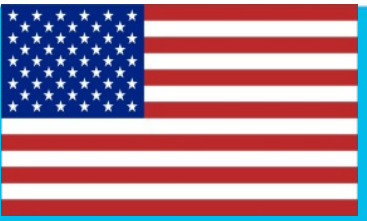

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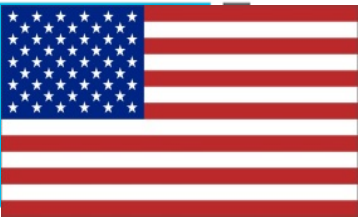
What is Outreach Marketing?



What is Outreach Marketing?

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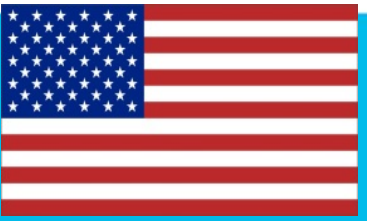
Outreach marketing is about reaching out to the right people at the right time to help you tell your story. This can include anyone from individuals with a large social presence who fit within your brand's niche to the happy consumer who takes it upon them self to tell everyone how much they love your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



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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.

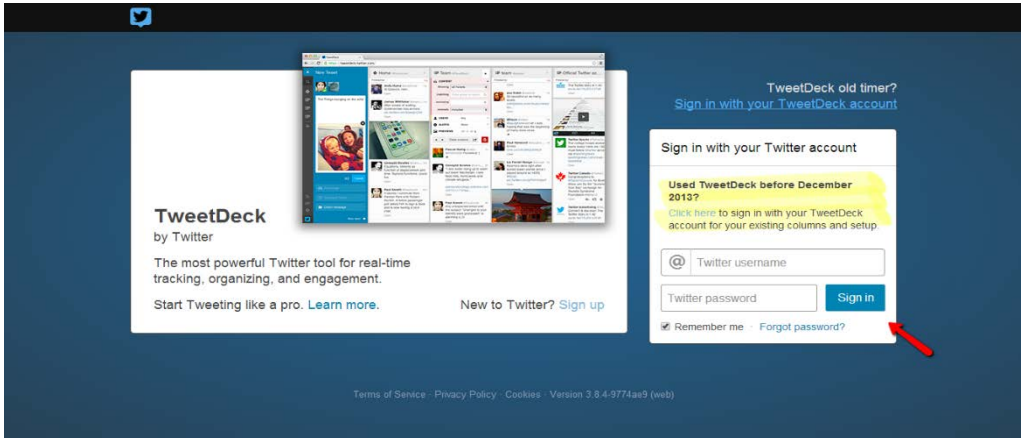
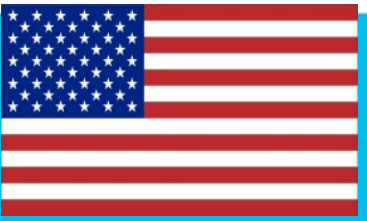


Image Source: https://tweetdeck.twitter.com/



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How to Use TweetDeck

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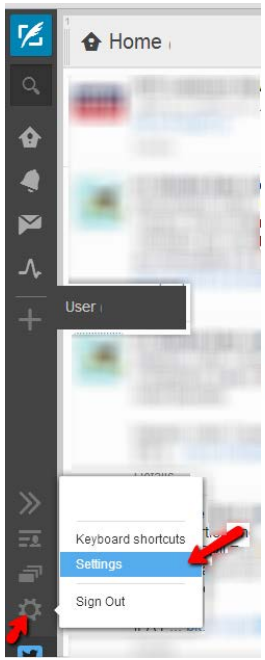
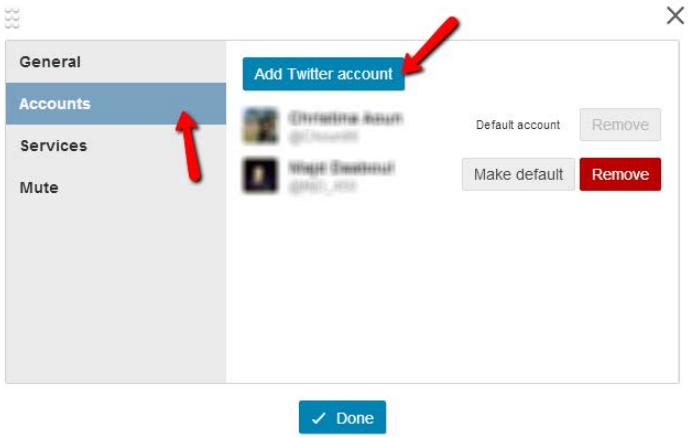
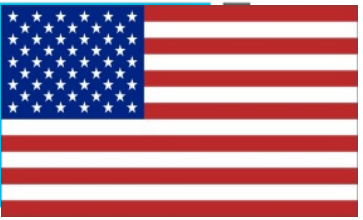
Setup

Step 1: Add Several Accounts

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







Step 1: Add Several Accounts

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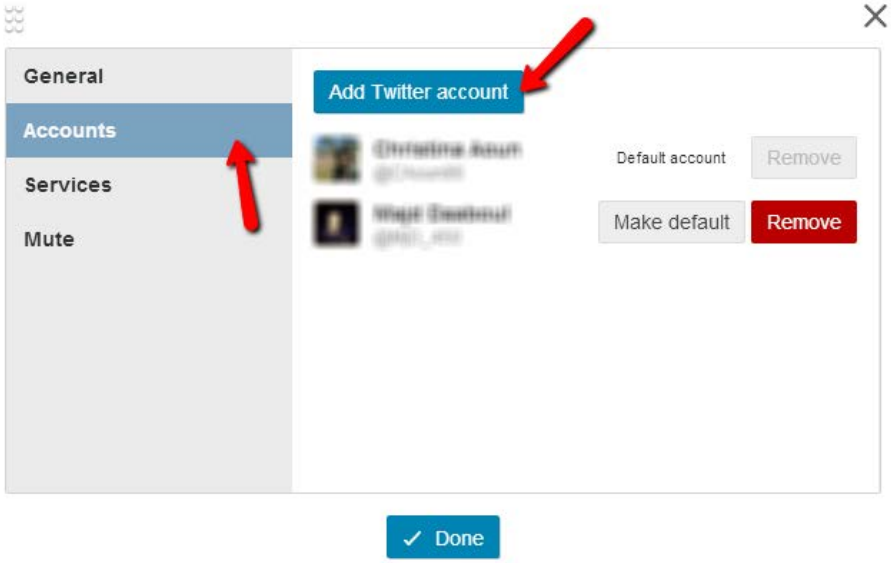
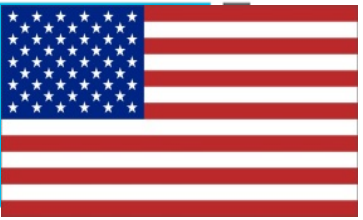
On the top left hand corner, you will be able to view the accounts that are connect. By clicking on the image, you will have access to use the account.





Step 1: Dashboard Setup

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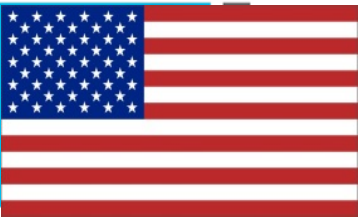
Your dashboard will look as the below, however, by clicking on the add column “+”, you will be able to insert further columns you want to monitor.



Step 1: Dashboard Setup

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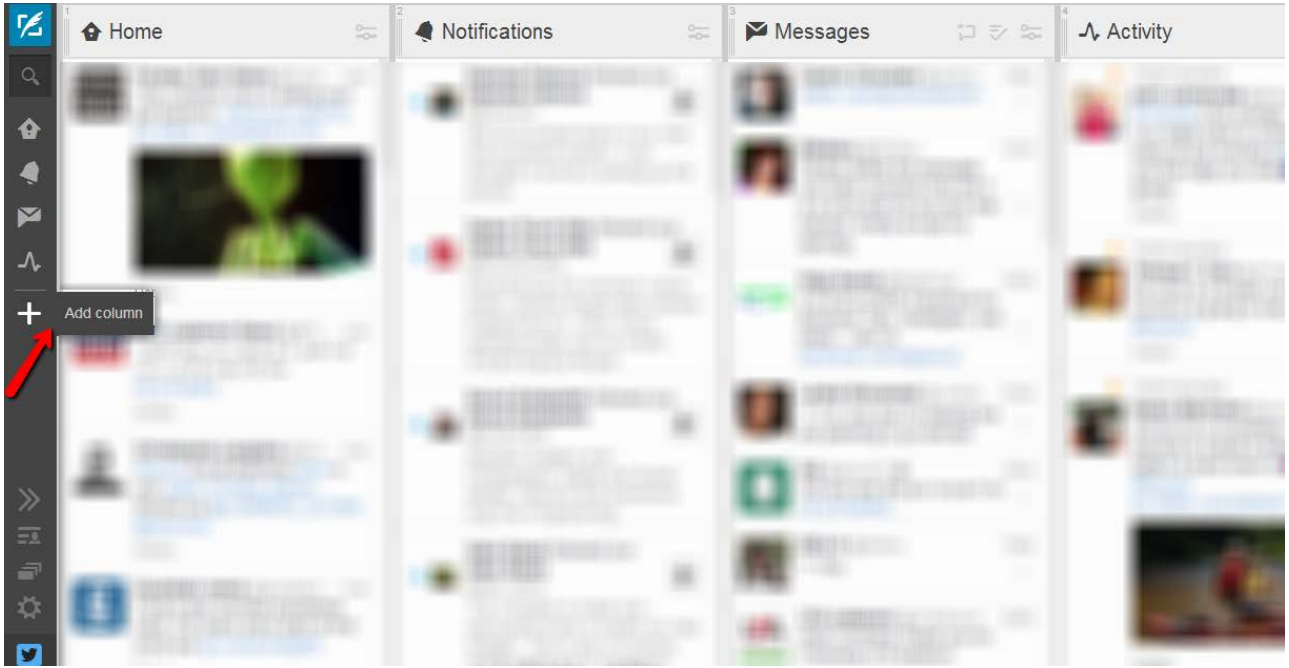

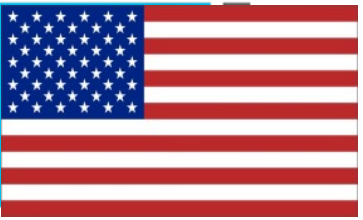

Step 1: Dashboard Setup

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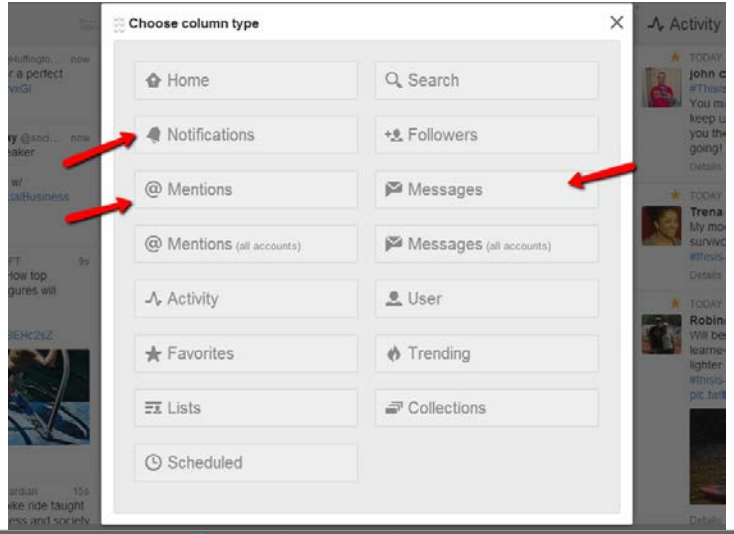
Below are examples of what can be added to the dashboard however, not limited to.



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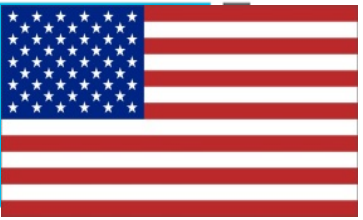
Outreach Search

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

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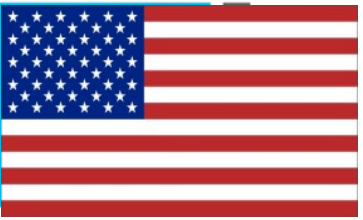
- If the search is to be in a specific country, you may use near:"Country" (no space between the colon and quotation mark)
- To be more specific you may use within:15mi (no space between the colon the distance inserted)



Step 2: Outreach Search

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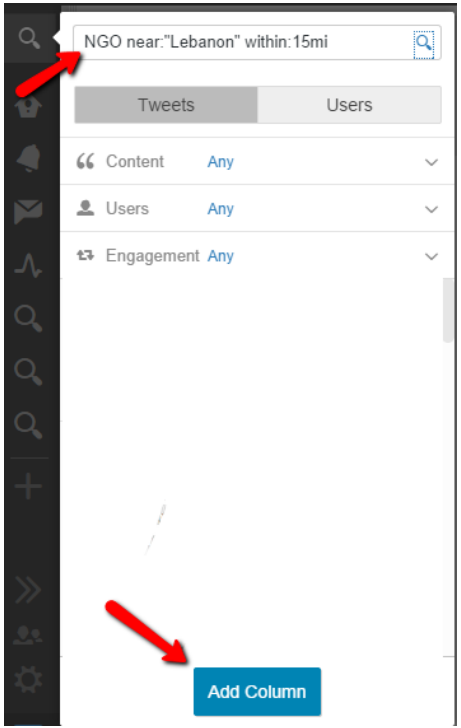
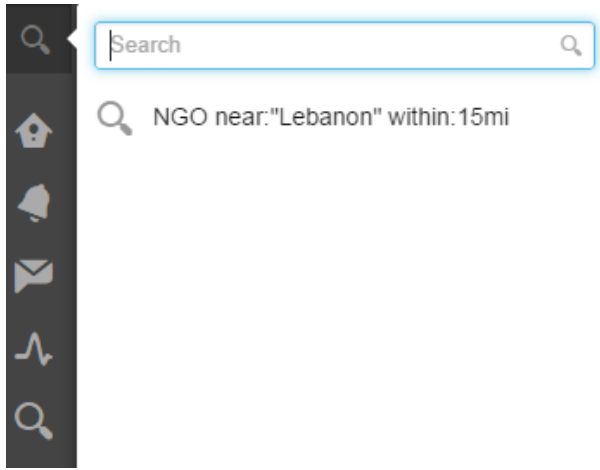
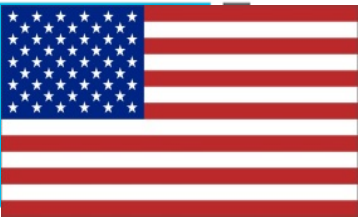
- You may outreach one word at a time, also add a specific area to receive information from.
- When outreach for one word such as: Education, Graduation, Math,… no need to add quotations.
- Only insert OR between each word
- Add the outreach search to the dashboard
- The search will remain in the search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

Step 2: Outreach Search







Step 2: Outreach Search

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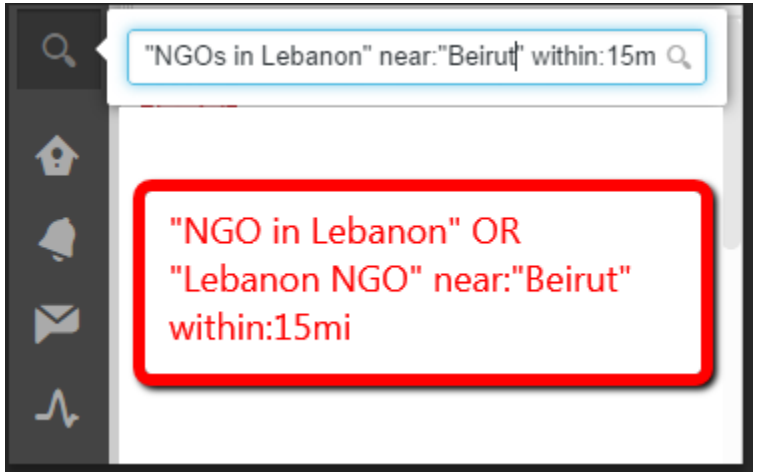
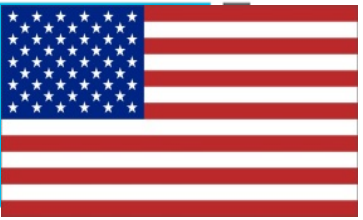
- When you are outreaching for more than one word, quotation are necessary, for example “NGOs in Lebanon”
- It is not necessary to insert a location and distance





Step 2: Outreach Search

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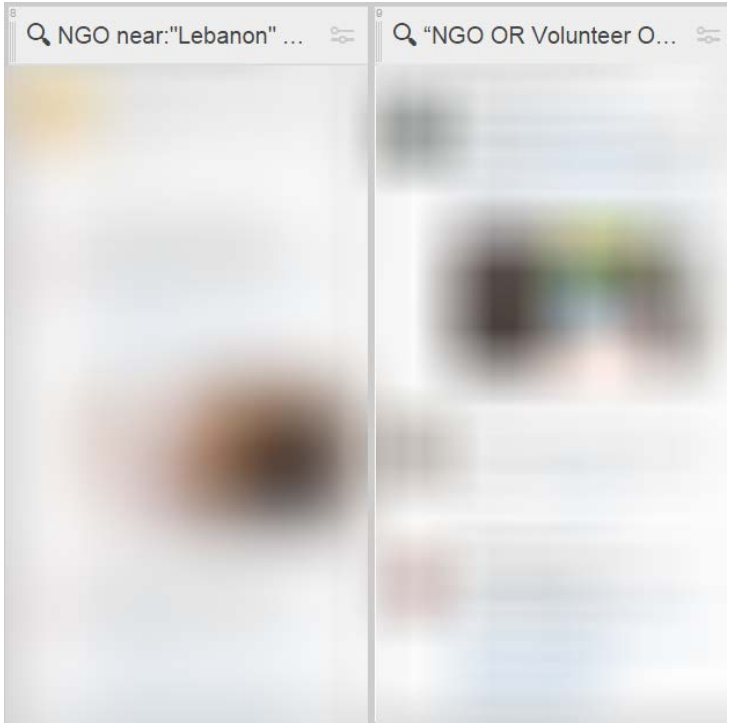
- Every outreach done will be added to your dashboard as such.



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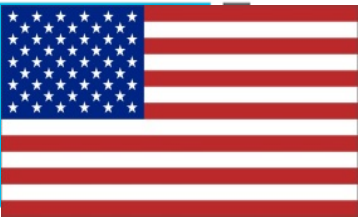
How do You Outreach



Step 3: How to Outreach

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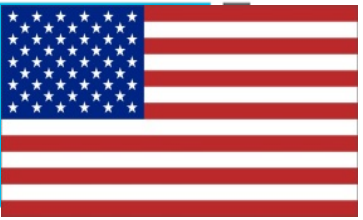
- Outreach is a great way to engage with users that are followers and none followers of your Twitter accounts.
- This process allows you to interact with Twitter users, by replying to a “Good Morning” or asking a question related to the audience you have developed through the outreach process.



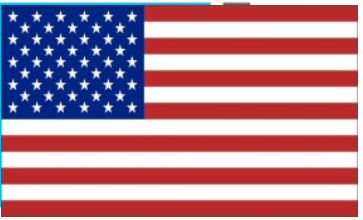
Step 3: How to Outreach

U.S.-Middle East Partnership Initiative

MEPI

- This is a simple process which contributes with several steps.

- An outreach example is provided in the upcoming slides:



Step 3: How to Outreach

U.S.-Middle East Partnership Initiative

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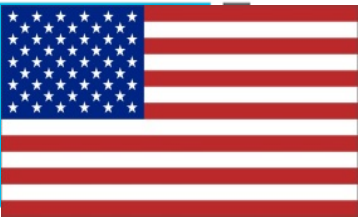
In the outreach search you will receive all tweets that are linked to the words you have searched. Choosing the right audience to outreach goes through different steps:

- 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

U.S.-Middle East Partnership Initiative

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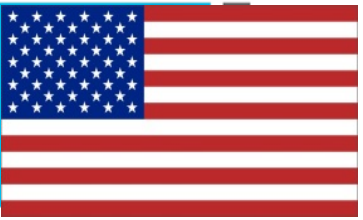
i.e.

- 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

U.S.-Middle East Partnership Initiative

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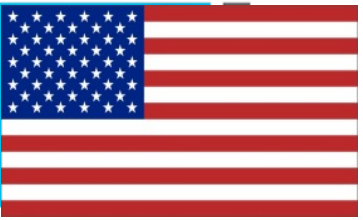
To see if the user is appropriate to outreach we look at several aspects:

- 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 voluteer 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.
@khhospice
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.



Step 3: How to Outreach

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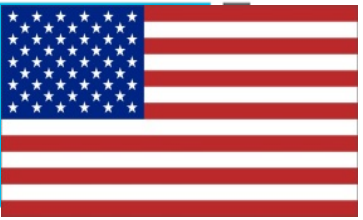
If the user is applicable to outreach:
Close the previous tab
Click on reply and write the text
Remember to add the CSO username “@NGOName” with at least one hashtag related to the subject, as shown in the image.



Step 3: How to Outreach

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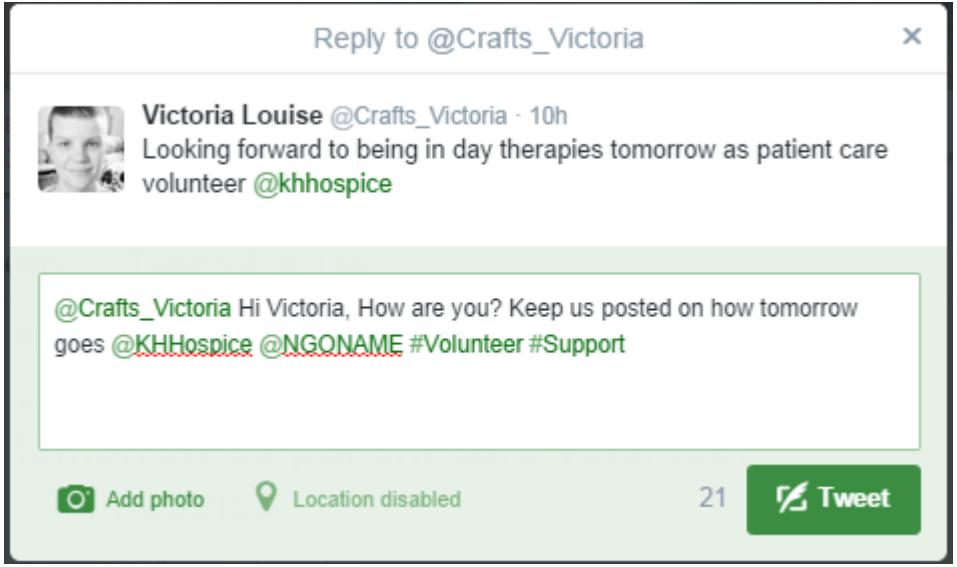
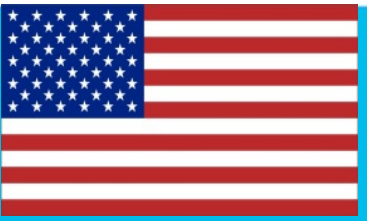
Finally, after replying to the tweet, make sure to follow the user to show them, that you are interested in their content while giving them some reassurance to follow you back.





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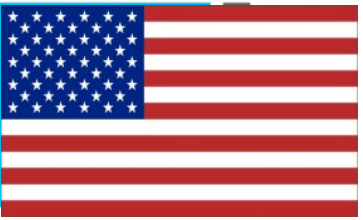
Keyword List To Search For



Keyword List To Search For

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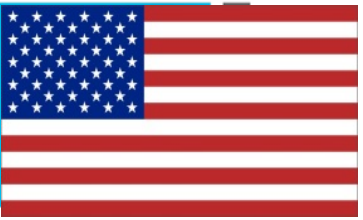
Some sets of outreach keywords should be related to the CSO's work and services. For example:

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



Keyword List To Search For

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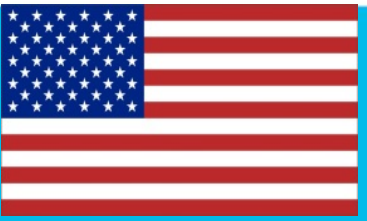
Other sets of outreach keywords can be related to greetings that can give the CSO a friendly image. For example:

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



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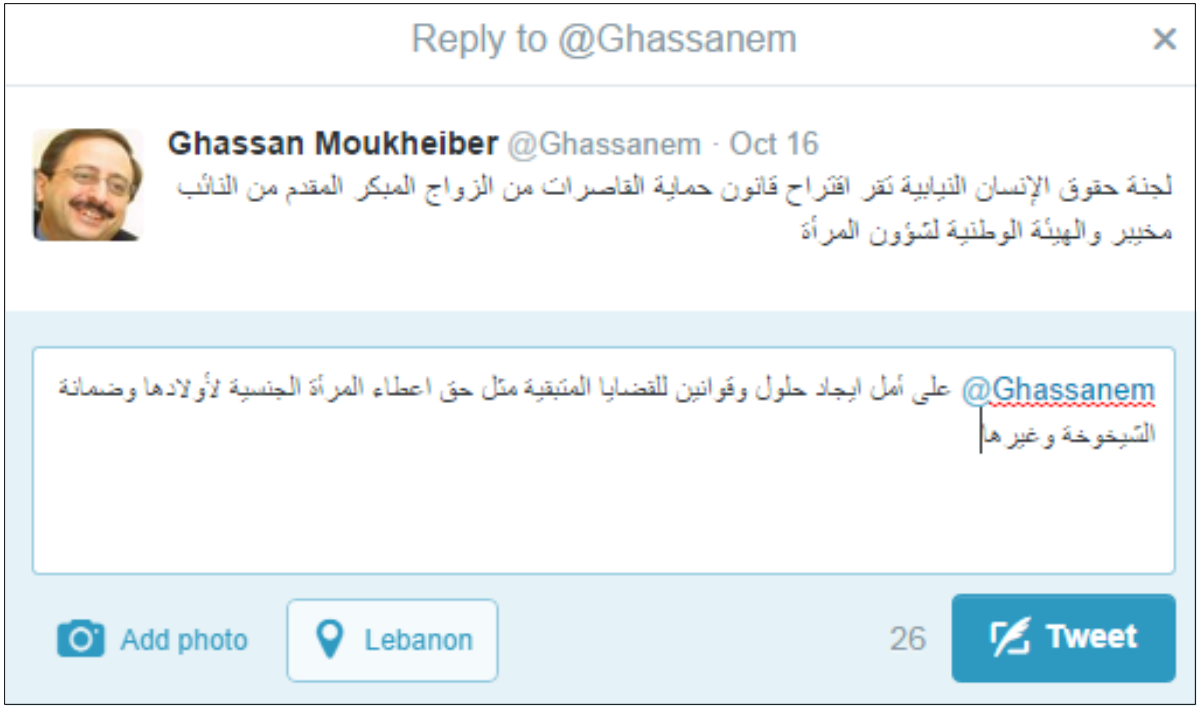
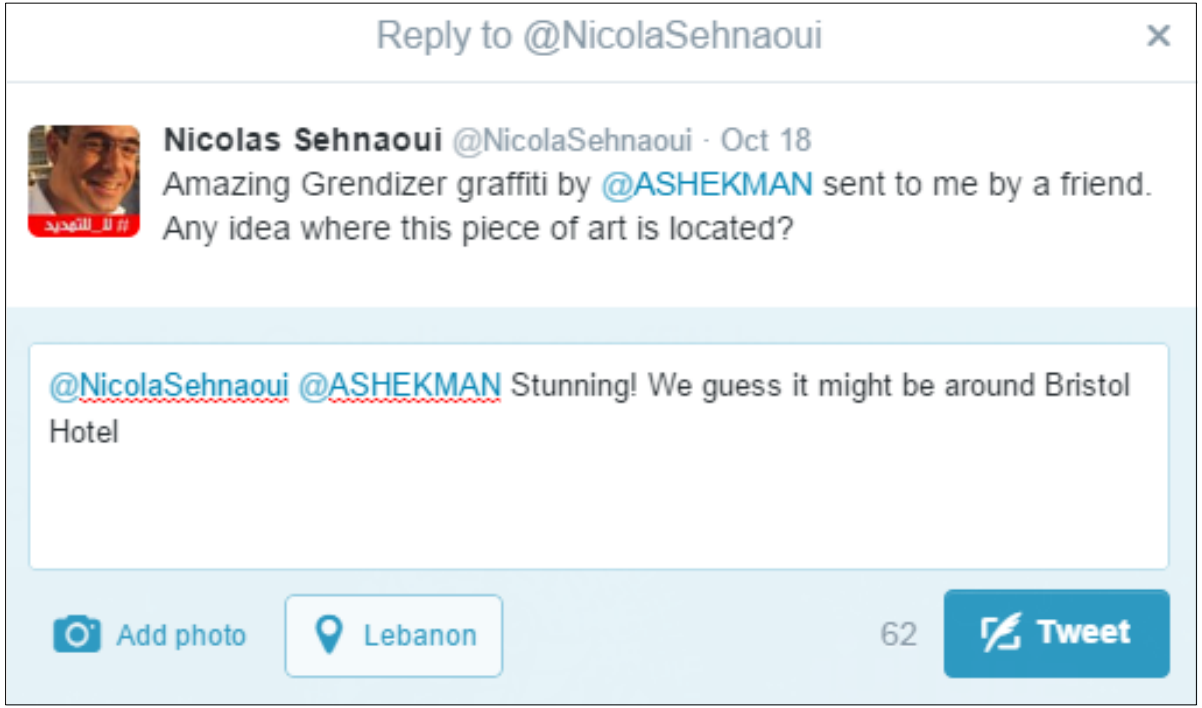
Outreach Examples to Politicians

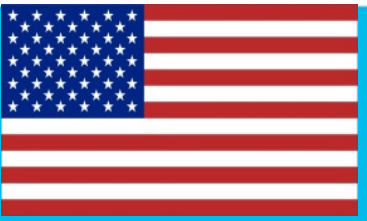
Outreach Examples to Politicians

Outreach Examples to Politicians



Outreach Examples to Politicians





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Outreach Examples to Journalists

Outreach Examples to Journalists

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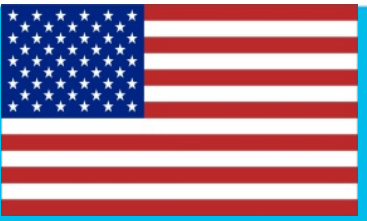

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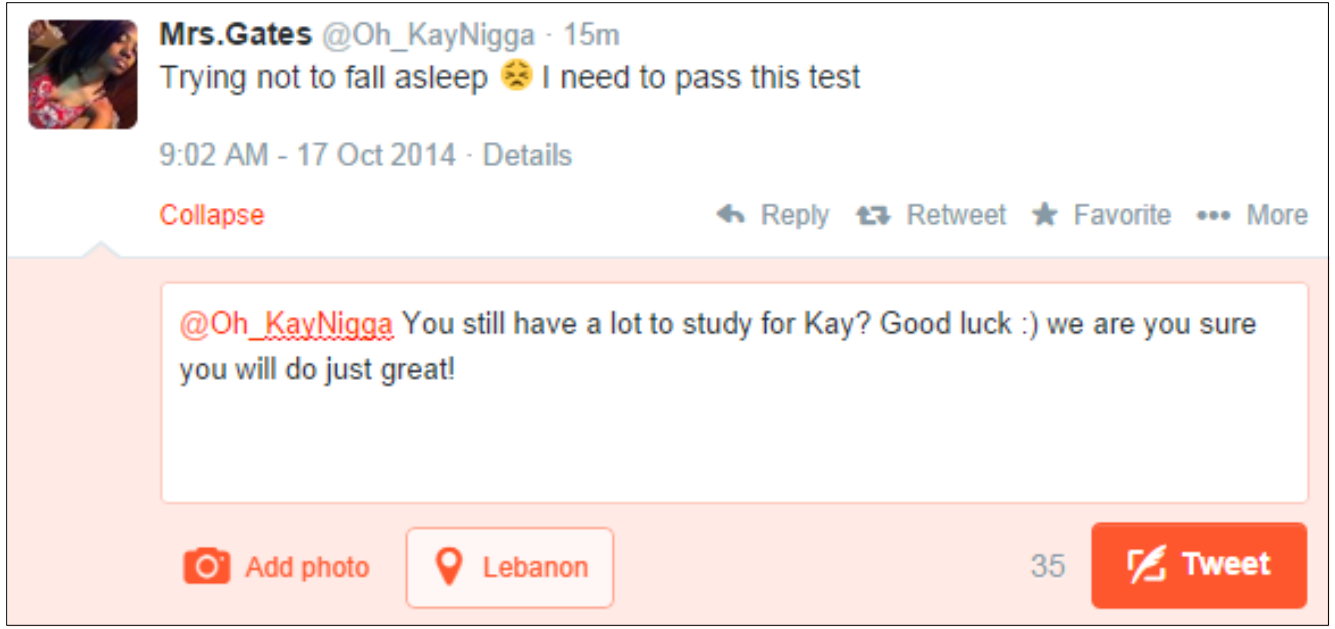
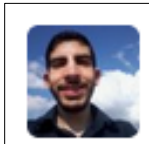
Outreach Examples to Online Community

Outreach Examples to Online Community



Outreach Examples to Online Community



Elias Razzouk @eliasrazzouk1 · 19m

صباح الخير AM 9:00

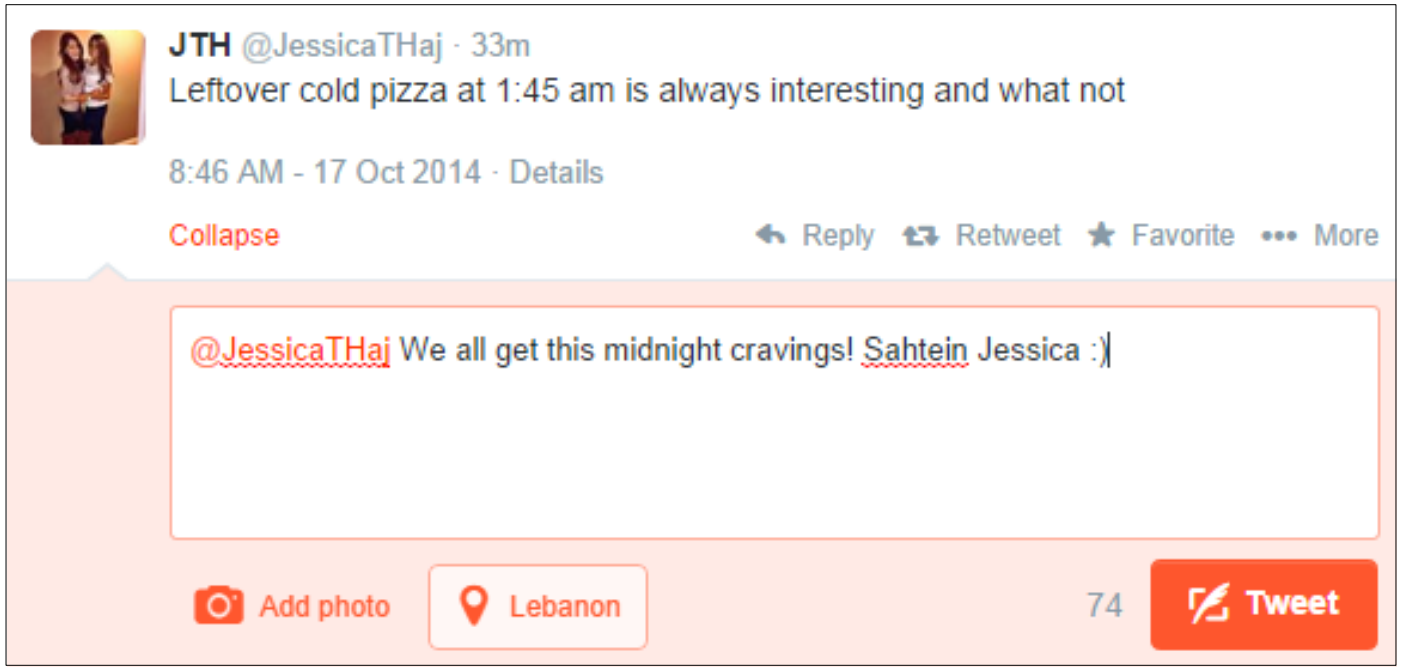
8:59 AM - 17 Oct 2014 · Details

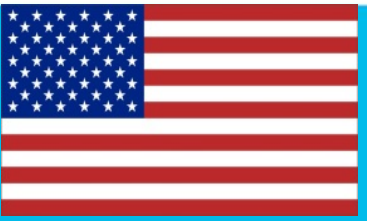
Collapse Reply Retweet Favorite More

@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





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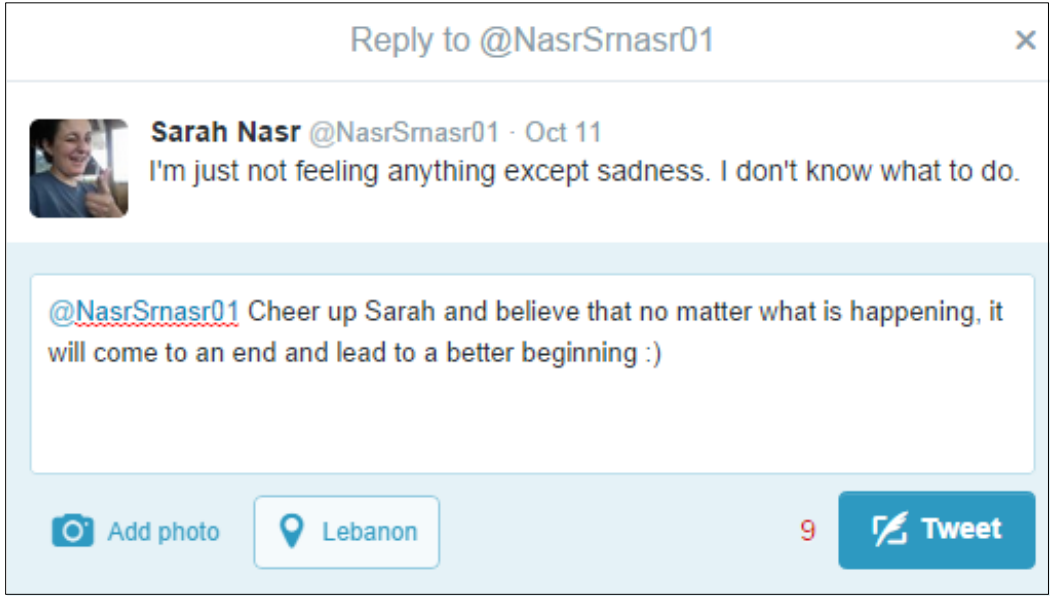
Outreach Examples to Existing Community

Outreach Examples to Existing Community

Fair Trade Lebanon:



Outreach Examples to Existing Community

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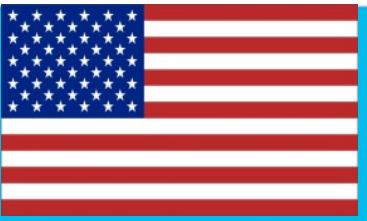
MEPI

EDGE for Lebanon

Outreach Examples to Existing Community

MEPI LAA



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Outreach Examples to Other CSOs

Outreach Examples to Other CSOs

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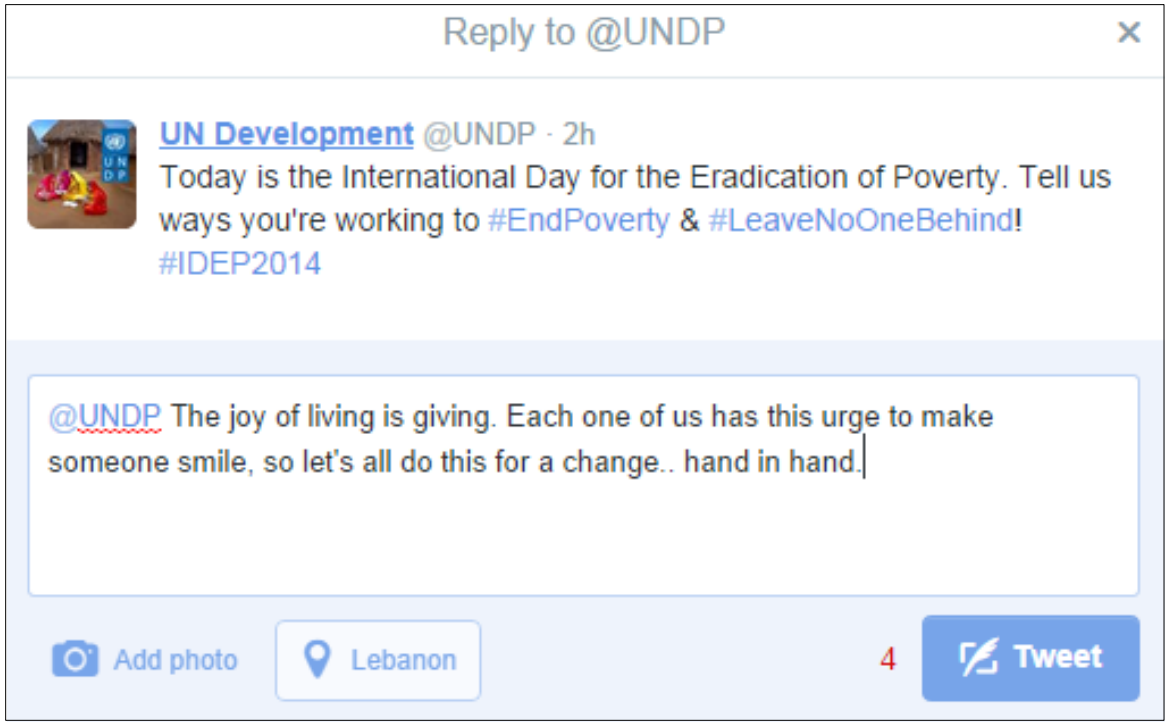
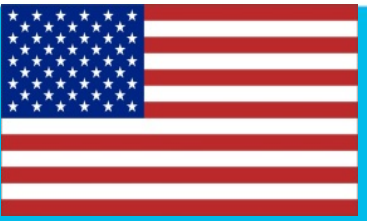


Outreach Examples to Other CSOs



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Outreach Examples to CSO Founders

Outreach Examples to CSO Founders

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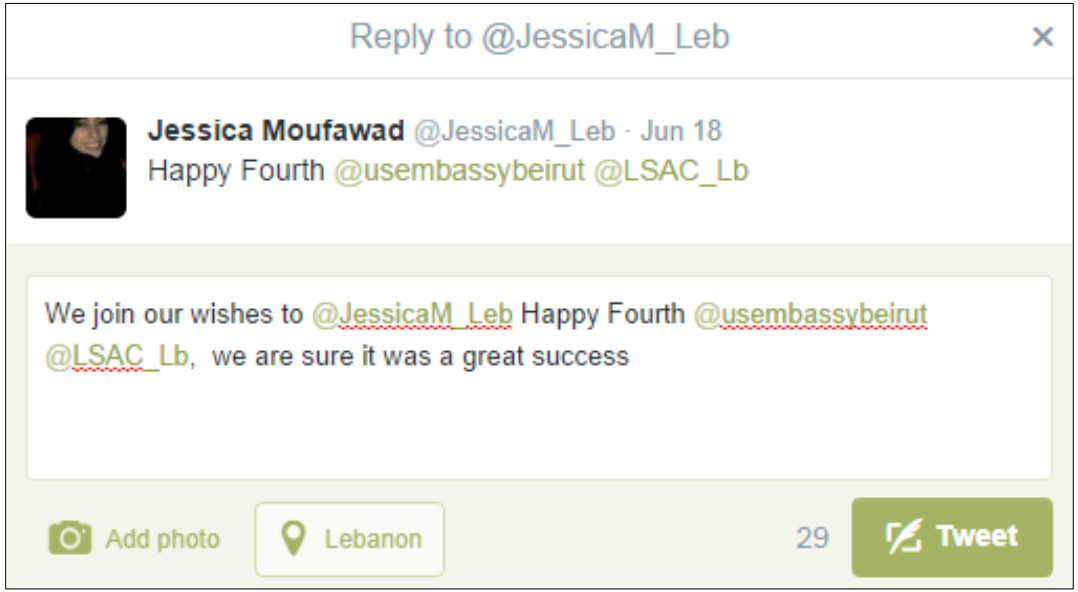
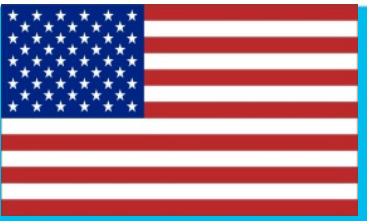
AND to EDGE for Lebanon Fouder



Outreach Examples to CSO Founders

EDGE to WIF communication manager



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Outreach Examples to Regional and Global CSOs

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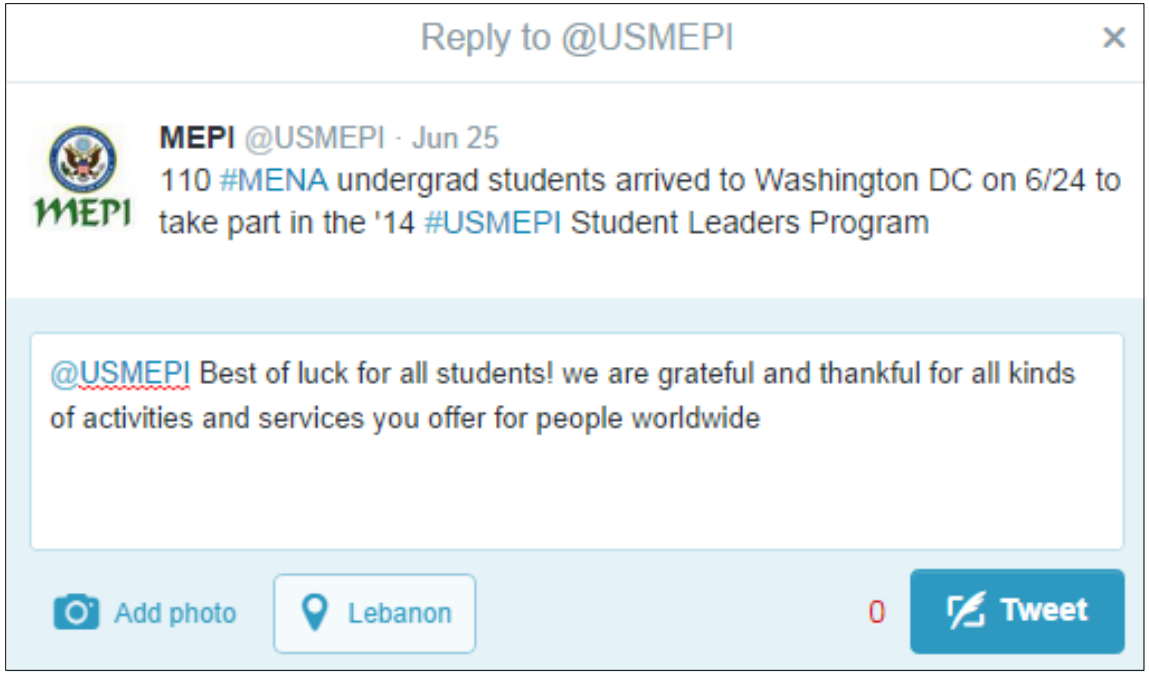

Outreach Examples to Regional and Global CSOs

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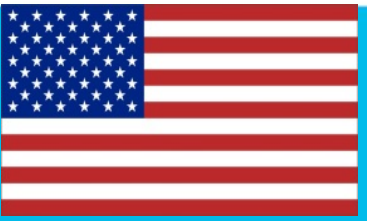

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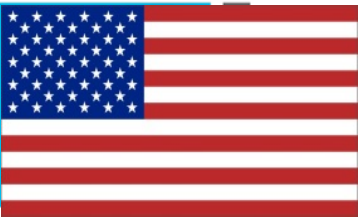
Recommendations



Recommendations

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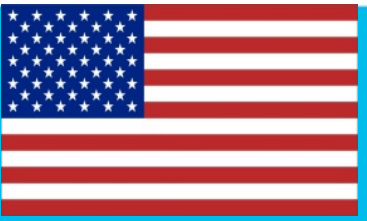
- Most of the time approaching the user with a simple reply is better than directly talking about your CSO, or what your CSO provides.
- After the user replies back to your comment, the next step would be to introduce them to your website, social media platforms, or any other related activities of the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



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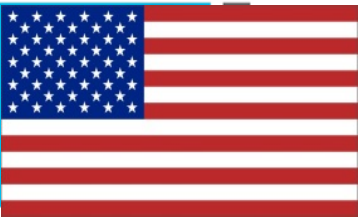
Accounts List



Accounts List

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- 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.

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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.

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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."