

TWITTER ('TWIDƏR/)

Mitchell Kutney

New Canadian Media





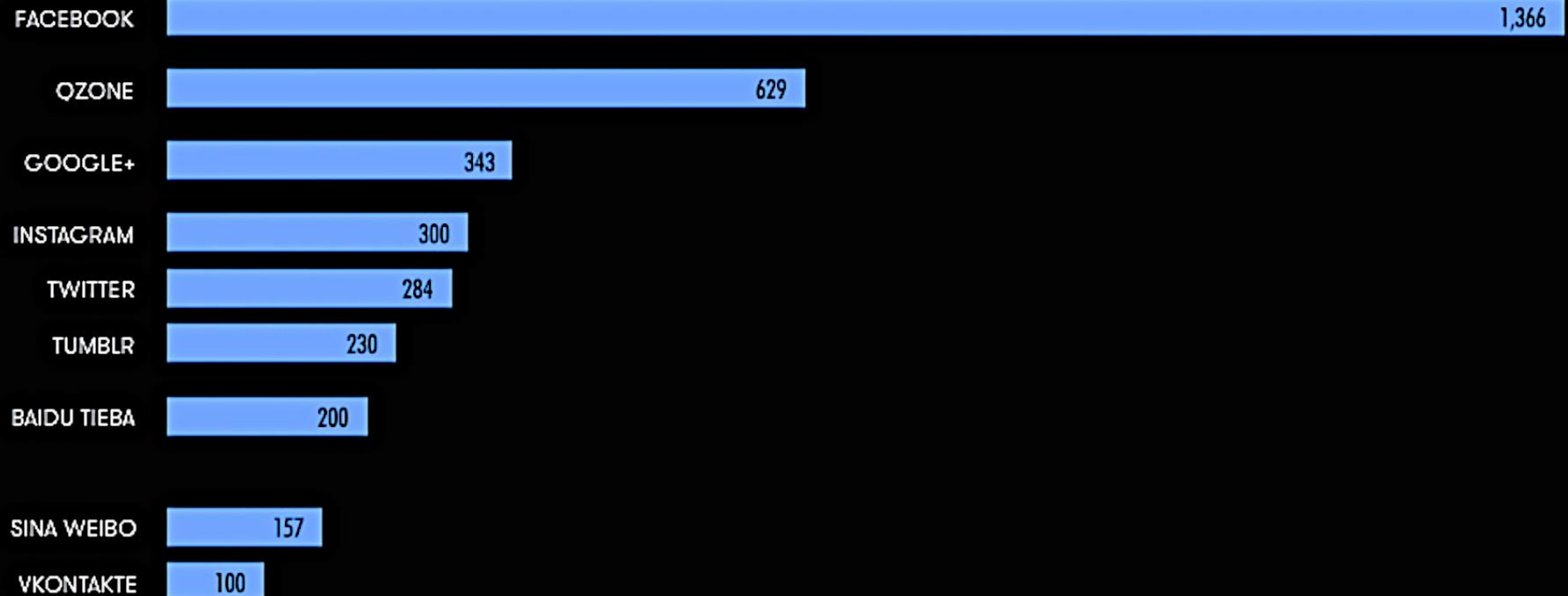
AGENDA

- 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



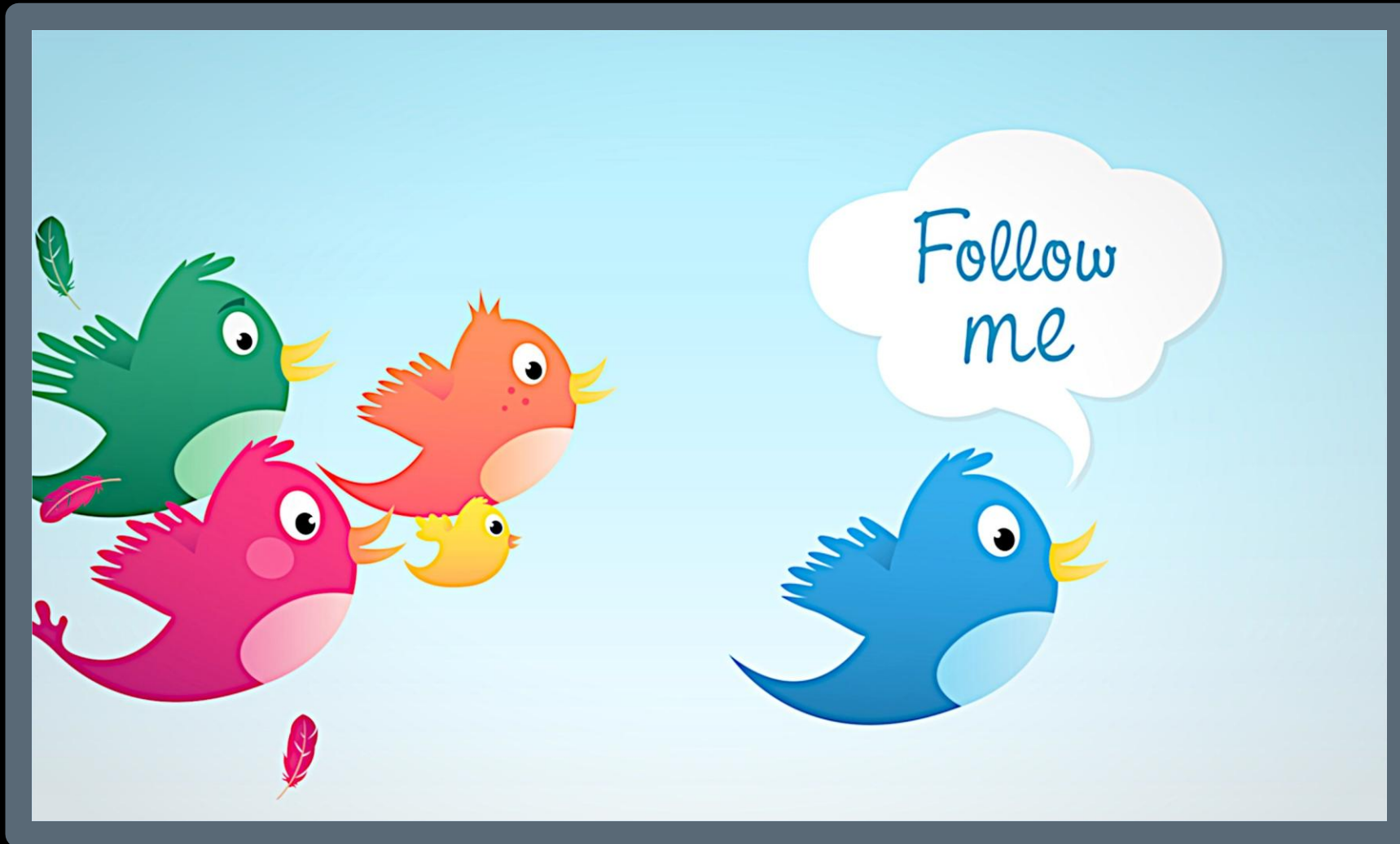


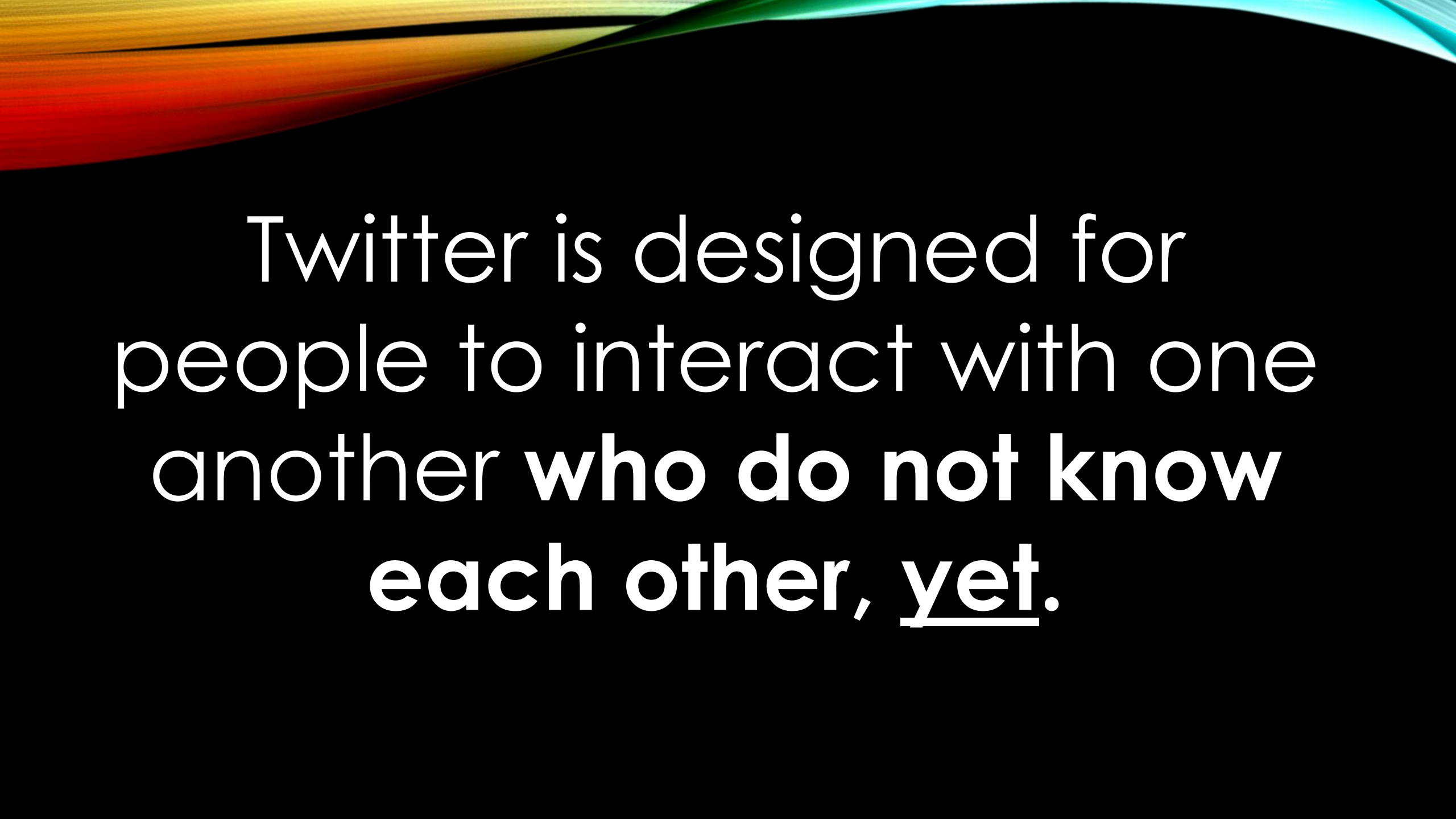
“

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.



The background features a solid black field. At the top, there is a wavy, translucent shape with a color gradient from yellow and orange on the left to green and blue on the right, resembling a stylized horizon or a liquid surface.

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

@[redacted] - 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 @[redacted]



Steph [redacted] @ [redacted] · Apr 27

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



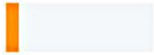
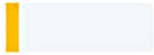


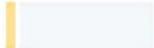


Mitchell Kutney @MKutney · Apr 27

@ [redacted] - 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](#):
[gnicholson](#)@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.



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-ev1-configure-access

mifare-desfire-ev1-configure-default-key

mifare-desfire-ev1-configure-random-id

mifare-desfire-format

mifare-desfire-info

mifare-desfire-write-ndef

nfc-anticol

nfc-dep-initiator

[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)

nfc-dep-target

nfc-emulate-forum-tag2

nfc-emulate-forum-tag4

nfc-emulate-tag

nfc-emulate-uid

nfc-list

nfc-simulate

nfc-multiple-tight

nfc-poll

nfc-relay

nfc-relay-pic

pn53x-diagnose

pn53x-sam

pn53x-sim

RSA_SecurID_getpasswd

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

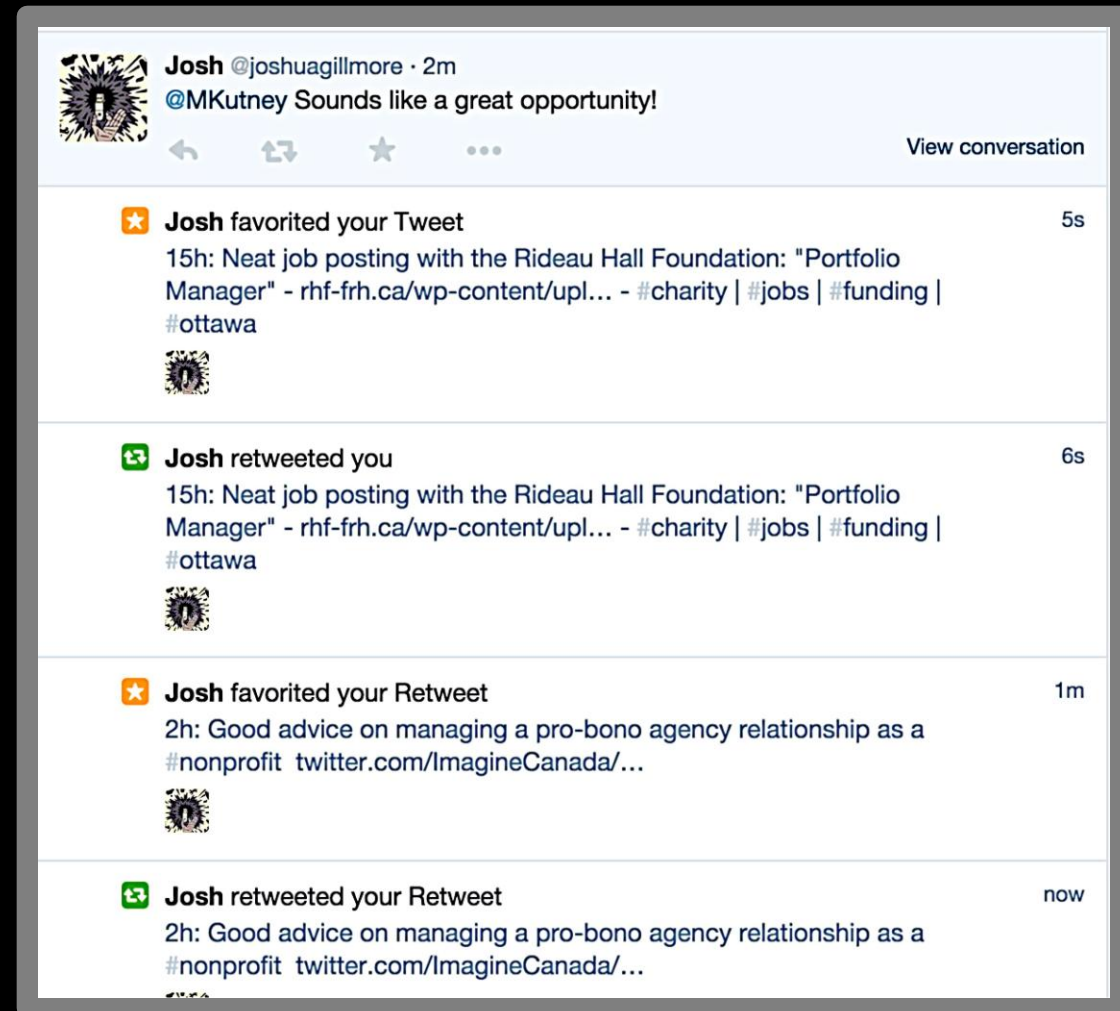




Favorites (now Likes)

FAVORITES (NOW LIKES)

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





LISTS

Health Experts

A public list by Mitchell Kutney



MEMBERS

580

SUBSCRIBERS

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

#ExplainParadiseln4Words

Wind Mobile

#vbot

Peluso

Portage and Main



Jaihind @jaihindpost · 3m

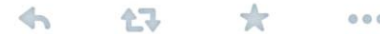
#RSS #VHP #RealChange #BJP



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/4ZulKXXtQN0 via @YouTube



[View media](#)

58%1:04 PM












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







1:00 PM Fri, November 27


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


Phone Messages Inbox Twitter Apps

Target those who matter

Leverage existing communities

The image shows a screenshot of a Twitter search results page for the hashtag #realchange. The search bar at the top displays #realchange. Below the search bar, there are tabs for Accounts, Photos, Videos, and More options. The More options menu is open, showing filters for All, Tweets (checked), Accounts, Photos, Videos, News, From everyone (checked), From people you follow, From everywhere, Near you (checked), Save this search, Embed this search, and Advanced search. The search results show two tweets. The first tweet is from Justin Trudeau, MP (@JustinTrudeau), with the text "You make informed decisions, why #realchange". The second tweet is from Marc Pageau (@Pageau515), with the text "Learn more about @JustinTrudeau's #realchange: realchange.ca #LPC". A large red graphic with the text "LET'S MAKE DECISIONS BASED ON EVIDENCE." and the Real Change logo is overlaid on the tweets. The background of the slide features a colorful, abstract design with orange, yellow, and blue waves.

#realchange

Accounts | Photos | Videos | More options ▾

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

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



Analytics

The background features a dark field with vibrant, wavy horizontal bands of orange, red, and blue at the top. Centered below these are several semi-transparent icons representing data analysis: a small bar chart, a line graph with a downward trend, a larger bar chart with five bars of varying heights, and a pie chart with five segments. The word 'Analytics' is superimposed over these icons in a large, white, sans-serif font.



**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 screenshot shows Rachel Notley's Twitter profile. At the top, there's a header with her profile picture and a banner image of a crowd. Below this, statistics are listed: TWEETS 3,798, FOLLOWING 10.1K, FOLLOWERS 42K, and FAVORITES 2. A 'Follow' button is visible. The main content area shows a tweet from 22h ago: 'We've committed to building better partnerships w/Indigenous Albertans & working for a better Alberta for all. #ableg'. Below the tweet, there are two more profile pictures of Rachel Notley. At the bottom, there's a 'You might want to follow similar accounts' section with three suggestions: Greg Clark (@GregClark4AB), Alberta Liberals (@AlbertaLiberals), and Danielle Smith (@ABDanielleSmith). A large green arrow points from the top right towards the 'Following' button on the bottom profile card.

Rachel Notley @RachelNotley
Premier of Alberta and Leader of Alberta's NDP.
Edmonton
alberta.ca
Joined May 2009

TWEETS 3,798 FOLLOWING 10.1K FOLLOWERS 42K FAVORITES 2

Follow

Tweets · Tweets & Replies · Photos & videos

Rachel Notley @RachelNotley · 22h
We've committed to building better partnerships w/Indigenous Albertans & working for a better Alberta for all. #ableg

TWEETS 3,798 FOLLOWING 10.1K FOLLOWERS 42K FAVORITES 387 LISTS 2

Following

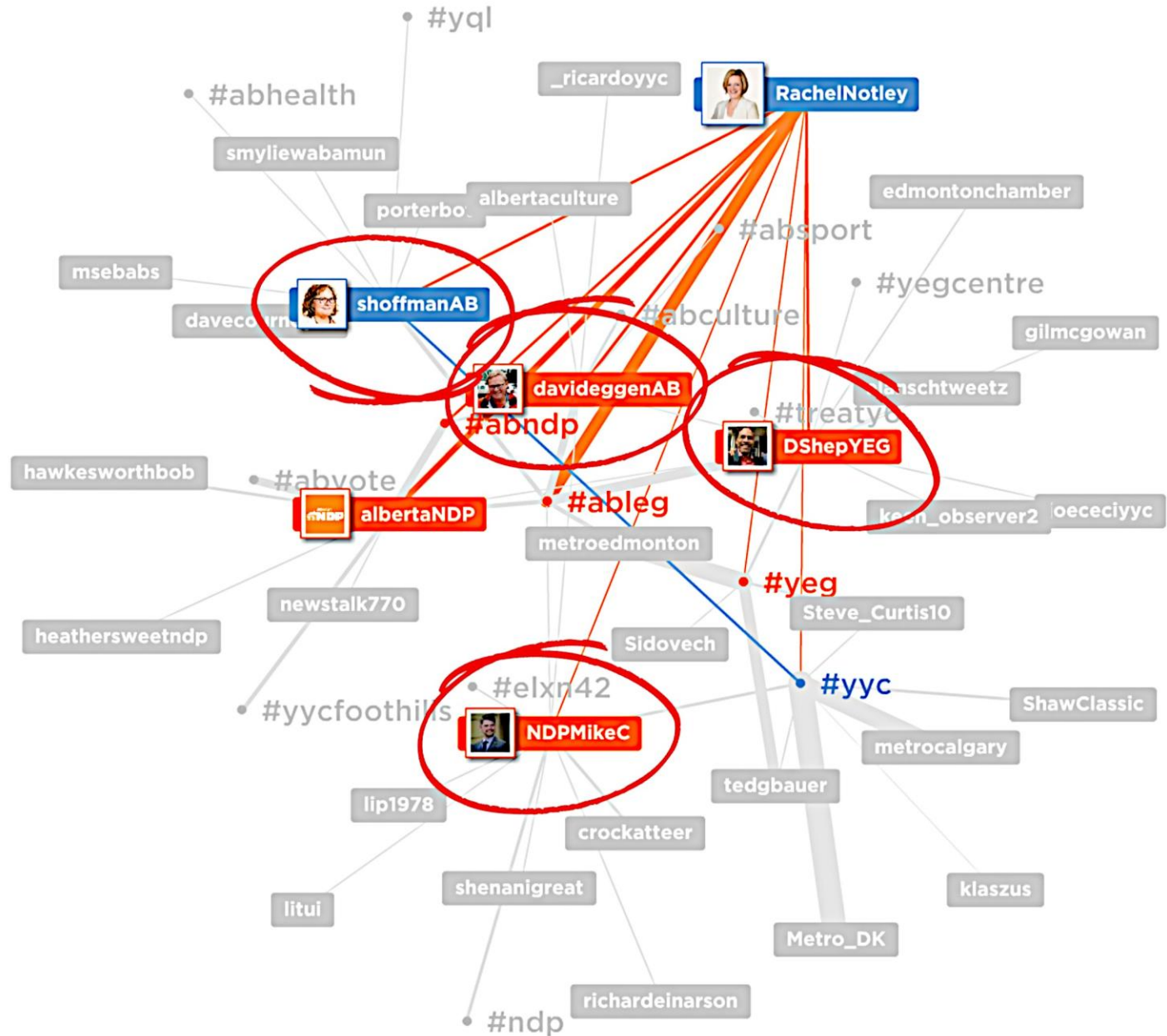
You might want to follow similar accounts

Greg Clark @GregClark4AB
Leader of the Alberta Party

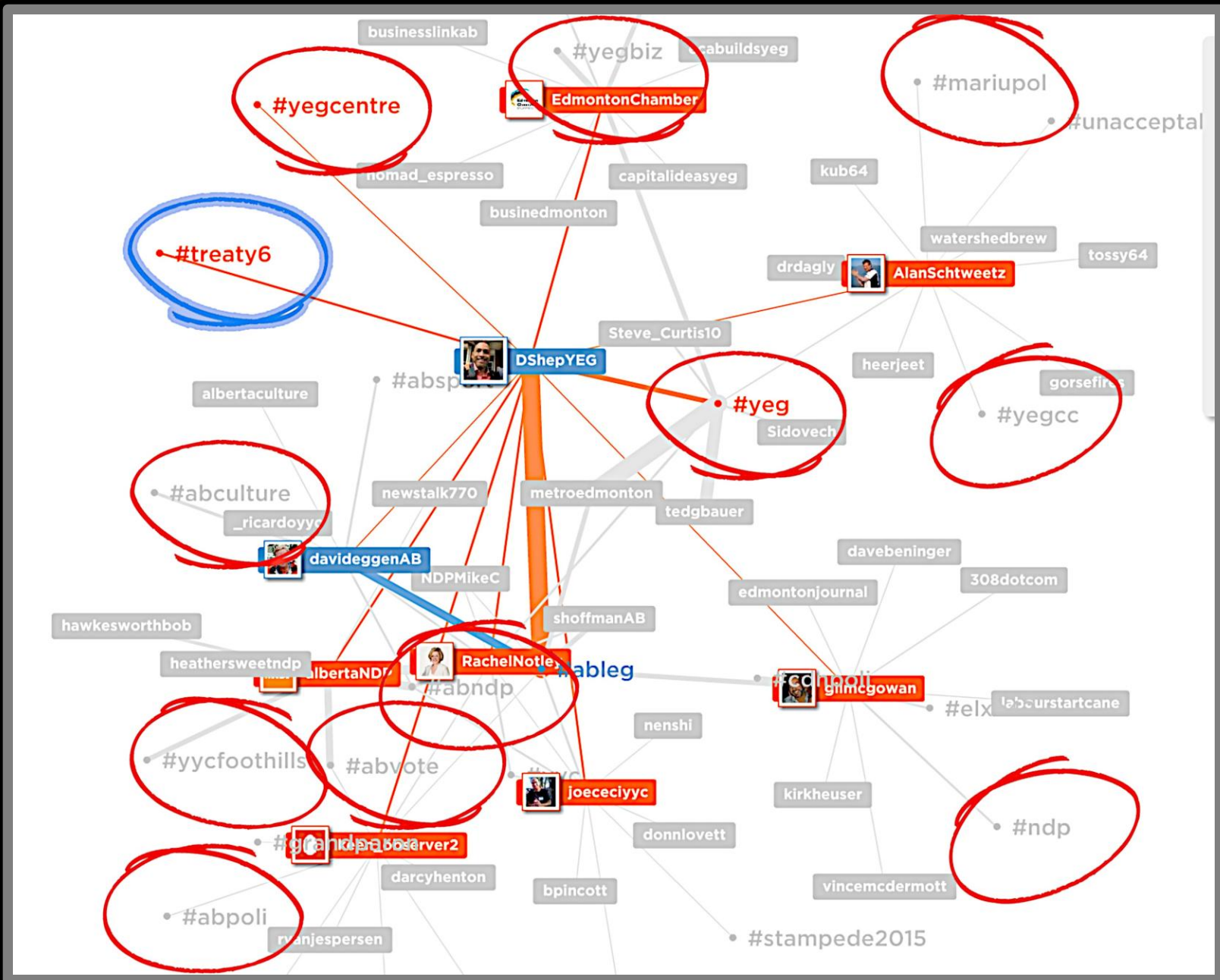
Alberta Liberals @AlbertaLiberals
Alberta Liberals are

Danielle Smith @ABDanielleSmith

Use analytics to to connect to priority accounts



Target
associations
and embed
yourself in their
communities



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

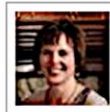
🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🔍 13 more



David Shepherd @dshepyeg

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

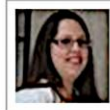
🐦 a day ago ↩ Reply ↻ Retweet ☆ Favorite 🔍 13 more



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

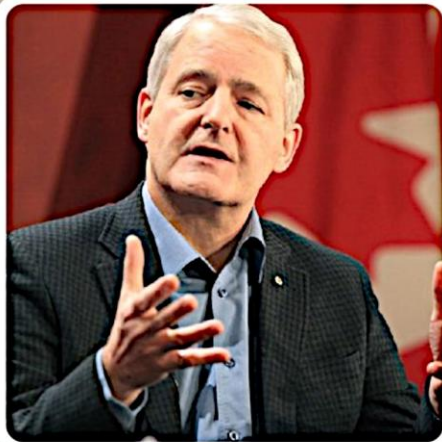
@janephilpott **FOLLOWS YOU**

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

An abstract graphic at the top of the slide featuring a series of overlapping, wavy bands of color. From left to right, the colors transition from a warm orange-red to a bright yellow, then to a vibrant green, and finally to a light blue on the far right. The waves are fluid and organic in shape, creating a sense of movement and energy.

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 c
développement



🔄 6 ⭐ ⋮



Amy Mapara
@AmyMapara

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



.CA

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



Following

Canadian Red Cross @redcrosscanada

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 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 ⭐ 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 background of the slide features a network diagram. It consists of numerous blue, stylized human figures standing on a dark, reflective surface. Each figure is positioned within a white circular outline. These circles are interconnected by a web of thin white lines, representing a communication network. The top of the image is decorated with a vibrant, multi-colored gradient that transitions from orange and red on the left to yellow and green on the right, with a hint of blue on the far right. The overall aesthetic is futuristic and digital.

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

A person is walking away from the viewer on a long wooden bridge that stretches across a body of water. The sky is filled with soft, colorful clouds in shades of orange, yellow, and blue, suggesting a sunset or sunrise. The bridge is made of wooden planks and has a railing. The overall mood is peaceful and contemplative.

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

