

Welcome Board Members to the Greater Roanoke Valley Twitter Account!

Yes, we are on the cutting edge here in Roanoke! Twitter is a social media marketing tool that can help us advertise the "Race" and it is easy to use. Below you will find the log in information to access our Twitter account. In order for Twitter to be effective, we need to have lots of "Tweets". A Tweet is a message of no more than 140 characters and the application warns you if you go over.

So Why Tweet? Twitter is a dialog tool to initiate conversations and get information out to your Twitter Followers. We want to get information out about the Race and other important information from Komen. I am in the process of inviting everyone who Twitters in the Roanoke Valley to follow us. So that when we "Tweet" lots of folks get the message. For example, we want to build attendance for the Sleep In Event which is happening this Saturday.

Our Twitter Page is: <http://twitter.com/komenroanoke>

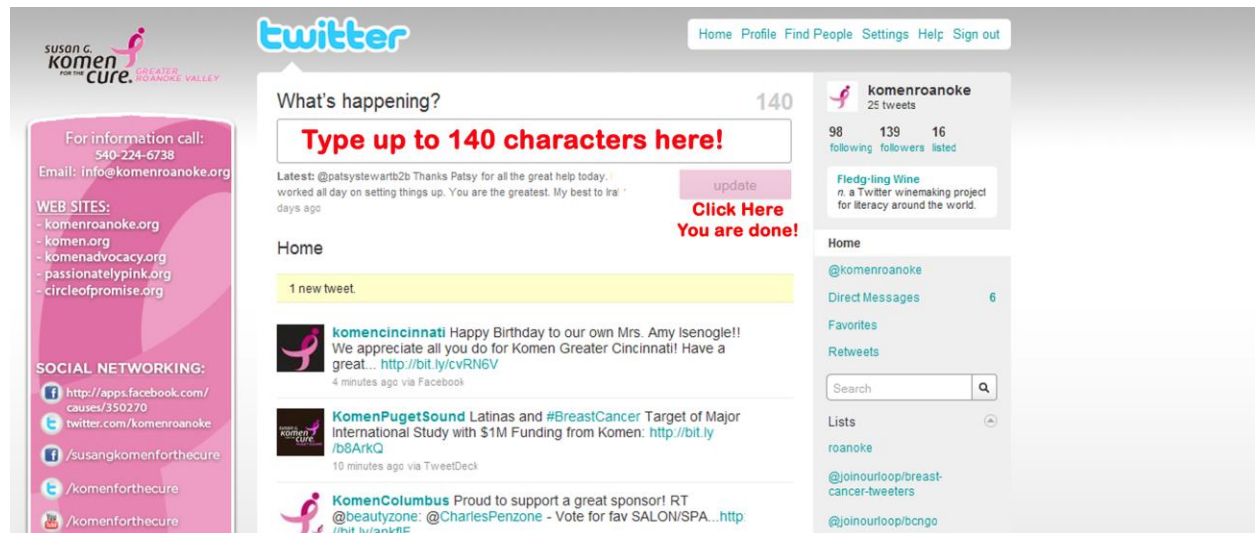
Our User Name: is Elizabeth's email address: ewoodford@komenroanoke.org

Our Password is: grvaffiliate (think: greater roanoke valley affiliate)

After you get to the public page where Tweets are Posted, you then go to the "Home" page.

The screenshot shows the Twitter profile page for 'komenroanoke'. The header includes the Twitter logo, the text 'To Tweet Go Here >', and navigation links: Home, Profile, Find People, Settings, Help, Sign out. The profile name is 'komenroanoke' with a pink ribbon icon. The bio reads: 'Name Komen Roanoke, Location Roanoke, VA, Web http://www.komenr..., Bio Our Vision: A world without breast cancer'. Statistics show 98 following, 139 followers, and 16 listed. The 'Tweets' section shows 25 tweets. The first tweet is from @patsystewartb2b: 'Thanks Patsy for all the great help today. I worked all day on setting things up. You are the greatest. My best to Ira!' (9:49 PM Mar 1st via web). The second tweet is: 'The Sleep IN Event is happening March 6th. Food, Prizes, free T Shirts Check out http://komenroanoke.org' (8:57 PM Feb 21st via web). The third tweet is: 'If you want to join the FB Cause page for the race, here's the url: http://tiny.cc/RoanokeRaceFCausePageB' (8:55 PM Feb 21st via web). The fourth tweet is: 'Congratulations to Brandi J. at Roanoke College for being the 2000th member of the Susan G Komen Race for the Cure Roanoke Region Cause !'. On the left side, there is a pink sidebar with contact information: 'For information call: 540-224-6738, Email: info@komenroanoke.org'. It lists 'WEB SITES:' (komenroanoke.org, komen.org, komenadvocacy.org, passionatelypink.org, circleofpromise.org) and 'SOCIAL NETWORKING:' (Facebook: http://apps.facebook.com/causes/350270, twitter.com/komenroanoke; Twitter: /susangkomenforthechure, /komenforthechure; YouTube: /komenforthechure; Facebook: /susangkomenforthechure).

Here is the Home Page, where you enter your Tweets. Here you see everything that is Tweeted by whom we “Follow”. When someone we “Follow” Tweets, we see it on our page. It is really interesting to see what other Affiliates are doing. This is how they connect to the Social Media World.



Once you click “Enter”, you are done. Your message is going out to the world!

What to Tweet!

Of course, the Race is the immediate focus. You could tweet about adding a member to your team, or reaching a fundraising goal, or about why you are running, or about anything you want. It will appear that the tweet is coming from the Affiliate so keep it general with that in mind.

Personal Tweet: Eric has joined my team, “Artist for the Cure”

General Tweet: Congrats Eric for joining the Artist for the Cure Team”

Set Up Your Own Twitter Account

If you want to set up your own Twitter Page, here are some resources to guide you.

Simple You Tube Video, short and practical

<http://www.youtube.com/watch?v=QT4NT4ywAck>

EHow Article

http://www.ehow.com/how_4612906_set-up-new-twitter-account.html

This guide is posted on the <http://KomenRoanoke.org> website under Board Member Log In.

About Us>Contact Us>Board Member Log In. The password is: KomenRoanoke2009! (don't forget the !):