



Twitter for the eAdvocacy Summit

**October 15, 2013
@jigolden**

The platform is **growing**

ACTIVES

MOBILE

TWEETS

200M+

Active users/month

120M+

Active mobile users/month

400M+

Tweets per day

+100%

Year over year growth

+40%

Quarter over quarter growth

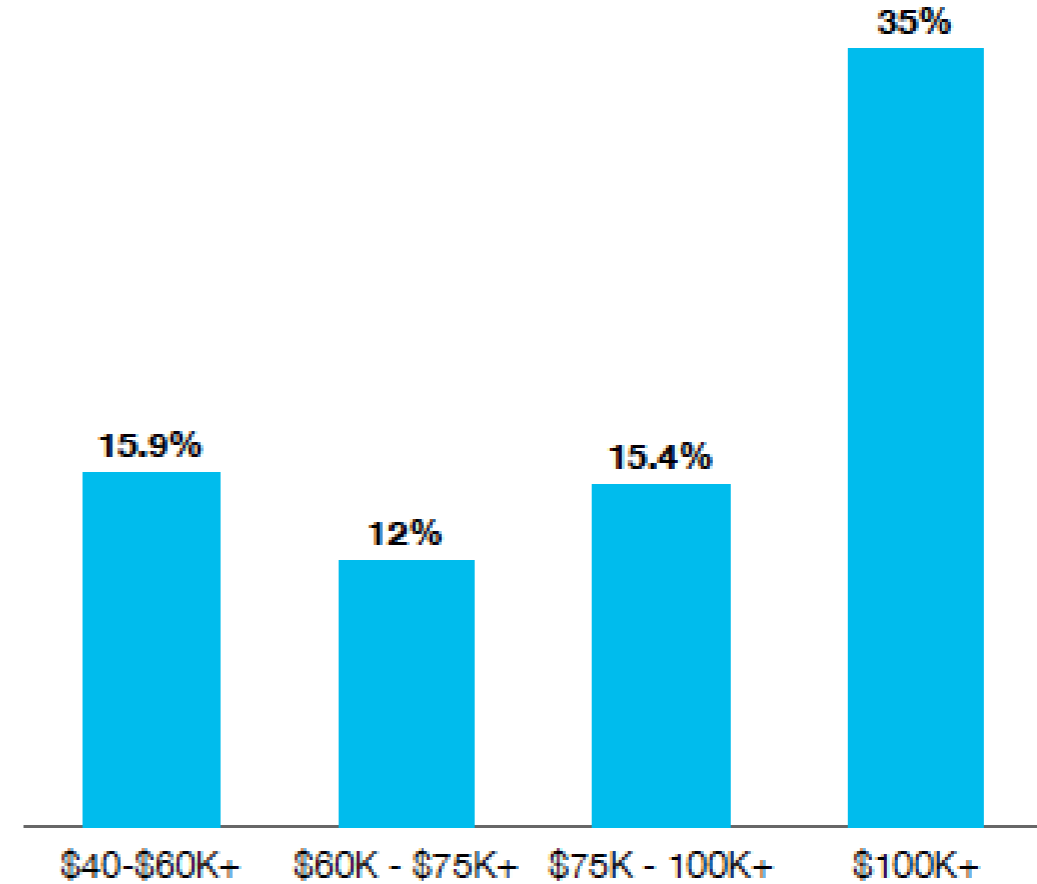
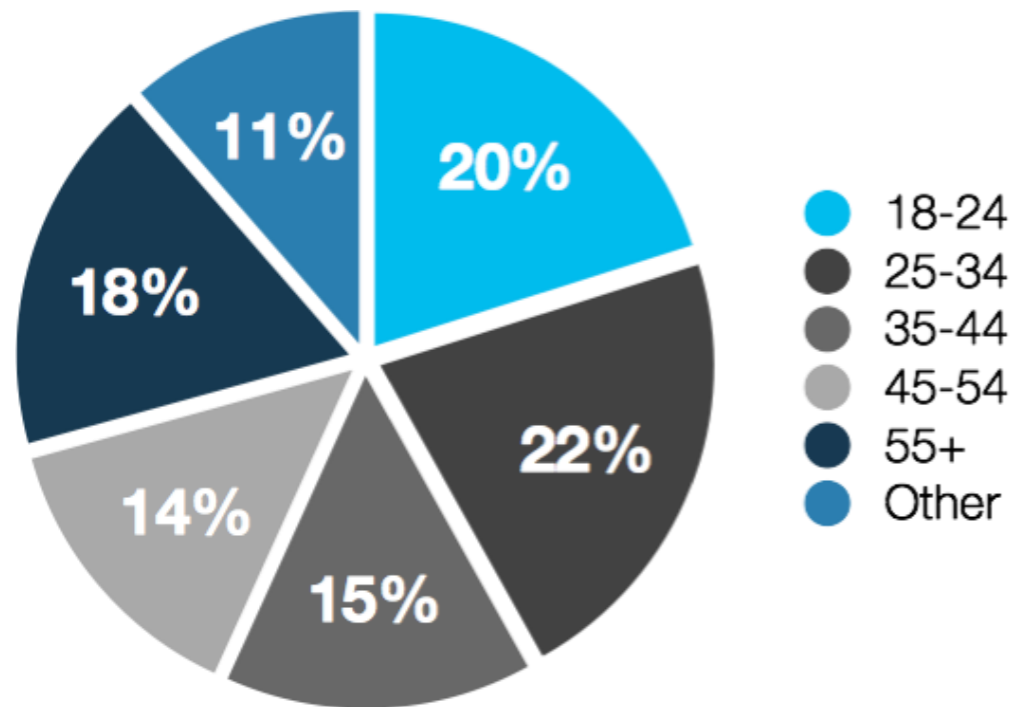
+60%

Year over year growth



Twitter's demographic profile

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



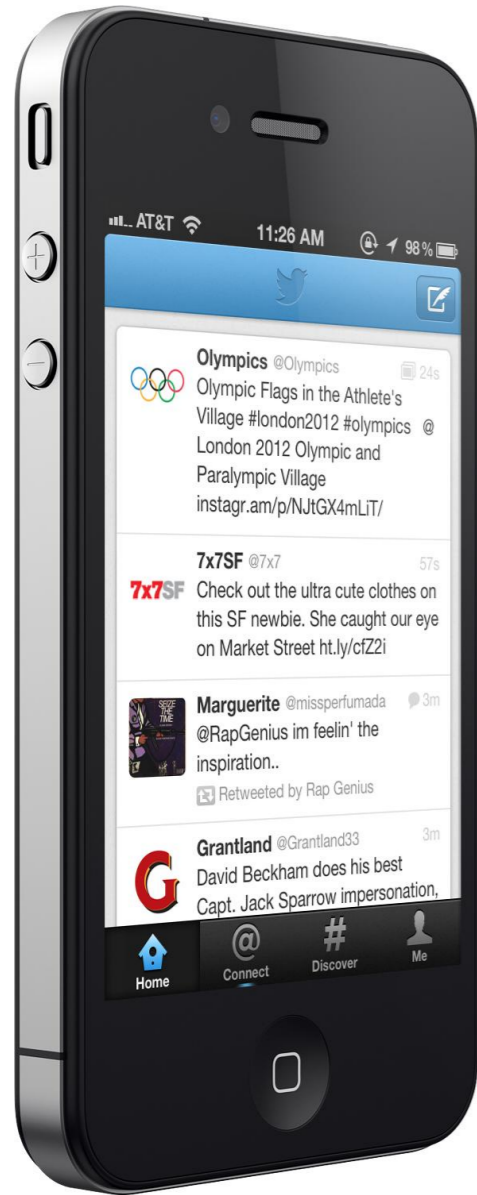
Source: comScore US Media Metrix Demographic Profile, [P] Twitter.com, February 2013

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Twitter connects you with who and what interests you most



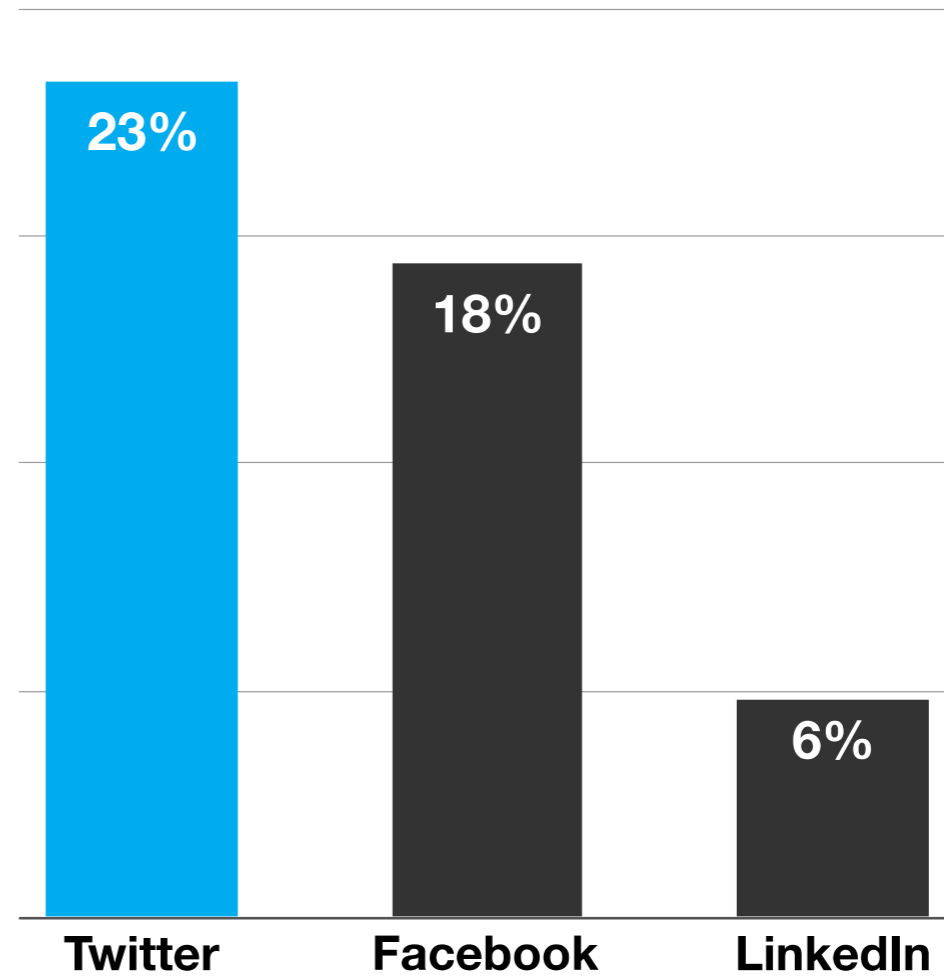
Twitter is mobile



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

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Best Practices

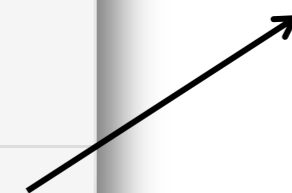
Best Practice: Engage with the Community

Asks a question



The screenshot shows a tweet from **FDAWomen** (@FDAWomen) asking, "Foods, heredity, weight, exercise, and smoking all affect cholesterol levels. How do you work to keep your cholesterol low?". The tweet has 13 retweets and 3 favorites. Below the tweet is a reply box labeled "Reply to @FDAWomen". The first reply is from **Catherine Wallace** (@catwallaceRD) on 27 Sep, mentioning "@FDAWomen @womenshealth fruits, vegs and exercise". The second reply is from **FDAWomen** (@FDAWomen) on 27 Sep, replying to @catwallaceRD with the text "Wonderful! Keep up the healthy habits and have a great weekend.".

Responds to user



Best Practice: Share Rich Media Content

Embed photos

Johnson & Johnson @JNJcares

Friends, family, what inspires you to care? Share with us using #inspirecare! jnj.me/18Dbm3q! pic.twitter.com/yTIVkKKSvI

Reply Retweet Favorite More

Share your moments of care.

care inspires care™

Use video & rich media

Stop Medicine Abuse @StopMedAbuse

#ICYMI Listen to Christy of the #FiveMoms discuss the dangers of cough #MedicineAbuse on @HLNtv: bit.ly/1bCr8oL

Reply Retweet Favorite More

YouTube

Christy Crandell: Our Kids' Trendy Highs

CHRISTY CRANDELL
SON COMMITTED CRIME ON 'BIZZURP'

0:00 / 2:45

YouTube

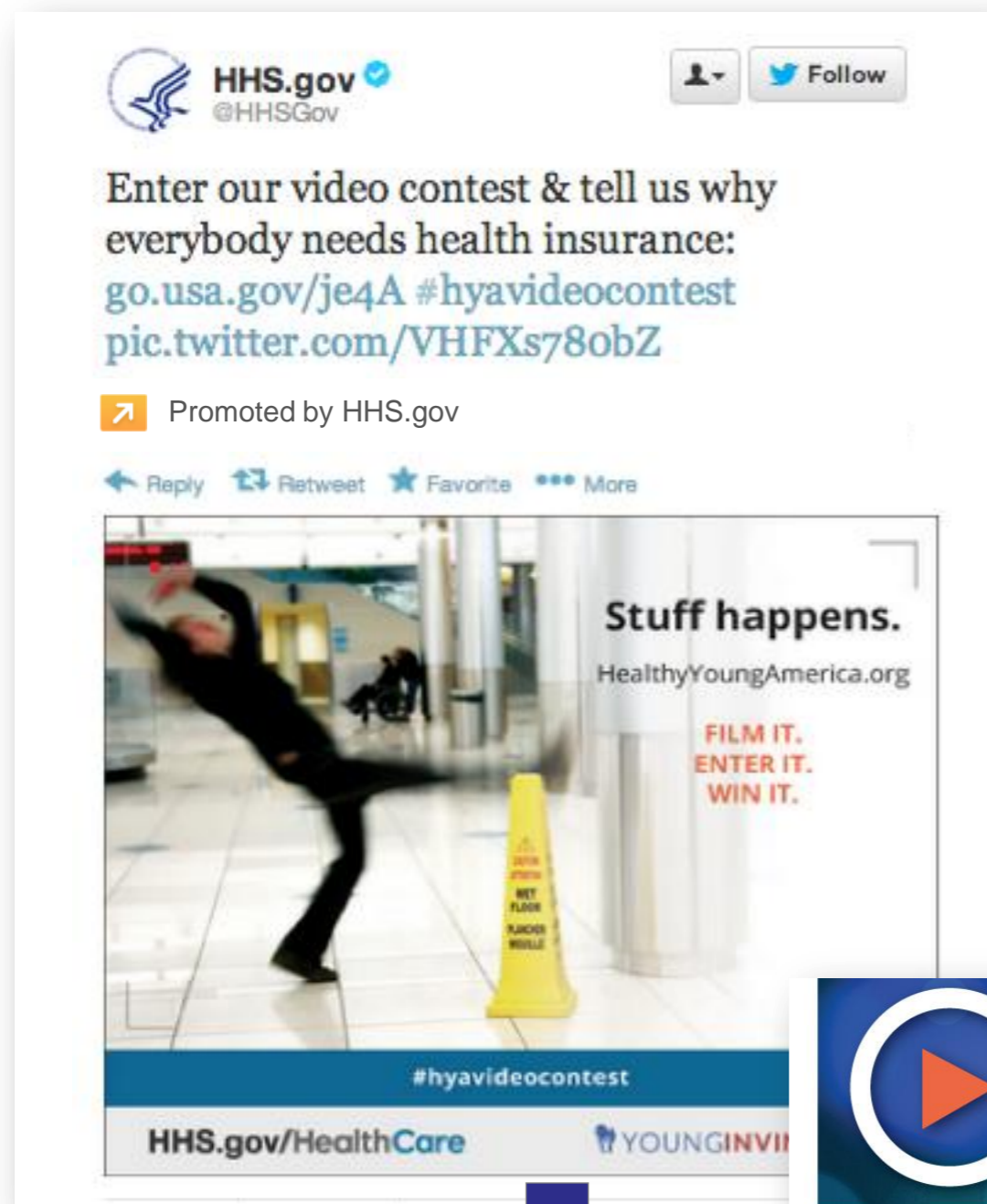
Christy Crandell: Our Kids' Trendy Highs





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 invincibles and the key audience
- High engagement rates were achieved, prizes helped to encourage submission

A promotional graphic for a video contest. At the top is a blue banner with a play button icon, the text "Video Contest", "ENTRIES DUE SEPTEMBER 23RD, 2013", and a "LEARN MORE" button with a right-pointing arrow. Below this is an orange banner that says "WIN CASH AND PRIZES!". Underneath is the "YOUNGINVINCIBLES" logo. At the bottom, in small text, it reads: "The U.S. Department of Health & Human Services (HHS) and Young Invincibles launched the Healthy Young America video contest to encourage young people to get health insurance and take advantage of the new options available to them under the health care law."



@ProtectCare uses Twitter to Collect Petition Signatures

ProtectCare 
@Protectcare

Protecting hospitals means protecting care.
And I stand by my community hospital.
Sign the petition!
cards.twitter.com/cards/8lbgz1/4q

 Promoted by ProtectCare

 Reply  Retweet  Favorite  More

Help us keep America's hospitals strong by signing this petition.



[Sign the Petition!](#)

Share your name and email address with ProtectCare

 Jenna Golden
@jgolden
jg****@tw****.com

[View advertiser privacy policy](#)

- 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