

TWITTER ('TWIDƏR/)

Mitchell Kutney

New Canadian Media



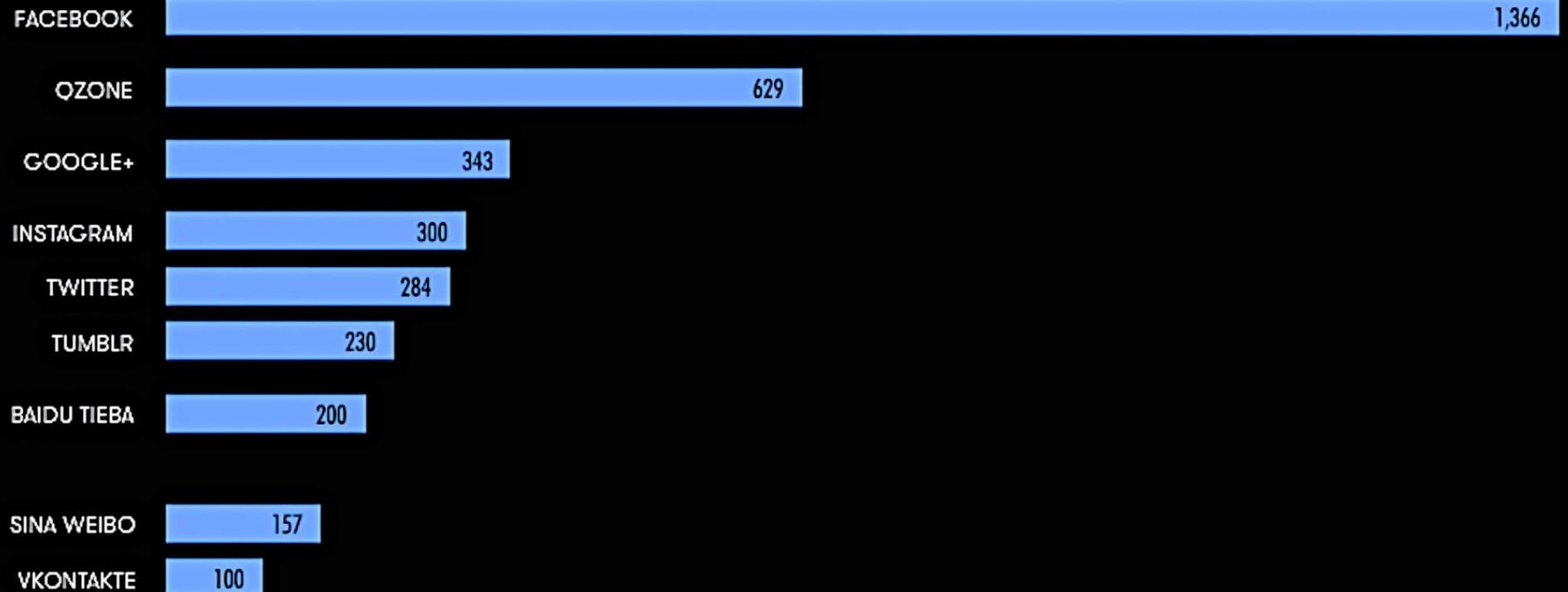
AGENDA

- Why use Twitter
- The toolbox
- Connecting with VIPs (donors, stakeholders, etc.)
- Social media policy

**JAN
2015**

ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS



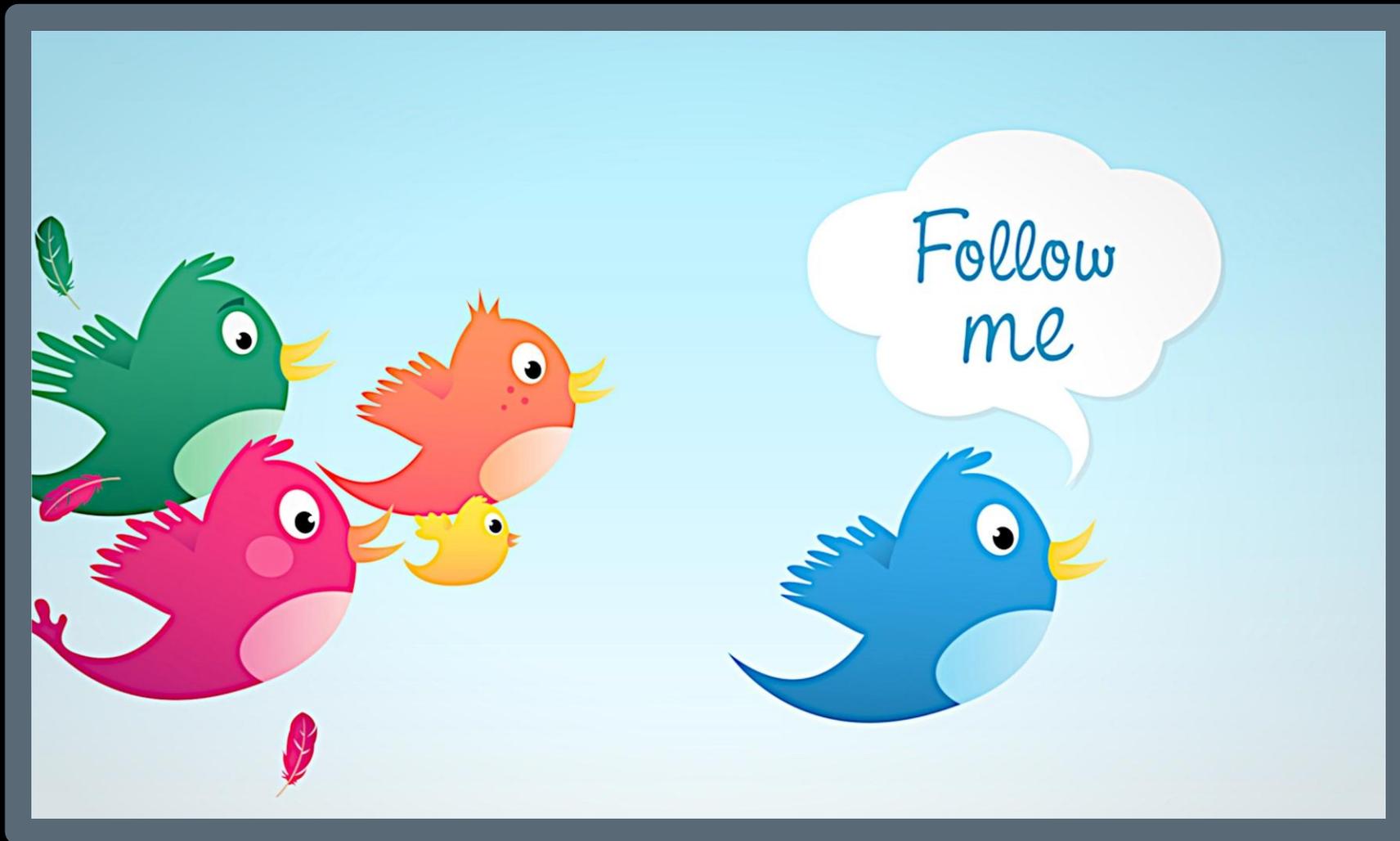


““

I have made this letter longer than usual, because I lack the time to make it short.

~Blaise Pascal

WHY?





Twitter is designed for
people to interact with one
another **who do not know**
each other, yet.





It's about people.



Mitchell Kutney

@MKutney

@danpallotta - if you have anytime to meet while you are in Ottawa, let me know, would love to connect. All the best tonight at Carleton!



FAVORITE

1



9:55 AM - 9 Sep 2014

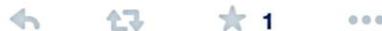


Reply to @danpallotta



danpallotta @danpallotta · Sep 9

@MKutney email me via danpallotta.com



Mitchell Kutney @MKutney · Sep 9

@danpallotta - done, thanks.





Mitchell Kutney

@MKutney

@nathancullen Just so I know for next time, on a scale of 1 to 10, how do you feel about #selfies with Twitter-followers at Les 3 Brasseurs?



FAVORITE

1



8:14 PM - 15 Jun 2015



Reply to @nathancullen



Nathan Cullen @nathancullen · Jun 15

@MKutney 8. Depending on my state of mind:)



Mitchell Kutney @MKutney · Jun 15

@nathancullen - Awesome, thanks :)





Mitchell Kutney

@MKutney

@steph... - Hi Steph - I'm going to be in NYC at the end of May/early June, let me know if you want to chat #impinv/millennial philanthropy!



FAVORITE

1



2:27 PM - 27 Apr 2015



Reply to @steph...



Steph @steph... · Apr 27

@MKutney definitely! Message me and let's find a time to chat :)

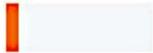
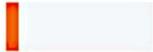
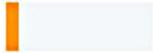
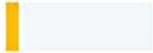
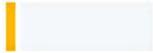
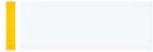
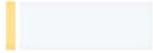


Mitchell Kutney @MKutney · Apr 27

@steph... - deal, although, I'll need a #followback to be able to send you a direct message. :) Looking forward to connecting further.



Net worth

Net worth category	% of audience
\$2,500 to \$24,999	12% 
\$150,000 to \$249,999	12% 
\$1,000,000+	12% 
\$250,000 to \$374,999	10% 
\$100,000 to \$149,999	10% 
\$375,000 to \$499,999	9% 
\$500,000 to \$749,999	8% 

Values based on 10.5% match rate from Twitter partners

Direct Messages › with The Globe and Mail



Hello,
Does the Globe and Mail have any appetite for a 800
word op-ed on charity, robots and the future of labour?
Please let me know.
~M



Apr 5



Please contact Globe Debate editor [Guy Nicholson](#):
gny Nicholson@globeandmail.com

Apr 9

Thank you, I will.



Apr 9



And of course, to
connect with millions of
others interested in what
you have to say.



I know nobody likes me.

Like all systems,
Twitter too... can
be gamed.

```
baudline
lsnfc
mfcuk_keyrecovery_darkside
mfoc
mifare-classic-format
mifare-classic-write-ndef
mifare-desfire-access
mifare-desfire-eva-configure-access
mifare-desfire-eva-configure-default-key
mifare-desfire-eva-configure-random-id
mifare-desfire-format
mifare-desfire-info
mifare-desfire-write-ndef
nfc-anticol
nfc-dep-initiator
nfc-dep-target
nfc-emulate-forum-tag2
nfc-emulate-forum-tag4
nfc-emulate-tag
nfc-emulate-uid
nfc-list
nfc-nci-cc
nfc-multitag
nfc-poll
nfc-relay
nfc-relay-pic
pn53x-diagnose
pn53x-sam
n3-serial-helper
RSA_SecurID_getpasswd
[root@openpcd bin]# ./nfc-list
./nfc-list uses libnfc 1.5.0 (r1121)
Connected to NFC device: ACS ACR122U PICC Interface 00 00 / ACR122U103 - PN532
1.6 (0x07)
[root@openpcd bin]# ./lsnfc
device = ACS ACR122U PICC Interface 00 00 / ACR122U103 - PN532 v1.6 (0x07)
```

ALGORITHMS

- Influence Rating
- Spam Score
- Followers/Following Ratio
- Inactive/Talkative/Quiet
- Language (“Non-English”)
- Location
- Sentiment Analysis
- Engagement/Replies
- No Profile Image
- Lists
- Page Rank
- Sharing URLs
- Demographic Data
- Media Preference

PSYCHOLOGY

- Recency effect
- Familiarity heuristic
- Rule of reciprocity
- Similarity/Attraction Theory
- Impulsiveness
- Etc.

- Tweets
 - Replies
 - Retweets
 - Favourites
- Private Messages
- Media
- Following
- Lists
- Hashtags

Home Notification Messages Search Twitter

MitchellKutney.com

TWEETS 9,272 FOLLOWING 41.9K FOLLOWERS 105K FAVORITES 22.7K LISTS 16 Edit profile

Mitchell Kutney @MKutney

Hyper-engaged citizen; proponent of reimagining the roles of philanthropy and charity; cofounder of @JustChangeOtt; board member of @CentretownCCA.

Ottawa
mitchellkutney.com
Joined M

Photos and videos

Mitchell Kutney @MKutney · 1h
This Robot is Going to 3D-Print a Steel Foot-Bridge - [http://ift.tt/1K11111](#) - #3Dprinting

Mitchell Kutney @MKutney · 2h
Interesting article on how Children's Hospitals are leading the way on Population Health initiatives - [childrenshospitals.org/Newsroom/Child](#)

Mitchell Kutney retweeted **American Red Cross** @RedCross · Jun 5
Here's the real story of those six homes in #Haiti. Q&A w/ #RedCross: [rdcrss.org/HaitiQA](#)

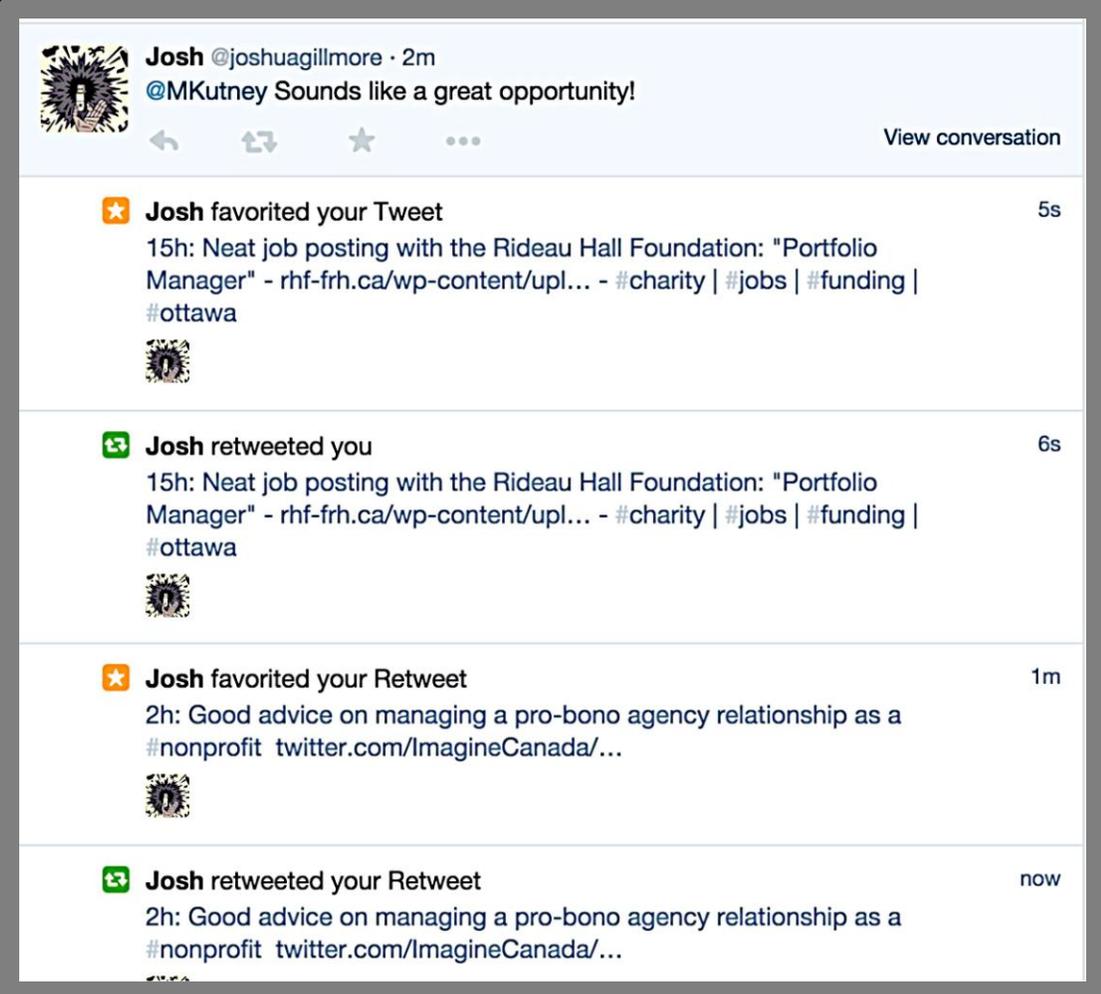
Mitchell Kutney @MKutney · 4h
The @RedCross Responds to Latest Pro-Public and NDP Coverage



Favorites (now Likes)

FAVORITES (NOW LIKES)

- Valuable real estate
- Costs nothing
- 1,000 a day



The screenshot shows a Twitter thread. At the top, Josh (@joshuagillmore) replies to @MKutney saying "Sounds like a great opportunity!". Below this are four interaction events:

- 5s:** Josh favorited your Tweet. The tweet is: "15h: Neat job posting with the Rideau Hall Foundation: 'Portfolio Manager' - rhf-frh.ca/wp-content/upl... - #charity | #jobs | #funding | #ottawa".
- 6s:** Josh retweeted you. The tweet is: "15h: Neat job posting with the Rideau Hall Foundation: 'Portfolio Manager' - rhf-frh.ca/wp-content/upl... - #charity | #jobs | #funding | #ottawa".
- 1m:** Josh favorited your Retweet. The tweet is: "2h: Good advice on managing a pro-bono agency relationship as a #nonprofit twitter.com/ImagineCanada/...".
- now:** Josh retweeted your Retweet. The tweet is: "2h: Good advice on managing a pro-bono agency relationship as a #nonprofit twitter.com/ImagineCanada/...".



Lists

LISTS

Health Experts
A public list by Mitchell Kutney



MEMBERS SUBSCRIBERS
580 **9**

[Edit](#) [Delete](#)

Tweets >

List members >

List subscribers >

- E.g., 580 notifications in one day
- A hat tip
- Another way to engage people with your content and build brand identity

Hashtags



Ottawa Trends · change

#RealChange

 Promoted by Justin Trudeau, MP

#CNX15

Lebron

Donald Trump

#EPSstrong

Madonna

#ExplainParadiseIn4Words

Wind Mobile

#vbot

Peluso

Portage and Main



Jaihind @jaihindpost · 3m

#RSS #VHP #RealChange #BJP



Doris @vinoit · 4m

Learn more about @JustinTrudeau's plan for open and transparent government.

#realchange: realchange.ca #LPC



Pat Barclay @auntbeulah · 4m

Concerned bout security vs. freedom? Read this analysis:

captaincanpol.tumblr.com/post/121274800... #RealChange



[View summary](#)



Rebecca Chartrand @VoteChartrand · 5m

Churchill MB Riding 1of51 identified by AFN as influential in next election w/40

#FirstNations #RealChange



[View photo](#)



Laura B. @LauraE303B · 6m

@HannahThibedeau it has to be done. And from what I can see, the LPC ideas

and plans will do it. #RealChange



[View conversation](#)



Phoenix Trilogy @GoldHardShell · 7m

If you want #RealChange in #Canada, follow Rocco Galati and the lawsuit

against the Bank of Canada youtu.be/4ZuIKXXtQN0 via @YouTube



[View media](#)



Dr. Eric Hoskins

@DrEricHoskins

Ontario's Minister of Health and Long-Term Care and St. Paul's Member of Provincial Parliament since 2009.

Toronto, Canada erichoskins.ca

1,779 FOLLOWING

17.7K FOLLOWERS

Tweets

Photos

Likes



Dr. Eric Hoskins @DrEricHoskins 5m

Congrats to Chief Ava Hill & her talented team that organized today's #indigenouswellness conference at Six Nations

Wi-Fi, Location, Vibrate, Screen rotation, Bluetooth, 5 Auto

S Finder

Quick connect



Dr. Eric Hoskins

12:58 PM

Congrats to Chief Ava Hill & her talented team that organized today's #indigenouswellness conference at Six Nations <https://t.co/N2zN0HcOPh>

REPLY RETW... LIKE

7:30 AM at EPIC restaurant

mtg Karen/Mitch 6:30 PM at TBD Toronto

Camera, Instagram, CLEAR

Target those who matter

Leverage existing communities

The image shows a screenshot of a Twitter search for the hashtag #realchange. The search results are filtered to show tweets from everyone near the user. The top tweet is from Justin Trudeau, MP, with a red graphic that says "LET'S MAKE DECISIONS BASED ON EVIDENCE." and the Real Change logo. The filter menu is open, showing options like "All", "Tweets", "Accounts", "Photos", "Videos", "News", "From everyone", "From people you follow", "From everywhere", "Near you", "Save this search", and "Embed this search". The "Near you" option is selected.

#realchange

Accounts | Photos | Videos | More options ▾

Justin Trudeau, MP @JustinTrudeau
You make informed decisions, why
#realchange

LET'S MAKE DECISIONS
BASED
ON EVIDENCE.

Real
CHANGE

Marc Pageau @Pageau515 · 20m
Learn more about @JustinTrudeau's
#realchange: realchange.ca #LPC

All
✓ Tweets
Accounts
Photos
Videos
News
✓ From everyone
From people you follow
From everywhere
✓ Near you
Save this search
Embed this search
Advanced search



Analytics



**Again.
It's about people.**

Leverage free advertising

Who to follow · Refresh · View all



Ricardo Miranda @_Ricard... ×

+ Follow



Robyn Luff @rluff ×

+ Follow



Brian Malkinson @BrianMal... ×

+ Follow

Find friends

The image shows a Twitter profile for Rachel Notley (@RachelNotley). The profile includes a header with a photo of her, statistics (3,798 tweets, 10.1K following, 42K followers, 2 favorites), and a 'Follow' button. Below is a tweet from 22 hours ago: "We've committed to building better partnerships w/Indigenous Albertans & working for a better Alberta for all. #ableg". A large green arrow points from the 'Follow' button in the header to the 'Following' button in the tweet's interaction bar. Below the tweet is a 'Who to follow' section with three suggestions: Ricardo Miranda, Robyn Luff, and Brian Malkinson, each with a 'Follow' button. At the bottom, there is a 'You might want to follow similar accounts' section with three suggestions: Greg Clark (Leader of the Alberta), Alberta Liberals, and Danielle Smith, each with a 'Follow' button.

Use your toolbox:
Tweets

Replies

Retweets

Favourites

Private Messages

Media

Following

Lists

Hashtags



David Shepherd @dshepyeg

Mayor @doniveson presents Grand Chief @Tony_Alexis with official proclamation of #Treaty6 Recognition Day. #ableg pic.twitter.com/Yd0conboQ8

🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🗨 13 more



David Shepherd @dshepyeg

.@DonIveson, @RachelNotley, Grand Chief Tony Alexis & other dignitaries @ #Treaty6 Recognition Day ceremonies #ableg pic.twitter.com/Uuf3UVfs3R

🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🗨 13 more



Pilar Martinez @pilarmart

@RachelNotley @ #yeg City Hall to honour #Treaty6 commits to including Indigenous Peoples content in AB curriculum. pic.twitter.com/Dt7ayCFNvL

🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🗨 6 more



Miranda Jimmy @themirandajimmy

Hope to see all of #yeg out at City Hall today to honour #Treaty6 with #yegcc! #yegevents #FirstNations #ableg #FNpoli

🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🗨 5 more



Edmonton Sun @edmontonsun

Treaty 6 Recognition Day at Edmonton City Hall ow.ly/RdahD #yeg #treaty6 pic.twitter.com/SHnO9mwcjX

🐦 21 hours ago ↩ Reply ↻ Retweet ☆ Favorite 🗨 6 more



a day ago

🗨 7



21 hours ago

🗨 7



20 hours ago

🗨 4



a day ago

🗨 15

1.	 PopWrapped @PopWrapped	11.	 Maclean's Magazine @MacleansMag	21.	 Kolegraff VC Network @kolegraffvclink	31.	 MyWireless.org @mywirelessorg
2.	 Alexander Kolobnev @A_Kolobnev	12.	 Nofel Aljazairi @AljazairiNofel	22.	 Saeedeh Hashemi @Saeedeh_Hashemi	32.	 Cdn Cancer Society @cancersociety
3.	 Anglo American @AngloAmericanBR	13.	 Encana Corporation @encana	23.	 Oracle Social @oraclesocial	33.	 Ashoka Changemakers @changemakers
4.	 The Globe and Mail @globeandmail	14.	 Visa Canada @VisaCA	24.	 SpaceChannel @SpaceChannel	34.	 UNSW Australia @UNSW
5.	 TorontoStar @TorontoStar	15.	 Todd Shapiro @iamToddyTickles	25.	 Erin Davis CHFI @CHFIERin	35.	 Toronto PublicHealth @TOPublicHealth
6.	 Google4Entrepreneurs @GoogleForEntrep	16.	 chantal @chantalkreviaz	26.	 A*Star @astar	36.	 Salesforce @salesforce
7.	 Sarah Brown @SarahBrownUK	17.	 john vause @vausecnn	27.	 Liberal Party @liberal_party	37.	 BrazilFoundation @BrazilFound
8.	 Beth Kanter @kanter	18.	 Stroumbouloupoulos @strombo	28.	 One Young World @OneYoungWorld	38.	 Jim Watson @JimWatsonOttawa
9.	 IFRC @Federation	19.	 Ottawa Public Health @ottawahealth	29.	 Elizabeth Plank @feministabulous	39.	 Sustainability @actsustainably
10.	 American Red Cross @RedCross	20.	 Danisha Danielle @DanishaDanielle	30.	 Heifer International @Heifer	40.	 Catherine Bach @_CatherineBach



Jane Philpott

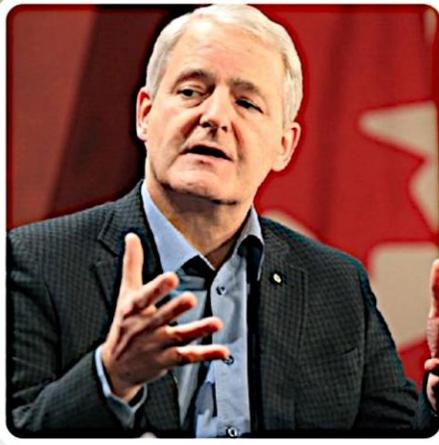
@janephilpott **FOLLOWS YOU**

Canada's Minister of Health. MP for Markham-Stouffville. Also physician, educator, wife, mother.

📍 Markham & Stouffville, ON

🔗 janephilpott.liberal.ca

📅 Joined July 2009



Marc Garneau

@MarcGarneau **FOLLOWS YOU**

Member of Parliament - Notre-Dame-de-Grâce--Westmount. Ministre des Transports - Minister of Transport

📍 Montréal, Québec

🔗 marcgarneau.ca

📅 Joined October 2009



Catherine McKenna

@cathmckenna **FOLLOWS YOU**

Ottawa Centre MP/Députée ||| Minister of the Environment and Climate Change - Ministre de l'Environnement et du Changement climatique

#BetterIsPossible

📍 Ottawa

🔗 catherinemckenna.liberal.ca



Harjit Sajjan

@HarjitSajjan **FOLLOWS YOU**

Minister of National Defence / Ministre de la Défense nationale, Member of Parliament, Vancouver South. Former Police Officer & Soldier, PC, OMM, MSM, CD, MP

📍 Vancouver, British Columbia

🔗 pm.gc.ca/eng/minister/h



Organizations vs. Personal handles



Conrad Sauvé
@ConradSauve

Secretary General & CEO, The Canadian Red Cross Society

Ottawa, Canada
redcross.ca
Joined March 2011

Tweet to Conrad Sauvé

32 Photos and videos



TWEETS 164 FOLLOWING 97 FOLLOWERS 374 FAVORITES 29

Following

Tweets Tweets & replies Photos & videos



Conrad Sauvé @ConradSauve · Jun 15
Excellente rencontre avec #Bono et développement



6



Amy Mapara
@AmyMapara FOLLOWS YOU

Humanitarian, focused on strategy, governance & youth engagement. Twitter views are my own. WEF Global Shaper Ottawa Hub

Ottawa, Canada
redcross.ca
Joined March 2011

Tweet to Message

51 Photos and videos



TWEETS 2,428



Canadian Red Cross @redcrosscanada FOLLOWS YOU

Our mission is to improve the lives of vulnerable people by mobilizing the power of humanity in Canada and around the world.

Canada
redcross.ca
Joined September 2008

Tweet to Message

452 Photos and videos



TWEETS 6,087 FOLLOWING 19.5K FOLLOWERS 71.4K FAVORITES 507 LISTS 12

Following

Tweets Tweets & replies Photos & videos



Canadian Red Cross @redcrosscanada · Jun 15
RT @brideaut: RT @ConradSauve: Great mtg with #Bono this morning on the importance of development work.



Tweets Tweets & replies Photos & videos



Amy Mapara retweeted
Conrad Sauvé @ConradSauve · Jun 15
Great mtg with #Bono this morning on the importance of development work.



14

View photo



If the head of an organization
doesn't participate in the
corporate Twitter handle, why
should anyone else?

HANDLES

- At the very least, we should occupy be occupying our brands.
- And remember – we do not always have to be producing content, we can be sharing content we find valuable.

TO REFLECT ON

- Do we, as the sector, have an opportunity to **manage staff** with social media influence differently?
- Can organizations be **leveraging their employee numbers** to launch their social campaigns in better and more innovative ways?
- Can organizations more effectively communicate **their rights** regarding social media to their employees (and employee's rights)?



I IMMEDIATELY REGRET THIS DECISION



The vast majority of organizations have applied traditional media management practices to a liberalized social media world—

And the sector is in a unique position to change that.

The image features a network of blue human figures connected by white lines on a dark background. The figures are arranged in a grid-like pattern, with lines connecting them to form a network. The background has a colorful gradient at the top, transitioning from yellow to orange to red to green to blue. The text is centered and reads:

The future of outreach is **not mass communication, but masses of communicators.**



Does the sector have an opportunity to hire staff that are also ambassadors of our brands... across the organization... in multiple positions?

What does your brand mean in the age of transparency and how can we leverage our hiring capacity to look for people who can balance both *guarding our brands while still keeping it human, and accountable?*



**It's about people... and
more of them**

Coordination → Facilitation

THE ONE-PAGER

Use **analytics**

Meaningful **content**

Use **hashtags**

Handle (Carbon Copy)
accounts

Follow new accounts

Favourite similar tweets

Retweet other accounts

Participate in other account's
activity through **replies**

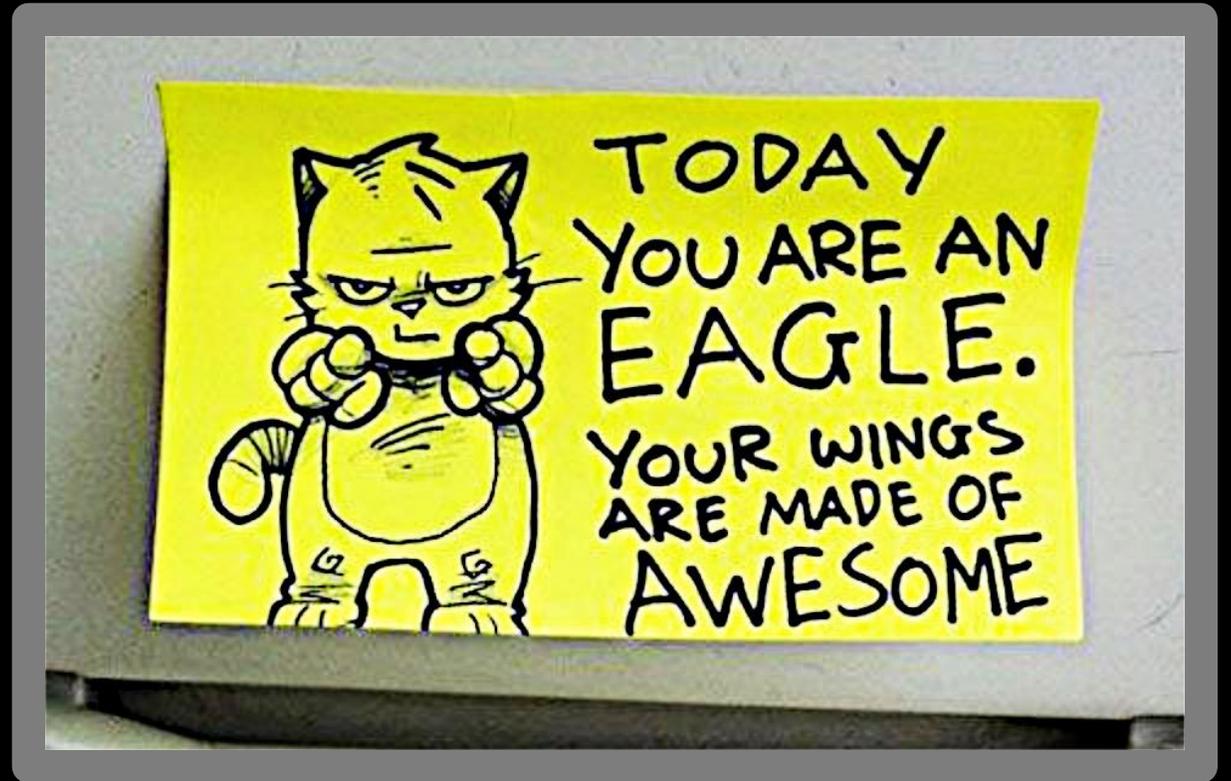
“Ask” people to share through **DM**

Use **lists**

Unfollow those who do not follow
back

Respect the **Social capital**
Economy

- Mitchell Kutney
- kutney@gmail.com
- 613-552-8225
- @MKutney
- www.mitchellkutney.com



- Call me or text me if you ever need help