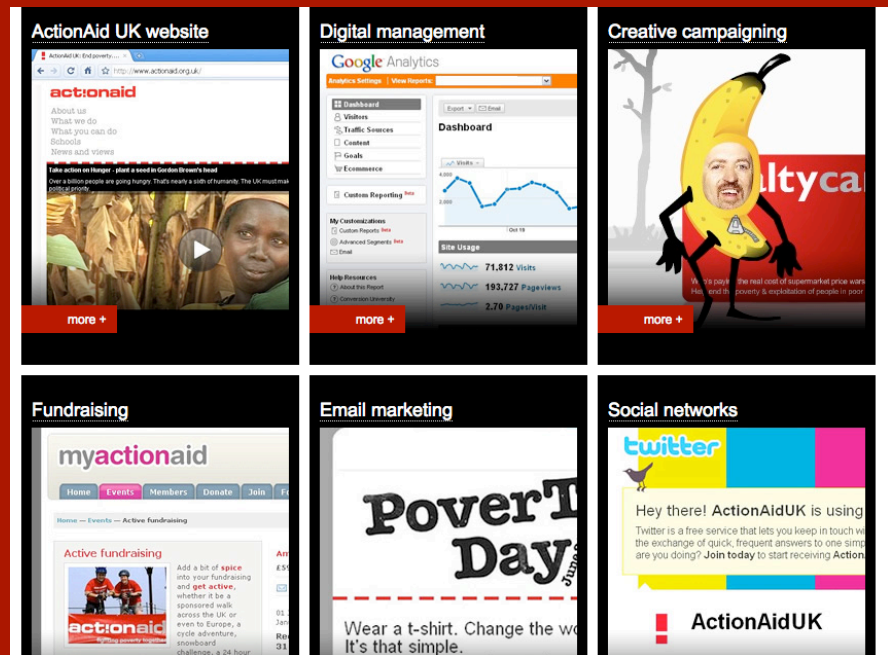


# NATHANIEL ASHFORD

## about me

I am a digital professional and manager with over 10 years experience. I work for ActionAid UK, a leading international development charity. I enjoy sharing my expertise, I have presented at many industry events on subjects such as SEO, user generated content, social networking, audience profiling and email marketing.



# Twitter



**promoting participation**

# **the workshop**

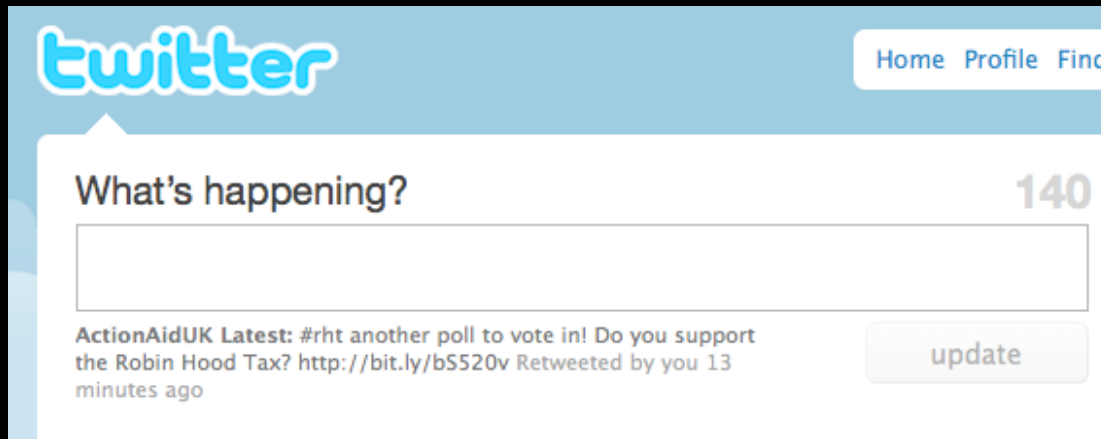
- 1. What did you learn last time? Quiz**
- 2. Start using twitter**
- 3. Why Vote? Why Twitter?**
- 4. Twitter as an agent of change**
- 5. The #whyvote group**
- 6. Next steps: creating an action plan**

# what do you know about twitter?

15 minute quiz on everything twitter...



**what is the maximum  
number of characters in a  
tweet?**



**what is this called?**

**what does retweet mean?**

1. reply to a tweet
2. forward a tweet to your followers
3. rubish a tweet



**what do twitter and email  
have in common?**

**how many tweets are sent  
every day?**

a) 2,000

b) 2,000,000

c) 10,000,000

**all these people use  
twitter, but who is the  
most popular?**

Put these people in **order**, with the person  
with the most **followers** at the **top**

- Jose Manuel Barroso
- Stephen Fry
- Barak Obama
- Pete Cashmore
- Ashton kutcher

**what is a trending topic?**

**name 2 ways to tweet  
apart from at twitter.com**

**twitter is only used in  
Europe and America...**

**start using twitter**





## Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name

  
⇒ enter your first and last name

Username

Your URL: <http://twitter.com/USERNAME>

Password

Email

I want the inside scoop—please send me email updates!

# Sign up

- On your homepage you can see your picture
- how many people you are following
- how many follow you
- you can choose a background for your Twitter from a set of default options or design your own.
- You can write your Tweet in the Tweet box at the top and post it to all your followers. You can view all the messages people have send you on the right-hand side as well as seeing what things people are mostly talking about on Twitter that day in the Trending Topics. You can also create group different people you follow together in lists to allow you to see

- It is important that you fill out the short bio on your profile so that people know who you are and will be more inclined to follow you.
- You can write your Tweet in the Tweet box at the top and post it to all your followers.
- You can view all the messages people have send you on the right-hand side as well as seeing what things people are mostly talking about on Twitter that day in the Trending Topics.
- You can also create group different people you follow together in lists to allow you to see the Tweets you want.


# Setup your mobile for tweeting

Set up your mobile phone so that you can Tweet via SMS or use one of the 100s of mobile apps for smartphones



# Register your phone on twitter.com

Account Password Mobile Notices Picture Design Connections

 In the UK we have a shortcode (86444) that is currently supported by Vodafone and O2 in the UK for sending and receiving tweets. If you are a subscriber of another UK mobile provider you can send tweets via SMS (but not receive) by using +447624801423.

Mobile Phone: +447759344907

Device updates:

On  PIN (optional):

(Send updates to: +447624801423)

**why vote? why twitter?**



**twitter as an agent for  
change...**



**the digital revolution...**

This message will go away after 5 minutes. Hide Twtpoll. Not sure what to do.

Twtpoll   Comments (0)   Embed



will the digital revolution change the way we do politics?

By @thanashford | Twtpoll created less than 1 minute ago | This poll closes on Mar 1, 2010

140

Vote or see results



**BarackObama**

+ Follow

Lists



Verified Account

Name Barack Obama  
 Location Washington, DC  
 Web <http://www.barack...>  
 Bio 44th President of the United States

739,767 following 3,281,927 followers 43,460 listed

Tweets 551

Favorites

Actions

block BarackObama  
 report for spam

Following

-      [Jason Jacobson](#)  
-      [omegab5](#)  
- [Erica Melinda Powers Lov](#) 
- [Klaus Zuo Nadeem](#) 
- [paul hsu](#)  [Kristine Wade](#) 

THIS TWITTER ACCOUNT IS RUN BY ORGANIZING FOR AMERICA, THE GRASSROOTS ORGANIZATION FOR PRESIDENT OBAMA'S AGENDA FOR CHANGE. TO FOLLOW THE WHITE HOUSE TWITTER ACCOUNT, GO TO:

[TWITTER.COM/WHITEHOUSE](http://TWITTER.COM/WHITEHOUSE)

OFA IS A SPECIAL PROJECT OF THE DEMOCRATIC NATIONAL COMMITTEE.

Alarming study—health care costs increased last year at the fastest rate in 50 years. Help show that Americans want action.

<http://j.mp/p-n>

about 11 hours ago from web

Proud of the work the First Lady has done on Let's Move! — a nationwide effort to tackle childhood obesity. Get involved:

<http://bit.ly/d-g>

9:37 PM Feb 9th from web

As Congress weighs options—and special interests tell them to give up on #HCR—they need to hear from you. Take action:

<http://bit.ly/hc-ac>

8:39 PM Feb 9th from web

USA election 2008

# Megamouth

On Saturday 28th March,  
the Put People First rally  
takes place in London.

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twitter #RHT Search Advanced Search

Realtime results for #RHT 0.03 seconds

**FabianPatberg:** RT @britesprite: RT @oxfamgb: Robin Hood Tax is on Facebook - join here: <http://bit.ly/9NDXBN> (expand) #RHT #csr less than a minute ago from TweetDeck · Reply · View Tweet

**Howupsetting:** Support The Robin Hood Bankers Tax <http://bit.ly/d2SyE1> (expand) #38degrees #RHT less than a minute ago from web · Reply · View Tweet

**james\_mayes:** RT @RobinHood: Is glad to see to see he hasn't gone out of fashion after all these centuries. Old ideas are still the best. <http://bit.ly/bC6f9l> (expand) #RHT less than a minute ago from web · Reply · View Tweet

**FabianPatberg:** RT @britesprite: RT @davidcoethica: I support the Robin Hood Tax <http://robinhoodtax.org.uk> #csr #sn #green #RHT // please Read, Sign & RT. 1 minute ago from TweetDeck · Reply · View Tweet

**EMWelainetasker:** RT @oxfamgb: #RHT: If you haven't seen the video you can watch it here - starring: Bill Nighy...<http://bit.ly/cQdQMA> (expand) 2 minutes ago from web · Reply · View Tweet

**theneweconomics:** Cartoon on the Robin Hood Tax: <http://bit.ly/dCcXd7> (expand) #RHT @robinhood 2 minutes ago from web · Reply · View Tweet

**vxnck:** Support The Robin Hood Bankers Tax <http://bit.ly/d2SyE1> (expand) #38degrees #RHT 3 minutes ago from web · Reply · View Tweet

**sociolingo:** RT @oxfamgb: #RHT: If you haven't seen the video you can watch it here - starring: Bill Nighy...<http://bit.ly/cQdQMA> (expand) 3 minutes ago from web · Reply · View Tweet

**Be Gorgeous:** RT @oxfamgb: #RHT: If you haven't seen the video you can watch it here - starring: Bill Nighy...<http://bit.ly/cQdQMA> (expand) 3 minutes ago from web · Reply · View Tweet

**Feed for this query**  
Tweet these results

Show tweets written in:  
Any Language

**Trending topics:**

- #nowplaying
- Google Buzz
- Choi Siwon
- Google Now Has
- #shoolurself
- #bayareafemales
- #OhJustLikeMe
- iPad
- #1tweetbreakup
- Earthquake


**Nifty queries:**

- cool filter links
- "is down"
- movie :)
- "happy hour" near SF
- #haku
- "listening to"
- love OR hate
- flight :(

twitter Login Join Twitter!

**Hey there! robinhood is using Twitter.**  
Twitter is a free service that lets you keep in touch with people through the exchange of quick, frequent answers to one simple question: What's happening? Join today to start receiving robinhood's tweets.

**Join today!**  
Already using Twitter from your phone? Click here.



**THE ROBIN HOOD TAX**

[robinhoodtax.org.uk](http://robinhoodtax.org.uk)

**TURNING A CRISIS FOR THE BANKS INTO AN OPPORTUNITY FOR THE WORLD**

#RHT



**robinhood**

We've got the scribe to write out what we want. Now lets make it happen <http://bit.ly/9xojhb> #RHT  
4 minutes ago from web

@colourcompass Welcome aboard. Find out whats next <http://robinhoodtax.org.uk/do-something/>  
8 minutes ago from web in reply to ColourCompass

RT @oxfamgb: #RHT: If you haven't seen the video you can watch it here - starring: Bill Nighy...<http://bit.ly/cQdQMA>  
8 minutes ago from web

great to hear what the Merry folk at NEF are saying, a set of arrows are coming their way <http://bit.ly/9dsjwS> #RHT  
11 minutes ago from web

RT @theneweconomics: New campaign for a #TobinTax gets underway. Follow @robinhood for updates and read our blog here - <http://bit.ly/bv...>  
15 minutes ago from web

Name Robin Hood  
Location Sherwood, Nottingham, England  
Web <http://robinhoodt...>

Bio Mischievous outlaw come out from Sherwood forest to recruit a band of merry men and women - it's time that the people's money was invested in the right places.

624 following 529 followers 20 listed

Tweets 138

Favorites

Following

View all...

RSS feed of robinhood's tweets

# Robin Hood Tax #RHT

# BBC - digital revolution

the #whyvote group

# whyvote

GO

My Twubs

Go

Edit My Profile

Tweet this Twub!

131

Attach: Photo | Video | Short Link Send Tweet

Tweet Filter: All | Multimedia Only | Members Only

Real Time Mode (pause)



**NicolasHauw:** #whyvote Jimenez presented a presentation in which they combine tools to come up with something unique...Could we "remix" eparticipation?

2 minutes ago from web



**hetismelanie:** #whyvote

7 minutes ago from web



**NicolasHauw:** #whyvote What would you do with 1 million euro to improve eparticipation ? <http://twtpoll.com/8ulqbf>

 twtpoll :: What would you do with 1 million euro to improve eparticipation? (via @nicolashauw)

7 minutes ago from web



#whyvote  
WHY VOTE?

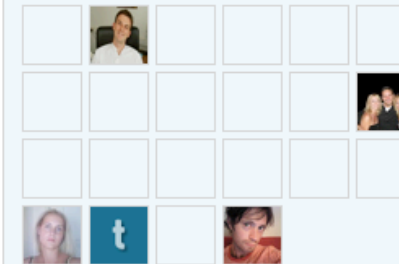
LOCAL FORUMS FOR DEVELOPING  
PARTICIPATORY DEMOCRACY

Edit

### Tweetups & Events

### Twub Feed

### Twub Members (22)



You are a member of this Twub! (Leave)

<http://www.twubs.com>



**next steps: creating an  
action plan**

**this presentation is available to  
download here [11mb]:  
<http://bit.ly/au7Q3U>**