

What is Outreach Marketing?



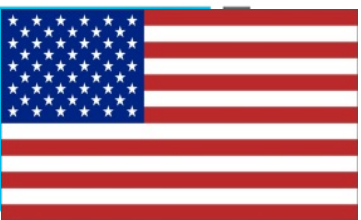
What is Outreach Marketing?



Outreach marketing is about reaching out to the right people at the right time to help you tell your story. This can include anyone from individuals with a large social presence who fit within your brand's niche to the happy consumer who takes it upon them self to tell everyone how much they love your service.



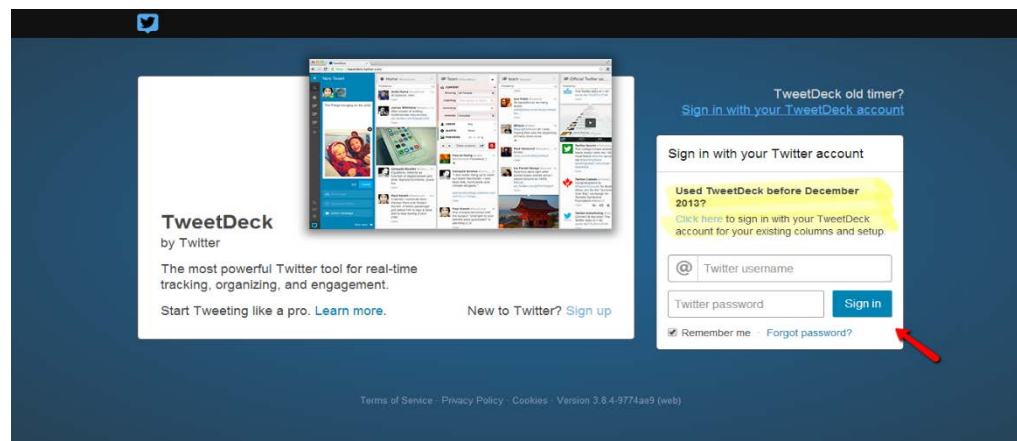
Outreach Tool

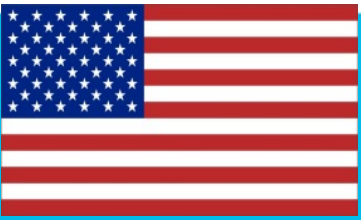


TweetDeck Dashboard

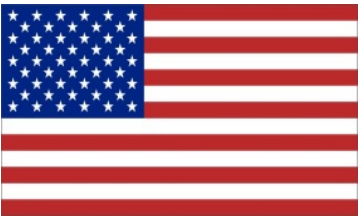


TweetDeck is a Social Media dashboard that can be used as a mobile app or on desktop browser, to be able to manage Twitter accounts.





How to Use TweetDeck



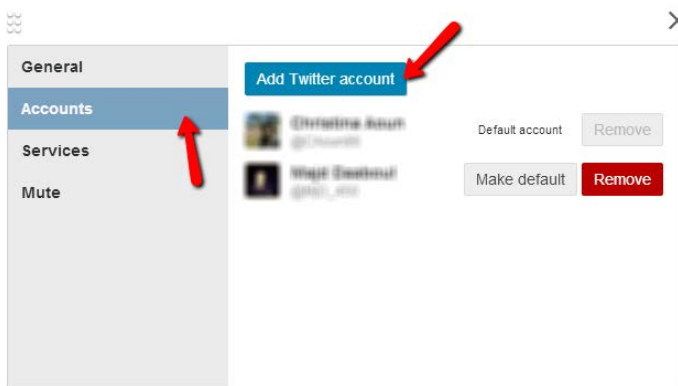
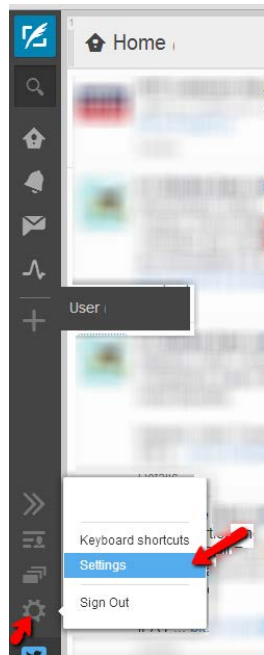
Setup



Step 1: Add Several Accounts



In “Settings” you will be able to add more than one account to be able to outreach and follow.



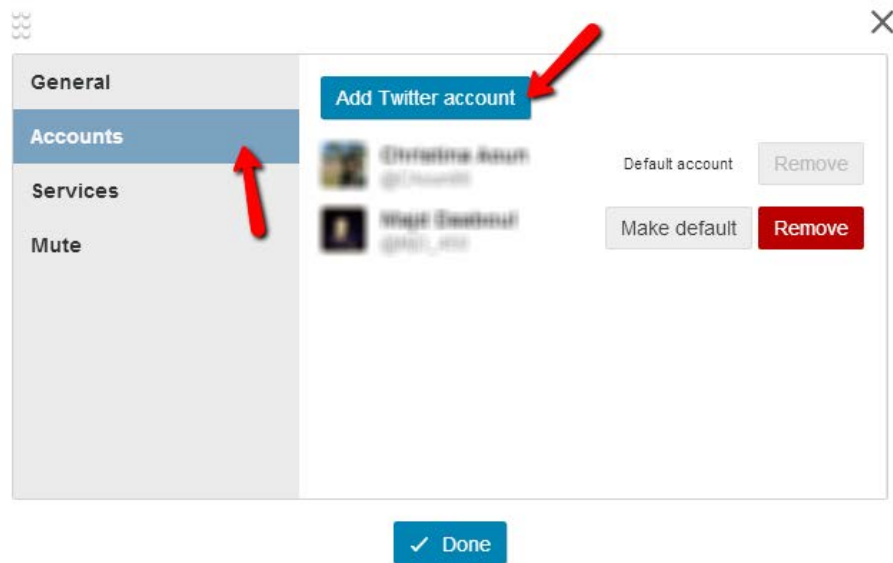
✓ Done



Step 1: Add Several Accounts



On the top left hand corner, you will be able to view the accounts that are connect. By clicking on the image, you will have access to use the account.





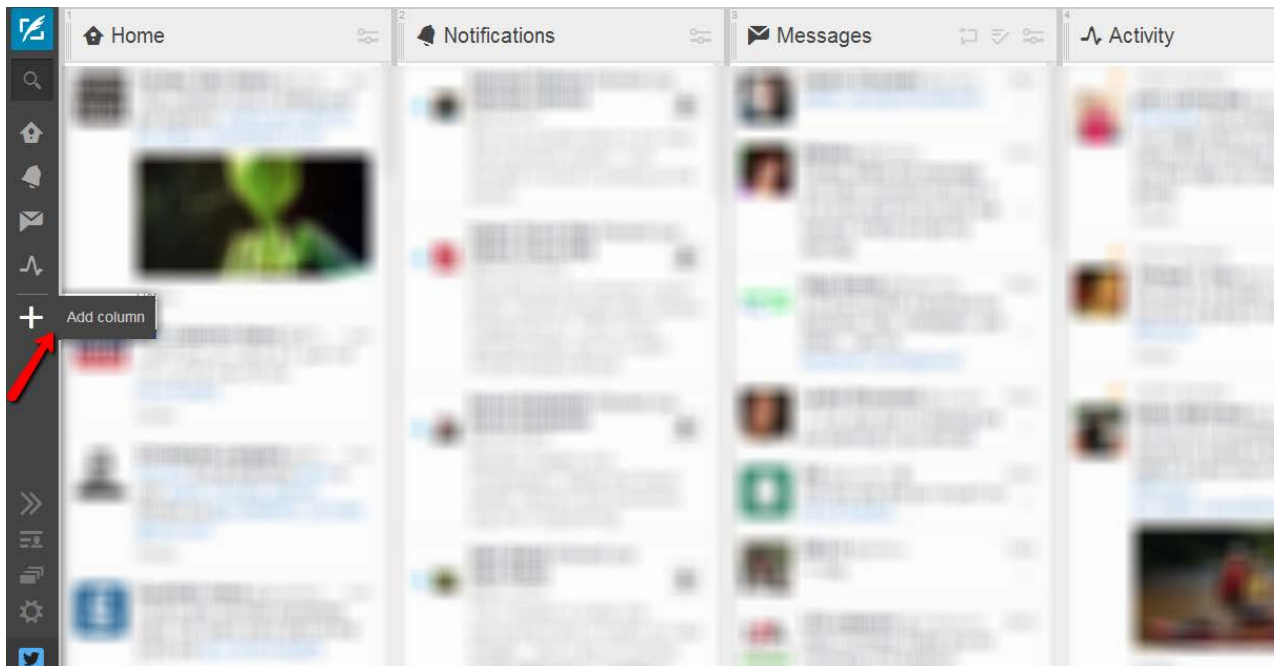
Step 1: Dashboard Setup



Your dashboard will look as the below, however, by clicking on the add column “+”, you will be able to insert further columns you want to monitor.



Step 1: Dashboard Setup

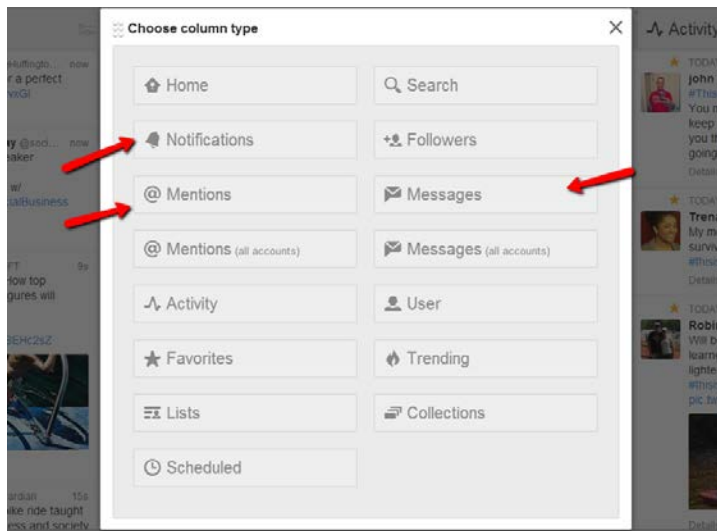


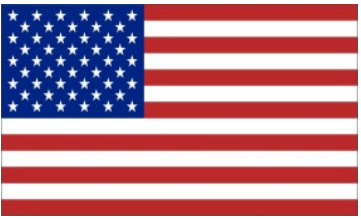


Step 1: Dashboard Setup



Below are examples of what can be added to the dashboard however, not limited to.





Outreach Search

Step 2: Outreach Search

- Click on the “search” icon
- If using more than one word, quotations is a must.
- In between each search combination, the word OR in caps lock must be enter as shown in the next slide



Step 2: Outreach Search



- If the search is to be in a specific country, you may use near:"Country" (no space between the colon and quotation mark)
- To be more specific you may use within:15mi (no space between the colon the distance inserted)



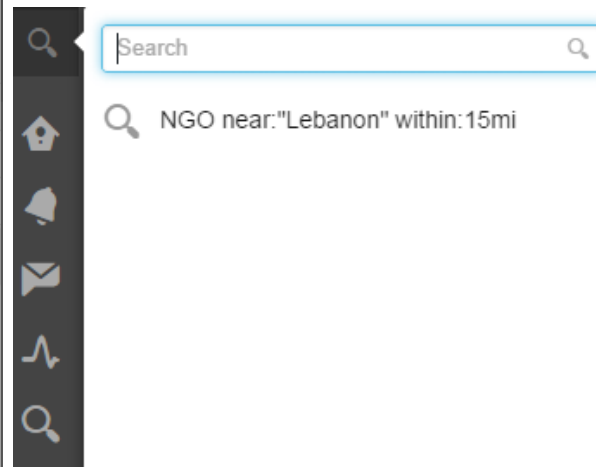
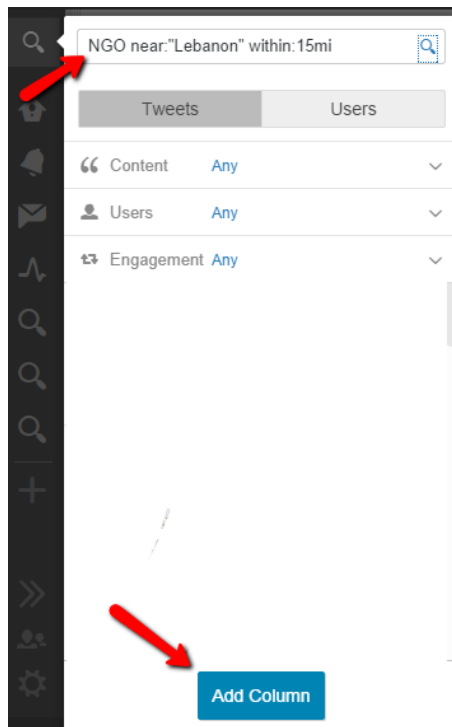
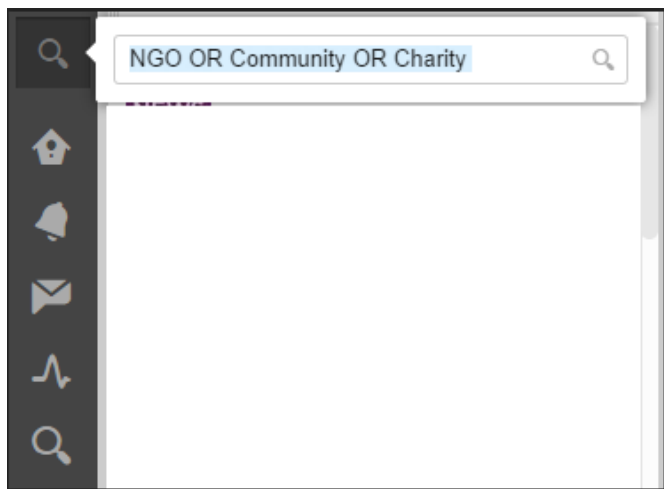
Step 2: Outreach Search



- You may outreach one word at a time, also add a specific area to receive information from.
- When outreach for one word such as: Education, Graduation, Math,... no need to add quotations.
- Only insert OR between each word
- Add the outreach search to the dashboard
- The search will remain in the search section



Step 2: Outreach Search

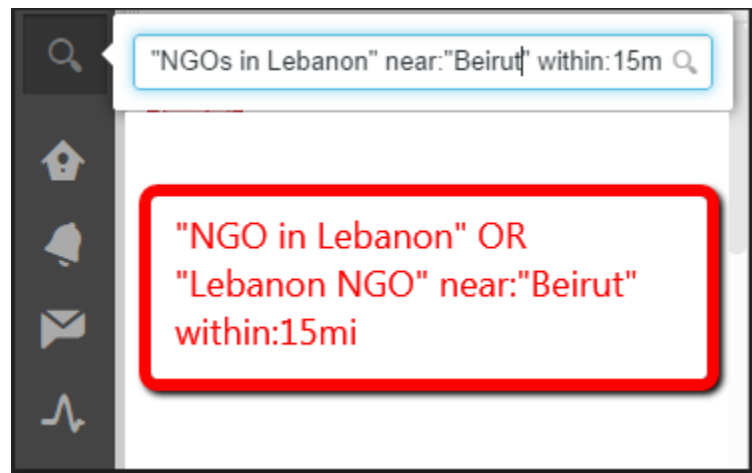




Step 2: Outreach Search



- When you are outreaching for more than one word, quotation are necessary, for example “NGOs in Lebanon”
- It is not necessary to insert a location and distance

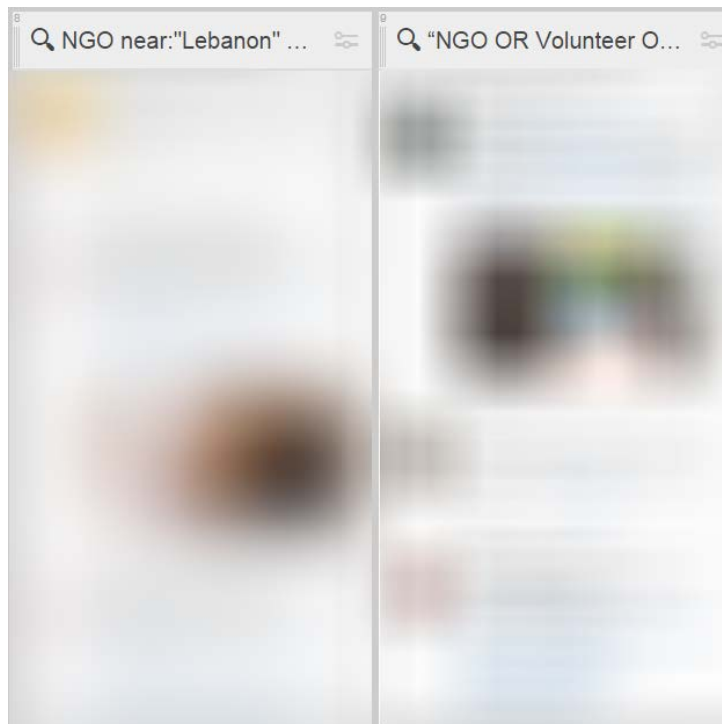




Step 2: Outreach Search

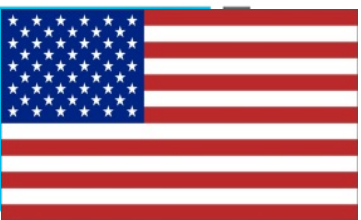


- Every outreach done will be added to your dashboard as such.





How do You Outreach



Step 3: How to Outreach



- Outreach is a great way to engage with users that are followers and none followers of your Twitter accounts.
- This process allows you to interact with Twitter users, by replying to a “Good Morning” or asking a question related to the audience you have developed through the outreach process.



Step 3: How to Outreach



- This is a simple process which contributes with several steps.
- An outreach example is provided in the upcoming slides:



Step 3: How to Outreach



In the outreach search you will receive all tweets that are linked to the words you have searched. Choosing the right audience to outreach goes through different steps:

- Look for questions you have the answer for
- Look for audience that your interested to reach
- Interact with users even if not related to your subject



Step 3: How to Outreach



i.e.

- Search for a target
- Click on the text to expand the topic, moreover to not lose the users when verifying if the user is a relevant person to target
- Right click on the name to open in a new tab



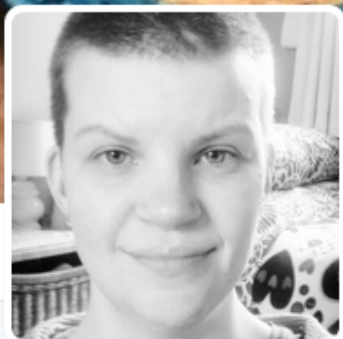


Step 3: How to Outreach



To see if the user is appropriate to outreach we look at several aspects:

- The description
- The location
- Number of Tweets
- Number of Followers vs following
- Most important the content in the tweets



How active is the user? Is the number of followers & following reasonable?

TWEETS
4,439

PHOTOS/VIDEOS
241

FOLLOWING
1,994

FOLLOWERS
872

FAVORITES
1,853

More ▾

Victoria Louise

@Crafts_Victoria

I volunteer as; peer mentor for mental health charity, Collectables KHH shop & katharine house hospice day therapies. Also an artist.

📍 Stafford

🕒 Joined September 2012

✉ Tweet to Victoria Louise

📷 241 Photos and videos

Reviewing the users description, location, and if any web links is important. Moreover, viewing the tweets to indicate if the user is beneficial to outreach or no, and if content delivered is appropriate.

tomorrow as patient care volunteer

@khospice

🔍 1 ⭐ ⋮



Victoria Louise @Crafts_Victoria · 16h

First day tomorrow in day therapies @KHHospice I can't wait. My original first date had to be changed.

🔍 1 ⭐ ⋮



Step 3: How to Outreach



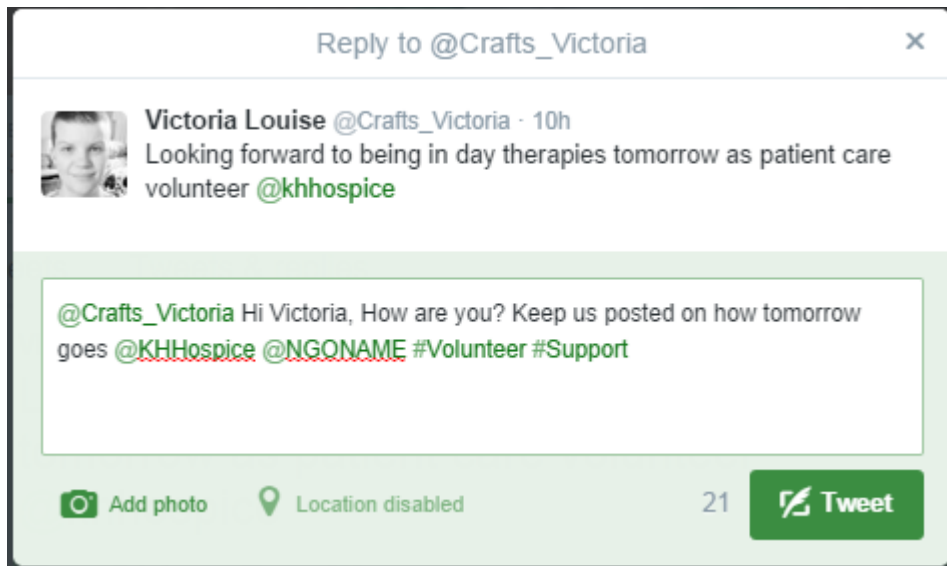
If the user is applicable to outreach:
Close the previous tab
Click on reply and write the text
Remember to add the CSO username “@NGOName”
with at least one hashtag related to the subject, as
shown in the image.



Step 3: How to Outreach



Finally, after replying to the tweet, make sure to follow the user to show them, that you are interested in their content while giving them some reassurance to follow you back.





Keyword List To Search For



Keyword List To Search For



Some sets of outreach keywords should be related to the CSO's work and services. For example:

“volunteer, donate, donors, donation, elderly, youth, services, help, humanitarian, humanitarianism, charity, NGO, “non-governmental organization”, “human rights”,



Keyword List To Search For



Other sets of outreach keywords can be related to greetings that can give the CSO a friendly image. For example:

“boring, happy, sad, “good morning”, hungry, starving, “good night”, school, university, studies, homework, lunch, dinner,...”



Outreach Examples to Politicians



Outreach Examples to Politicians



Reply to @BahiaHariri

 **Bahia Hariri** @BahiaHariri · Sep 1

حفل الإستقبال في السراي الحكومي بمناسبة الذكرى 94 لإعلان دولة لبنان الكبير "بيروت عاصمة المواطنة اللبنانية" #1_أيلول



 Add photo

 Lebanon

77

 Tweet



Outreach Examples to Politicians




Reply to @Ghassanem

 **Ghassan Moukheiber** @Ghassanem · Oct 16


لجنة حقوق الإنسان النيابية تقرر اقتراح قانون حماية القاصرات من الزواج المبكر المقدم من النائب مخيبر والهيئة الوطنية لشؤون المرأة

[@Ghassanem](#) على أمل إيجاد حلول وقوانين للقضايا المتبقية مثل حق اعطاء المرأة الجنسية لأولادها وضمانة السبخوخة وغيرها

 Add photo

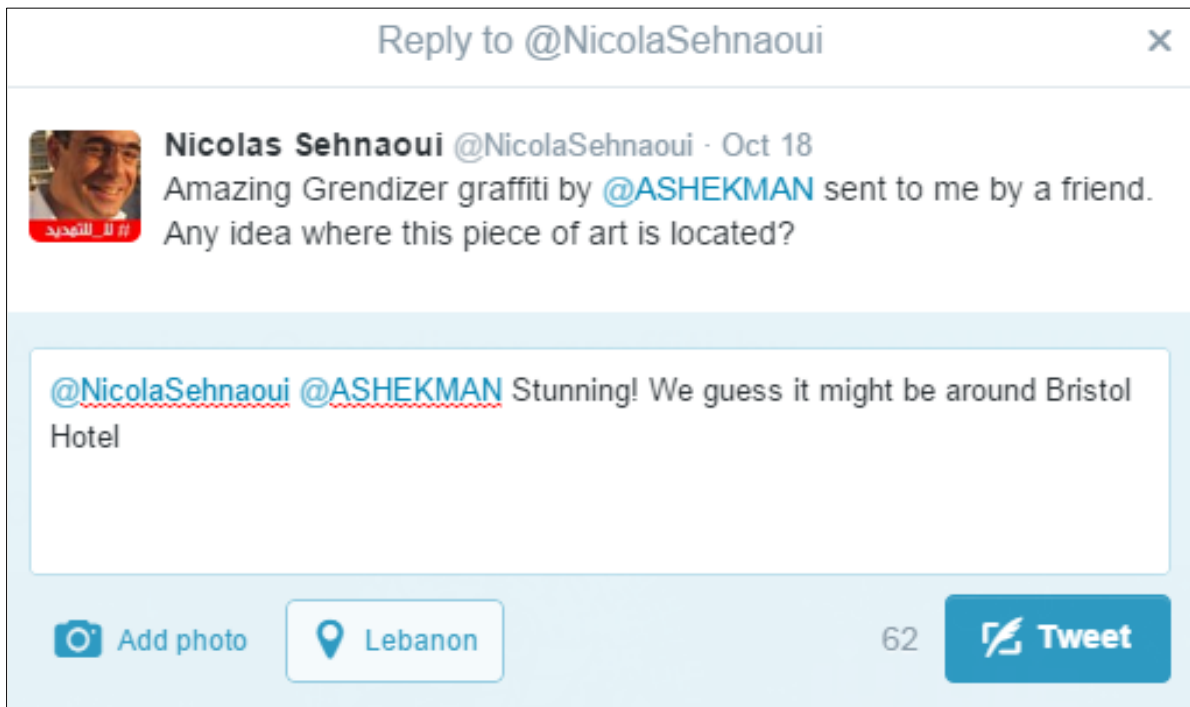
 Lebanon

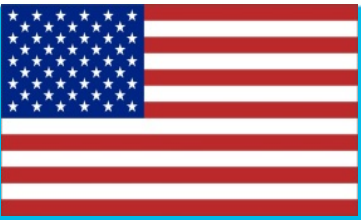
26

 Tweet



Outreach Examples to Politicians





Outreach Examples to Journalists



Outreach Examples to Journalists





Outreach Examples to Journalists



Reply to @NeshanTV

 **Neshan** @NeshanTV · Oct 7
مبروك الموسم الجديد من #هيدا_حكي الليلة... @adelkaram9 @fakihn

 Add photo

 Lebanon

92

 Tweet



Outreach Examples to Journalists



Reply to @DimaSadek

 **Dima** @DimaSadek · Oct 14
انتهت حلقة اليوم من #نهاركم سعيد وكان ضيفي الصحفي #موفق_حرب. شكراً على حسن المتابعة!

@DimaSadek Well done as usual Dima! We wish you all the best :) #Lebanon


 Add photo  Lebanon 68  Tweet






Outreach Examples to Journalists



Reply to @Christine_Habib

 **Christine Habib** @Christine_Habib · Oct 14
And that's what I got بآخر النشرة

You always have your own way to shift your audience's attention! Keep it up
[@Christine_Habib](#)

 Add photo  Lebanon 47  Tweet




Outreach Examples to Online Community






Outreach Examples to Online Community



 **Mrs.Gates** @Oh_KayNigga · 15m
Trying not to fall asleep 😞 I need to pass this test
9:02 AM - 17 Oct 2014 · Details

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)


[@Oh_KayNigga](#) You still have a lot to study for Kay? Good luck :) we are you sure you will do just great!

 Add photo  Lebanon 35  Tweet



Outreach Examples to Online Community





Elias Razzouk @eliasrazzouk1 · 19m


صباح الخير AM 9:00


8:59 AM - 17 Oct 2014 · Details

Collapse


Reply Retweet Favorite More

[@eliasrazzouk1](#) Good #morning Elias. How are you doing today? Any exciting plans for the #weekend?

 Add photo

 Lebanon


43

 Tweet






Outreach Examples to Online Community



**JTH** @JessicaTHaj · 33m
Leftover cold pizza at 1:45 am is always interesting and what not
8:46 AM - 17 Oct 2014 · Details
[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

[@JessicaTHaj](#) We all get this midnight cravings! [Sahtein](#) Jessica :)|

 Add photo  Lebanon 74  Tweet



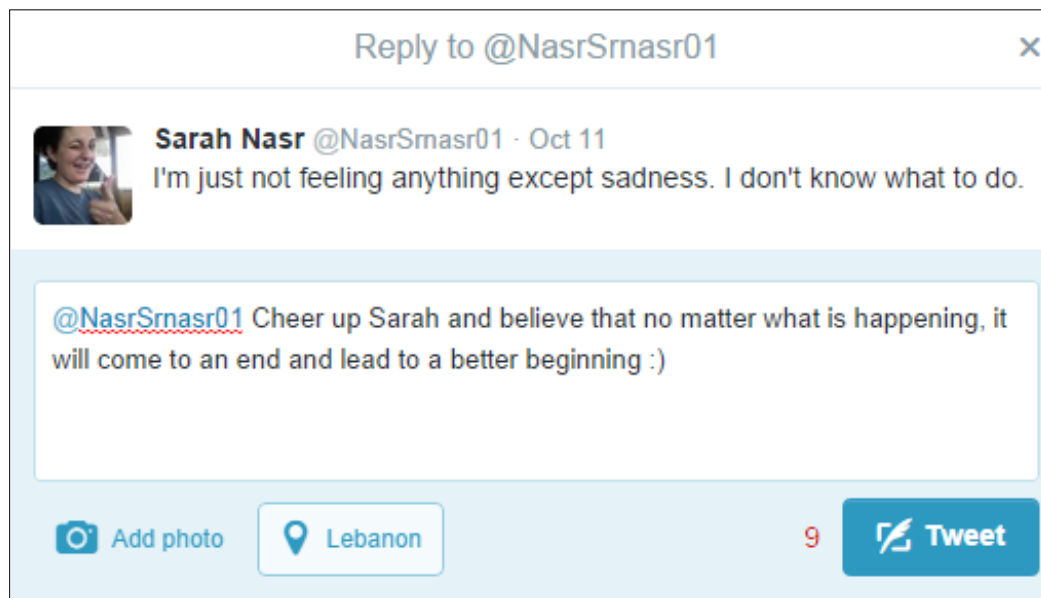
Outreach Examples to Existing Community



Outreach Examples to Existing Community



Fair Trade Lebanon:





Outreach Examples to Existing Community



EDGE for Lebanon

Reply to @SariaFrancis

 **Saria Francis** @SariaFrancis · 23h
3 Reasons to Travel While You're Young buff.ly/1CoIVRO

@SariaFrancis To which country you would like to go Saria?

 Add photo  Lebanon 82  Tweet



Outreach Examples to Existing Community



MEPI LAA

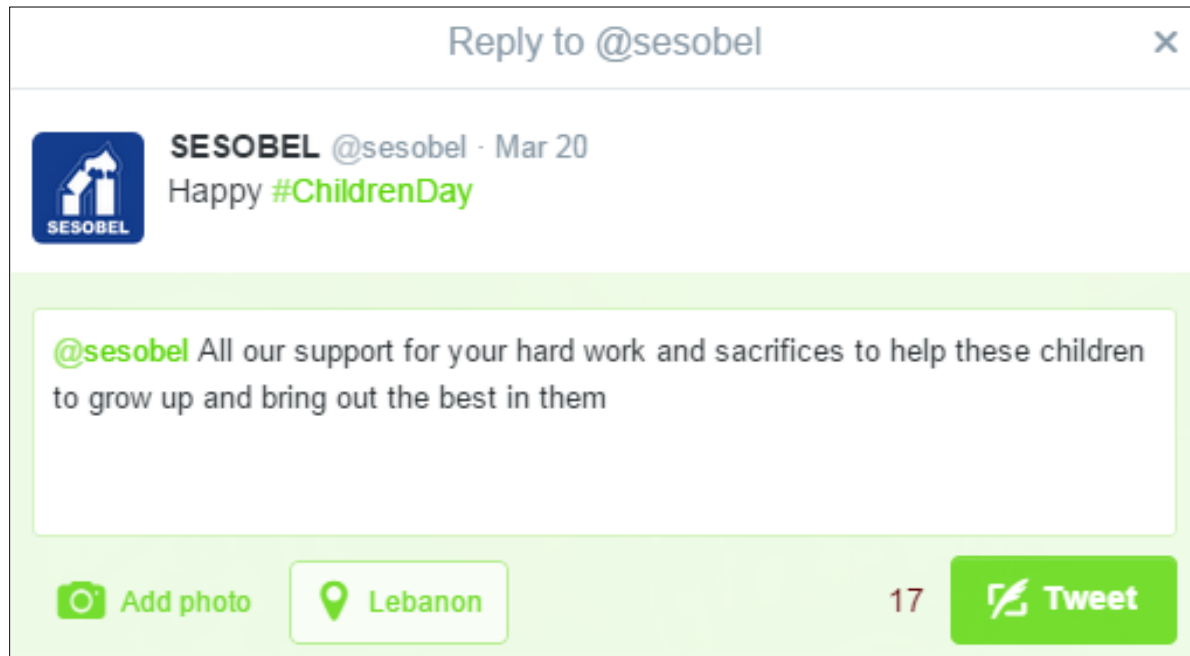




Outreach Examples to Other CSOs



Outreach Examples to Other CSOs







Outreach Examples to Other CSOs




Reply to @UNDP


 **UN Development** @UNDP · 2h
Today is the International Day for the Eradication of Poverty. Tell us ways you're working to #EndPoverty & #LeaveNoOneBehind!
#IDEP2014

@UNDP The joy of living is giving. Each one of us has this urge to make someone smile, so let's all do this for a change.. hand in hand.

 Add photo

 Lebanon

4

 Tweet



Outreach Examples to Other CSOs



Reply to @KUNHADI

 **KUNHADI** @KUNHADI · Oct 14
Stay visible while working out on the road, especially at night or in the early morning, by wearing reflective... fb.me/6Ph4Wlf8J

@KUNHADI We are thankful for your daily awareness for our youth to keep them safe.

 Add photo  Lebanon 57  Tweet



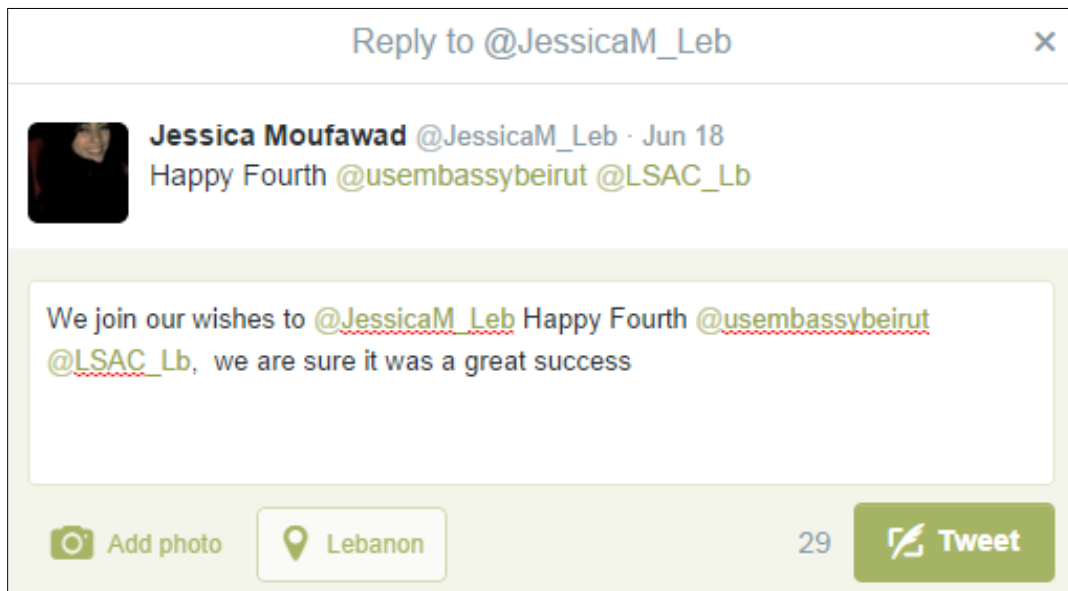
Outreach Examples to CSO Founders



Outreach Examples to CSO Founders



AND to EDGE for Lebanon Foudner





Outreach Examples to CSO Founders



EDGE to WIF communication manager

Reply to @abiryammouni



abir yammouni @abiryammouni · Mar 16

Women in Politics 2014 Report: Lebanon At The Bottom of Rankings: blogbaladi.com/women-in-polit...

@abiryammouni Hoping to rank a higher place in the near future, we should work on that!



Add photo



Lebanon

52



Tweet



Outreach Examples to Regional and Global CSOs



Outreach Examples to Regional and Global CSOs





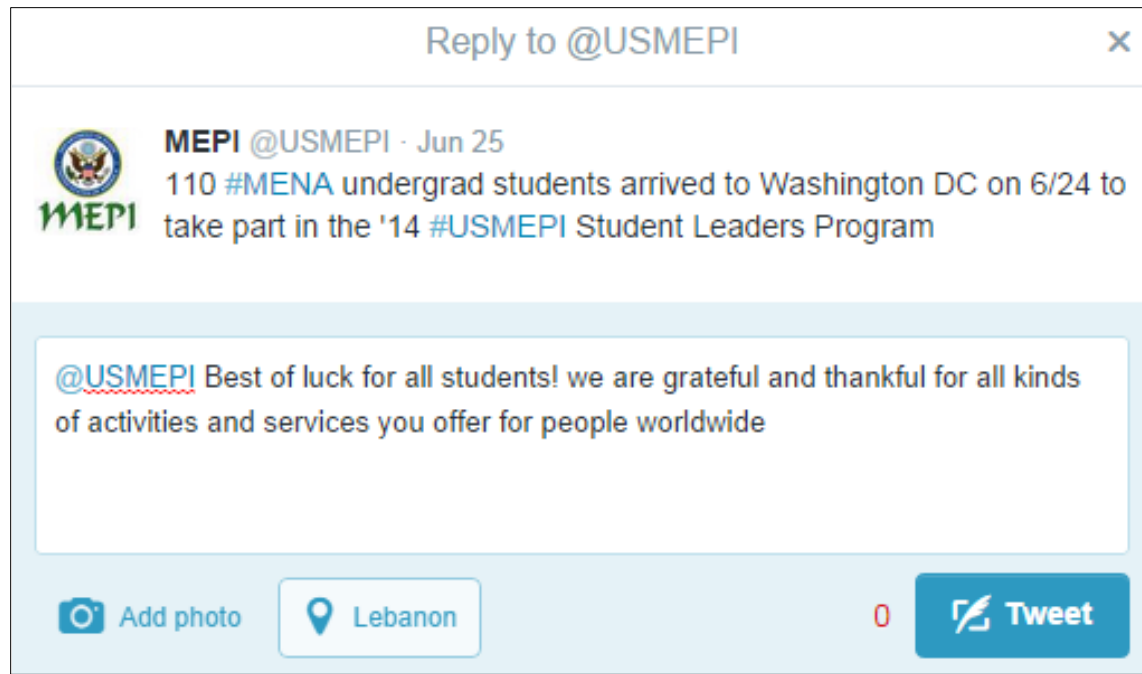
Outreach Examples to Regional and Global CSOs

U.S.-Middle East Partnership Initiative





Outreach Examples to Regional and Global CSOs





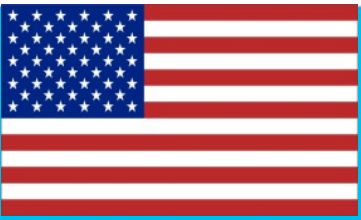
Outreach Examples to Regional and Global CSOs





Outreach Examples to Regional and Global CSOs





Recommendations



Recommendations



- Most of the time approaching the user with a simple reply is better than directly talking about your CSO, or what your CSO provides.
- After the user replies back to your comment, the next step would be to introduce them to your website, social media platforms, or any other related activities of the CSO.
- The reply should be simple, interactive, friendly, but not bulk, difficult to understand, or serious.



Accounts List



Accounts List



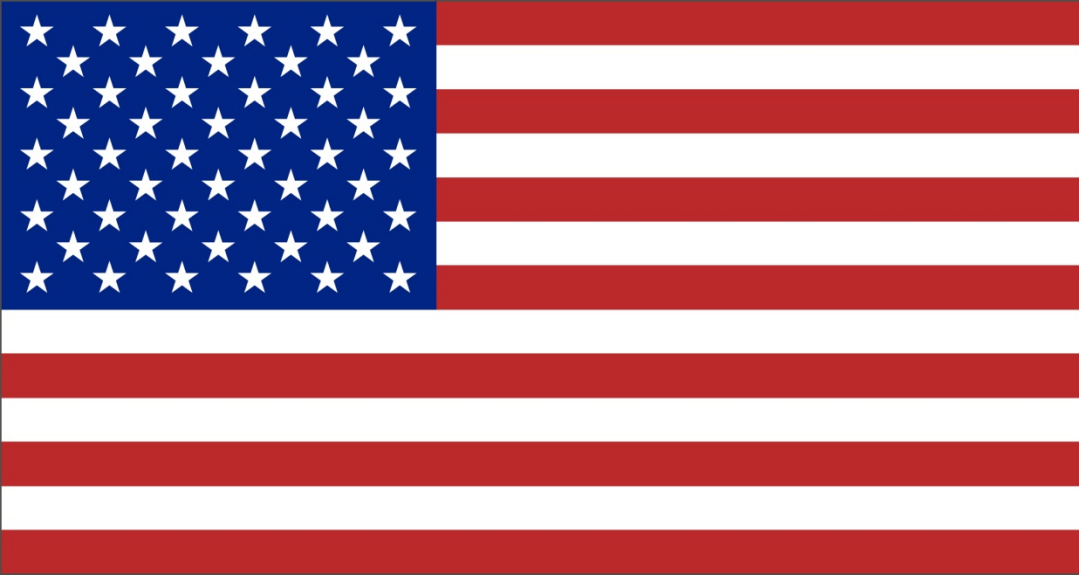
- Accounts list of Lebanese Politicians is provided in a separate Excel sheet.
- Accounts list of Lebanese TV Stations is provided in a separate Excel sheet.
- Accounts list of Lebanese Journalists is provided in a separate Excel sheet.



U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



U.S.-Middle East Partnership Initiative



MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at:
www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”