

National Summit

for the Charitable and Nonprofit Sector

Strengthened connections.

Enhanced collaboration.

Collective Impact.

List of National Summit Twitter Hashtags

National Summit/Sommet canadien	#NSC
Priority Area #1 - Improved conditions for the attraction and retention of paid staff (staffing)	#P1
Priority Area #2 - More diversified and sustainable financing (financing)	#P2
Priority Area #3 - Better understanding of the sector and its impact (impact)	#P3
Priority Area #4 - Enhanced support for organizations to engage volunteers / external talent (volunteers)	#P4
Young Leaders	#YLJL
Social Media Crew	#SMC

List of National Summit Co-host Social Media Networks

Imagine Canada



Community Foundations of Canada



Philanthropic Foundations of Canada

United Way Centraide Canada



Let the Social Networking Begin!

Tips for Tweeting

We are excited to offer live Tweeting from the Summit, and your work will be a valuable part of that. Here are a few Tips that you might find helpful:

6 Tips for Live Tweeting During an Event Generating Buzz and Establishing Expertise Using Twitter

Mar 31, 2009 Jennifer Huber

[Click here for the original article.](#)

Live Tweeting Tip #1: Know the Code, The Hashtag

A hashtag is a code inserted in a tweet, usually at the end, which makes it easy for people to find and aggregate related tweets. It's a short code preceded by the hash symbol (#). Also use the search.twitter.com function to determine if anyone is tweeting about the event and if they are using a hashtag. Using a hashtag prevents spelling out the event name with each tweet, saving valuable character space.

Live Tweeting Tip #2: Spread the Love and Word

Prior to the event, connect with other Twitterers and if possible, meet up with them in person on site. Tweet on Twitter and post on blogs about the upcoming live tweeting efforts. If planning a Twitter-worthy event, establish a hashtag and let attendees know what it is through blog posts, event updates and in a media release. Successful live tweeting is a community effort. The more Twitterers reporting on the event the more buzz it will generate.

Live Tweeting Tip #3: Follow Them, They May Follow

Build followers by following other Twitterers who may be interested in the event. If it's a film festival, follow filmmakers, entertainment publications and residents in the host city. Following a Twitterer does not mean they will reciprocate the follow but if the tweets are entertaining and have value chances are good they will follow.

Live Tweeting Tip #4: Keep it Real (Interesting)

Keep posts interesting, entertaining and authentic while live tweeting. Importantly, have fun! Engage all senses to keep aware as to what's happening. Listen to what others are saying. Try getting a behind-the-scenes scoop on something and tweet it. At the same time, use discretion. There are just some things that should not be shared.

Live Tweeting Tip #5: A Thousand Words in 140 Characters

There are times when a photograph can say more than 140 characters. Upload and share photos with TwitPic.com. Show followers what's happening during the event. As the saying goes, "a picture is worth a thousand words."

Live Tweeting Tip #6: Remember, this is Social Media

Checkout what others are tweeting about the event and interact with them. Respond to replies and engage followers.

Let the Live Tweeting Begin!

Live tweeting is an inexpensive (most times no-cost) marketing tool for gaining event publicity and building credibility as an industry expert. There are no formal rules for live tweeting (yet) other than keeping the phone or laptop charged up.