Twitter for the eAdvocacy Summit

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@jigolden

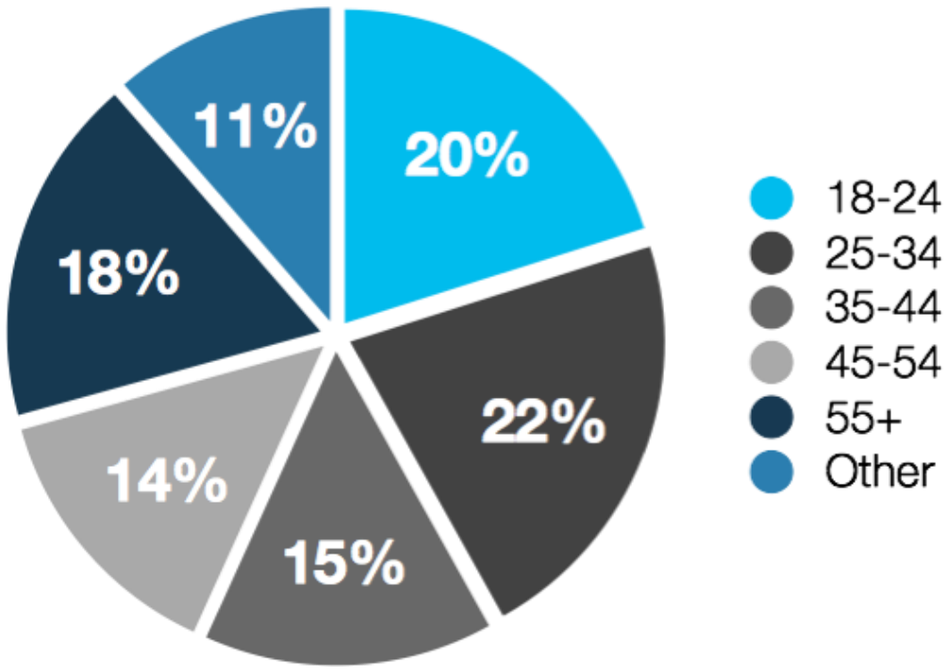
The platform is growing

ACTIVES	MOBILE	TWEETS
200M+	**120M+**	**400M+**
Active users/month	Active mobile users/month	Tweets per day
+100%	**+40%**	**+60%**
Year over year growth	Quarter over quarter growth	Year over year growth

Source: Twitter internal data, Q4 2012

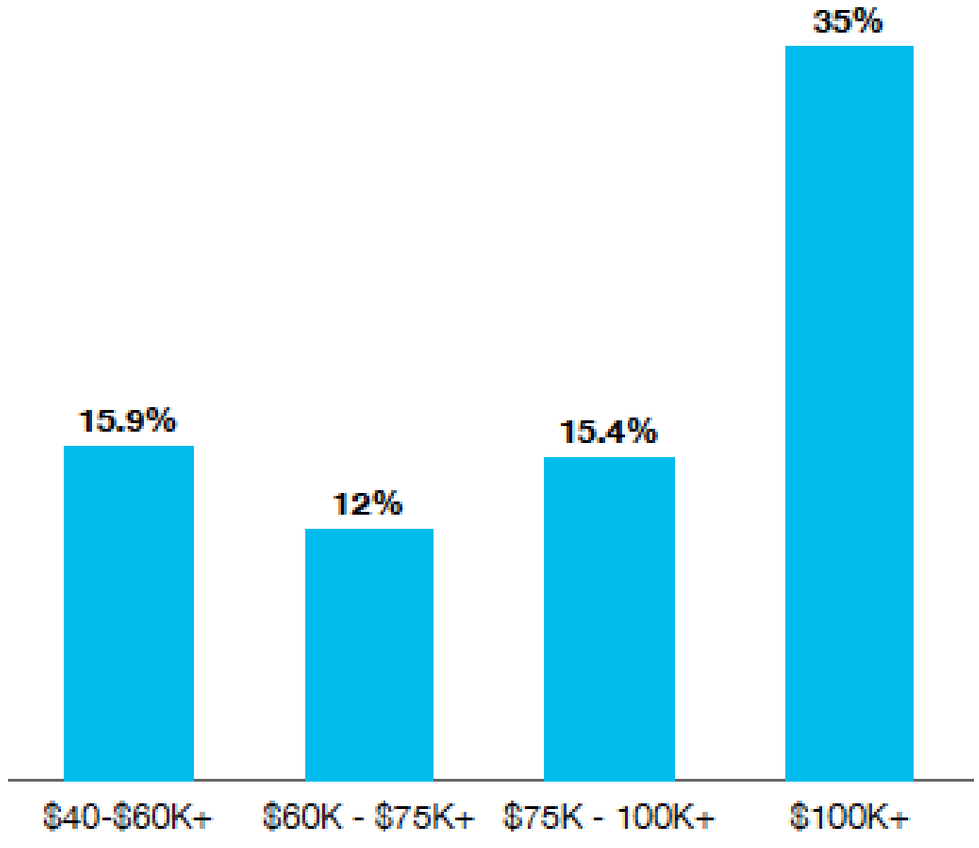
Twitter’s demographic profile

Composition of US Unique Visitors by age, gender and HHI:



54%

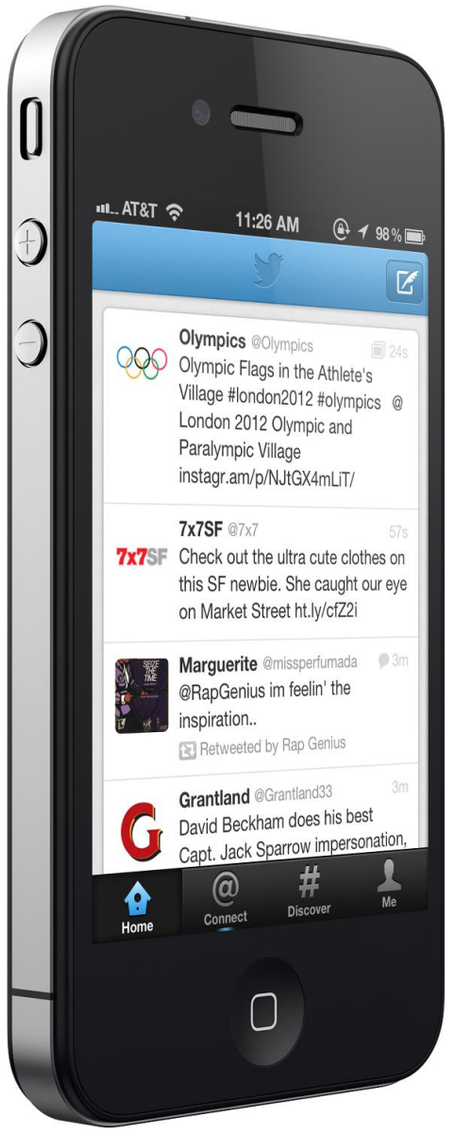
46%



Source: comScore US Media Metrix Demographic Profile, [P] Twitter.com, February 2013

Twitter connects you
with who and what interests you most

Twitter is mobile



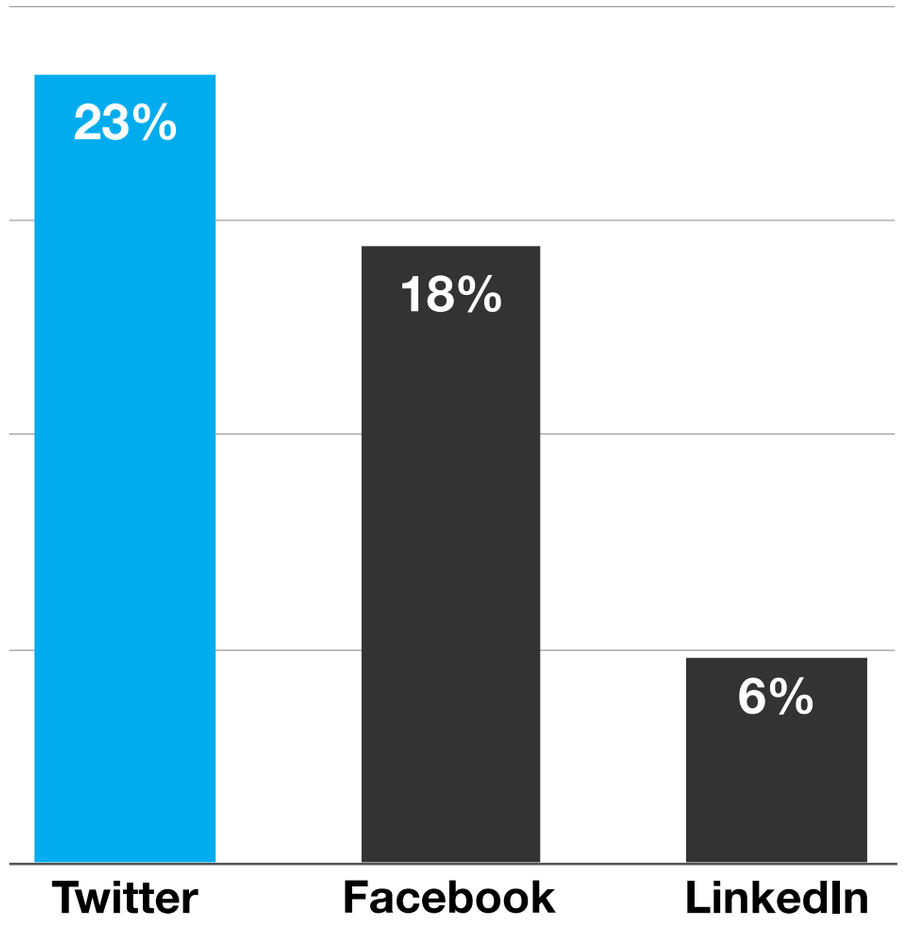
60%

of active users access Twitter on a mobile device

1 in 6

new Twitter users start on a mobile device

% of users whose primary access point is mobile*



Source: Twitter internal data, Q1 2012. Active users are Twitter account holders who have logged in via any platform within the past 30 days | *Complete US 2012

Best Practices

Best Practice: Engage with the Community

Asks a question

Responds to user

Best Practice: Share Rich Media Content

Embed photos

Use video & rich media

Case Studies

@HHSGov uses Twitter for Contest Exposure

- **HHS used Twitter to solicit submissions for a video contest on the importance of healthcare**
- **Encouraged users to post with exclusive hashtag: #hyavideocontest**
- **Used promoted Tweets to target young invinicbles and the key audience**
- **High engagement rates were achieved, prizes helped to encourage submission**

@ProtectCare uses Twitter to Collect Petition Signatures

- **The Coalition to Protect America's Healthcare utilized Twitter's lead generation cards to draw petition signatures**
- **This product allowed them to collect email addresses for potential interested users**
- **User information is automatically populated into the expanded Twitter card**
- **One-click to submit**

#ThankYou