

Twitter for Good

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Synopsis

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"Claire's work teaches you to use Twitter for the good you work so hard to achieve." -From the Foreword by Biz Stone

As recent events in Japan, the Middle East, and Haiti have shown, Twitter offers a unique platform to connect individuals and influence change in ways that were unthinkable only a short time ago.

Twitter for Good is a groundbreaking book that contains the most effective tactics for tapping into the power of Twitter as a real-time information network. Claire D  az-Ortiz, Twitter's head of corporate social innovation and philanthropy, shares the same strategies she offers to organizations around the world. In her time at Twitter, D  az-Ortiz has worked with such forward-thinking organizations as Nike, Pepsi, the United Nations, the American Red Cross, charity:water, Room to Read, Partners in Health, the Skoll Foundation, National Wildlife Federation, Kiva, and many, many more.

Filled with dynamic, global examples, *Twitter for Good* shows how the world's top organizations use the power of Twitter to make a difference. Through D  az-Ortiz's T.W.E.E.T. model, which she developed to teach organizations how to excel on Twitter, she lays out the exact framework she teaches around the world.

Step by step, D  az-Ortiz walks you through a proven process, showing you:

- Why your organization needs a dedicated Twitter strategy
- The 5-step process that delivers results
- Best practices for using Twitter to catapult your organization's mission

With more than 200 million users world wide, Twitter has established itself as a dynamic force, one that every business and nonprofit organization must understand how to use effectively.

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