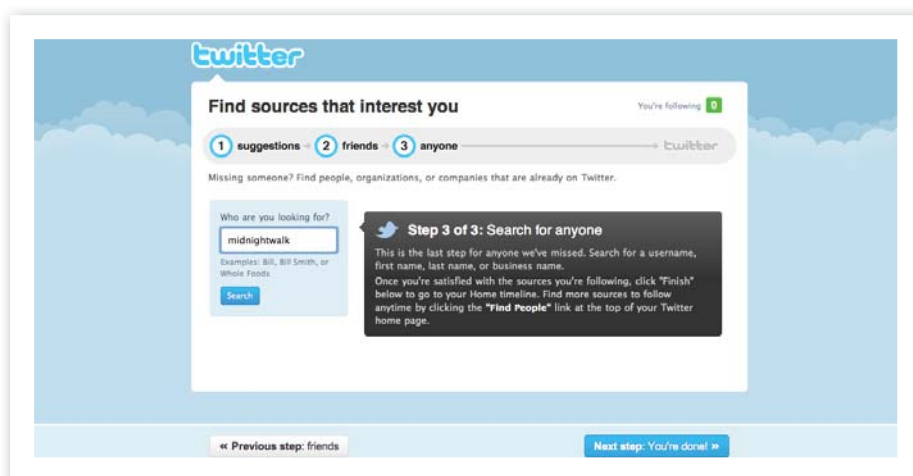
Follow us on Twitter at
www.twitter.com/StAnnsHospice

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Use these guides for any fundraising you are doing for St Ann's Hospice!



- 5 Finally you'll be asked to search for any Twitter users you might already know. We suggest searching for 'MidnightWalk' (twitter.com/midnightwalk) is a good start!



Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

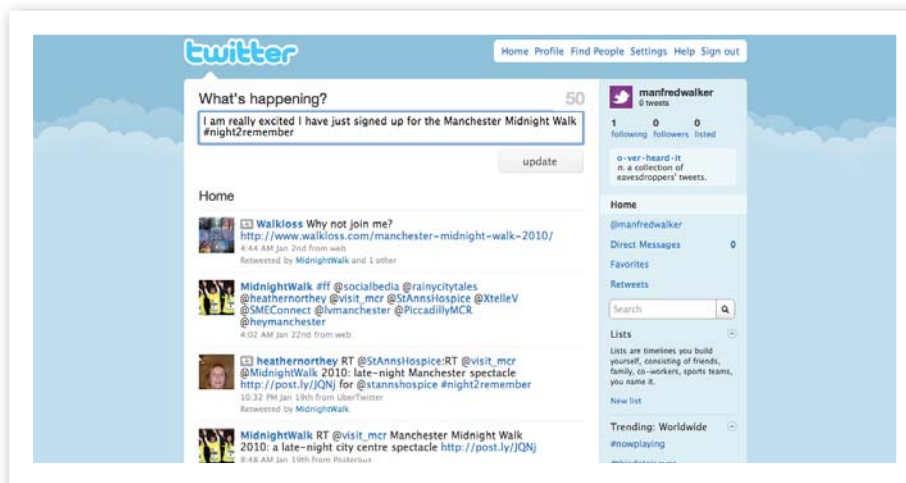
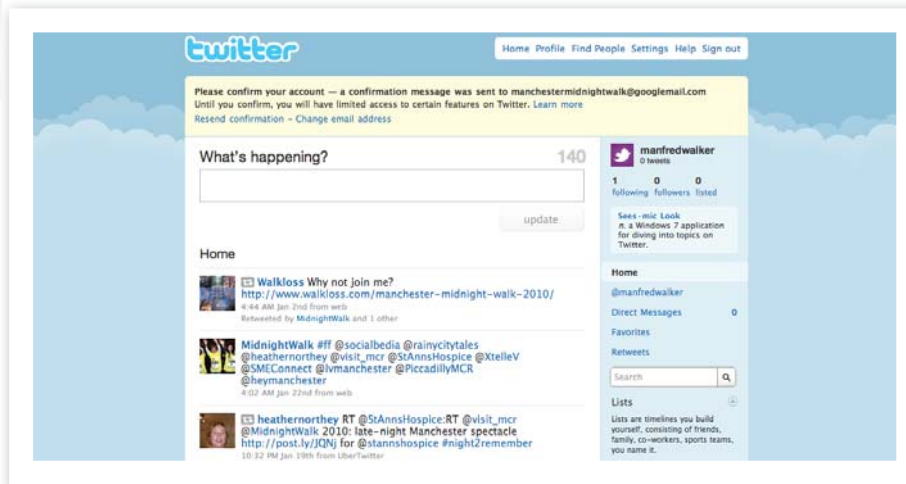
Follow us on Twitter at
www.twitter.com/MidnightWalk

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.
posterous.com)

Other online fundraising guides include: Facebook, Justgiving, Blogging and videos



- 6 After completing the previous stage you will be redirected to your 'Home' page. This page shows the latest messages from the people you are following. You can also post your first message (or tweet), more about this later.



Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
www.twitter.com/StAnnsHospice

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Thank you for supporting St Ann's Hospice with your fundraising!

- 7 Now it's time to create your profile. Click 'Settings', you'll find it towards the top right hand corner of the window. The following page will open, fill in your details and don't forget to let people how they can help you raise money for the Manchester Midnight Walk. Once you've finished updating this information click 'Save'

twitter Home Profile Find People Settings Help Sign out

manfredwalker's settings

Account Password Mobile Notices Picture Design

Name Manfred Walker
Enter your real name, so people you know can recognize you.

Username manfredwalker Your URL:
<http://twitter.com/manfredwalker>
No spaces, please.

Email manchestermidnightwalk@googlemail.com Change

Time Zone (GMT) London

More Info URL
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

One Line Bio
About yourself in fewer than 160 chars.

Location

Account
From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips
Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.

Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

twitter Home Profile Find People Settings Help Sign out

manfredwalker's settings

Account Password Mobile Notices Picture Design

Name Manfred Walker
Enter your real name, so people you know can recognize you.

Username manfredwalker Your URL:
<http://twitter.com/manfredwalker>
No spaces, please.

Email manchestermidnightwalk@googlemail.com Change

Time Zone (GMT) London

More Info URL www.justgiving.com/ma
Have a homepage or a blog? Put the address here.
(You can also add Twitter to your site here)

One Line Bio **Tweeting about anything and everything... but mostly the Manchester Midnight Walk**
About yourself in fewer than 160 chars.

Location

Account
From here you can change your basic account info, fill in your profile data, and set whether you want to be private or public.

Tips
Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.

Change your Twitter user name anytime without affecting your existing tweets, @replies, direct messages, or other data. After changing it, make sure to let your followers know so you'll continue receiving all of your messages with your new user name.

Protect your account to keep your tweets private. Approve who can follow you and keep your tweets out of search results.

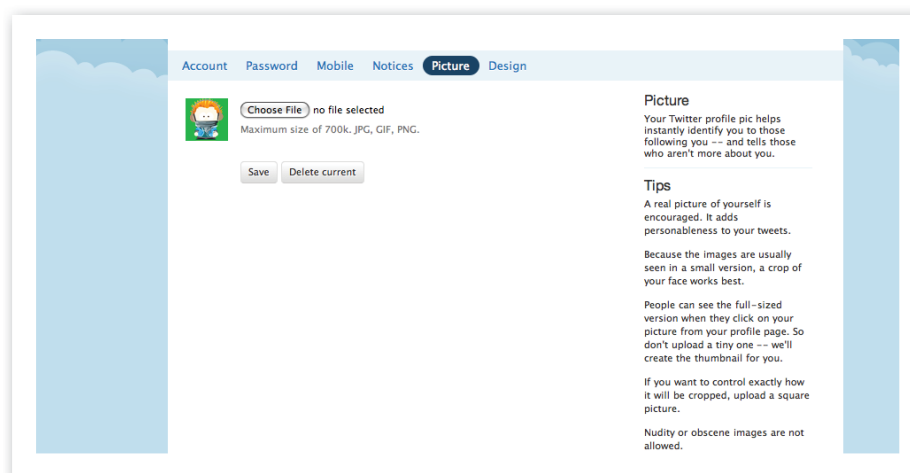
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

If you need any info about St Ann's to help you with your fundraising, visit us at www.sah.org.uk

- 8 Finally don't forget people like to know what you look like so remember to upload a profile picture. To do this in 'Settings' click on 'Picture' and upload your image, remember to show everyone your best smile.



- 9 If you get stuck at any point don't fret you can use the Twitter Help. You'll find it here at <http://twitter.com/help/start>

Get tweeting and talking

Now you're all signed up, what's next? The key to Twitter is to start tweeting and engaging with us other users. Remember there is even etiquette on Twitter. Let us point you in the right direction:

- 1 Don't over tweet, sure people want to know what you're up to but don't over do it!
- 2 Conversely don't under tweet. Followers can be a fickle bunch so they want to know you're still there and keeping their interest.
- 3 Keep your messages to one tweet in length, and you don't have to use 140 characters every time.
- 4 Engage and start conversations with your followers. They're a sociable bunch on Twitter.
- 5 Finally tell people about your Manchester Midnight Walk experience, we'd really appreciate that.

Become a fan on Facebook
at [www.facebook.com/
StAnnsHospice](http://www.facebook.com/StAnnsHospice)

Follow us on Twitter at
www.twitter.com/StAnnsHospice

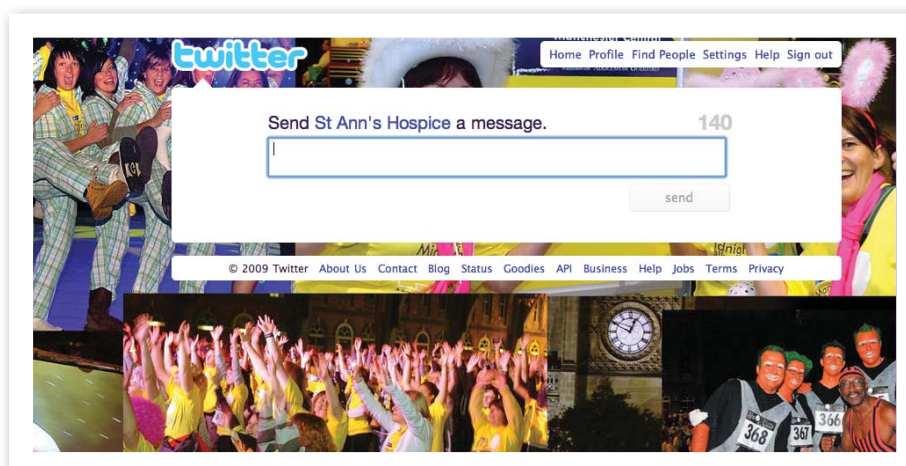
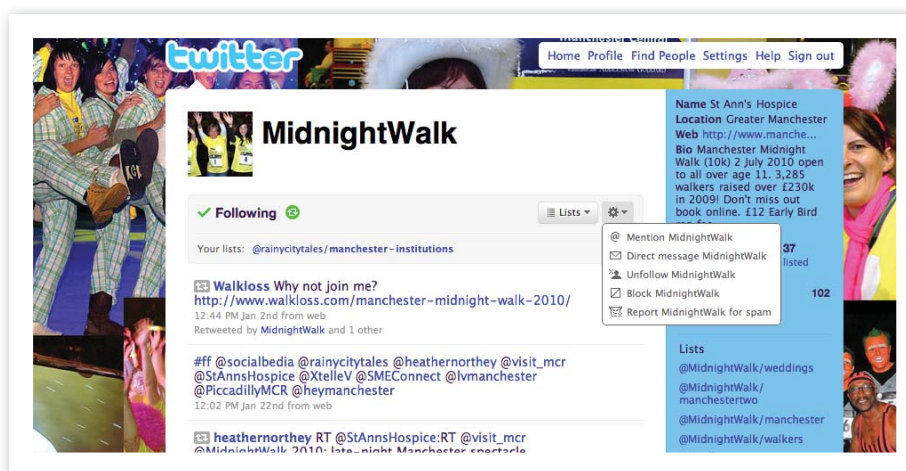
Visit our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

Did you know we have to raise £16,000 a day to keep our doors open?

The Next Level: Speaking the language of Twitter

Hashtags, retweets... what's that all about? Here's a quick overview.

- **@** - You can use the @ symbol to tweet to another user. Everyone will be able to see your tweet but the person you are sending it to will know it's especially for them. For example to send a tweet to the Manchester Midnight Walk compose your message to read @midnightwalk <followed by your message>
- **DM** - If someone asks you DM them they are not asking for you to dip marshmallows or dance madly they want to send you a direct message. This message will be kept private between two users. To send a direct message when on a users profile page click on the 'actions button', then select Direct Message. The following page will open, where you can type in and send your message. A little tip you can only send direct messages to people if they are following you, so remember to be nice to them.



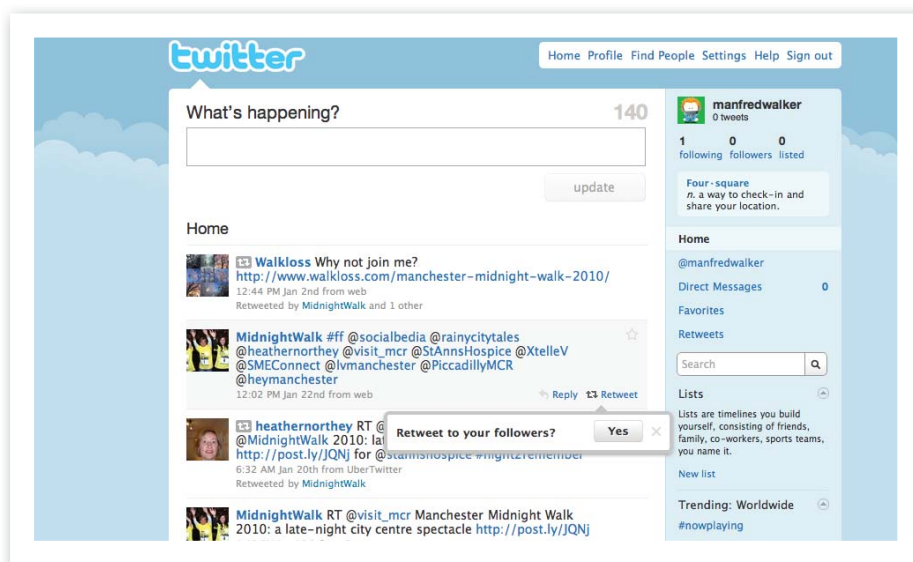
Become a fan on Facebook
at [www.facebook.com/
ManchesterMidnightWalk](http://www.facebook.com/ManchesterMidnightWalk)

Follow us on Twitter at
www.twitter.com/MidnightWalk

Post to our blog at
[http://manchestermidnightwalk.
posterous.com](http://manchestermidnightwalk.posterous.com)

“Tweeters users are 3 times more active than average social media users” *SEOptimise*

- **#** - The hash symbol is used in Twitter as part of a hashtag. Hashtags are used in Twitter to help people filter and find tweets on a certain subject matter. Ours looks like this #night2remember (because the 2nd of July 2010 most certainly will be) so don't forget to use it if you're tweeting about the Manchester Midnight Walk.
- **RT** - Do you like what someone has tweeted, want to repeat it to your followers? Hover over the message you want to retweet, click on retweet and then 'yes'. There it's done.



Twitter... the next steps

Getting into Twitter now? Time to take it to the next level? Here are some ideas:

- **Twitpic** - Start sharing pictures via Twitter by signing up to Twitpic <http://twitpic.com/>
- **Desktop applications** - Get access to Twitter directly from your desktop by installing Tweetdeck (tweetdeck.com) or Tweetie (tweetie.com).
- **Tweet on the move** - Get online or use text messaging to start tweeting from your mobile phone

That's it!

We hope you've found this guide useful and are now tweeting away. If you have any questions or comments about our online guide to Twitter, please contact us on 0161 498 3629, email jwatts@sah.org.uk.