



Twitter for Good: Change the World One Tweet at a Time

Claire Diaz-Ortiz

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The official word from Twitter on how to harness the power of the platform for any cause.

As recent events in Japan, the Middle East, and Haiti have shown, Twitter offers a unique platform to connect individuals and influence change in ways that were unthinkable only a short time ago. In *Twitter for Good*, Claire Diaz Ortiz, Twitter's head of corporate social innovation and philanthropy, shares the same strategies she offers to organizations launching cause-based campaigns. Filled with dynamic examples from initiatives around the world, this groundbreaking book offers practical guidelines for harnessing individual activism via Twitter as a force for social change.

- Reveals why every organization needs a dedicated Twitter strategy and explains how to set one
- Introduces the five-step model taught at trainings around the world: T.W.E.E.T. (Target, Write, Engage, Explore, Track)
- Author @claired is the head of corporate social innovation and philanthropy at Twitter, collaborating with organizations like Nike, Pepsi, MTV, the American Red Cross, charity:water, Room to Read, the Gates Foundation, the Skoll Foundation, the Case Foundation, National Wildlife Federation, Kiva, the United Nations, Free the Children, Committee to Protect Journalists, Partners in Health, FEMA, Ushahidi, The Acumen Fund

With more than 200 million users worldwide, Twitter has established itself as a dynamic force, one that every business and nonprofit must understand how to use effectively.

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Terry Hayes:

A lot of people always spent their free time to vacation or even go to the outside with them household or their friend. Were you aware? Many a lot of people spent that they free time just watching TV, or even playing video games all day long. If you wish to try to find a new activity honestly, that is look different you can read a book. It is really fun for yourself. If you enjoy the book that you read you can spent the whole day to reading a book. The book Twitter for Good: Change the World One Tweet at a Time it is extremely good to read. There are a lot of people who recommended this book. These folks were enjoying reading this book. In case you did not have enough space bringing this book you can buy typically the e-book. You can m0ore very easily to read this book through your smart phone. The price is not to cover but this book offers high quality.

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