



## Art @ Twitter

Spotlight on Community Marketing Program

FRIDAY FOR GOOD: June 28

### CBA Accomplishments

1. Central Market Partnership Activities
2. Community Business Development Program
3. Neighborhood Amenities Program
4. Workforce Development Pilot Program
5. San Francisco Unified School District Partnership
6. Bridging the Digital Divide
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## Art @ Twitter

We are proud to announce that we have commissioned a local CBA called MMAP to design and install a 40' x 10' mural in our café that will represent our values around sustainable and healthy food. They will bring in local artists and youth, as well as allow employees to help with painting. We have also commissioned two other local artists, Shiela Ghidini and Kelly Ording to help expand our collection.

## Community Marketing Program

We see so much potential for neighborhood organizations to make better use of tools such as Twitter to raise their voice and build a stronger, broader base of supporters throughout the community. As such, last year we launched a program to match Twitter employees with neighborhood non-profits to help deepen our ties and try to lend a hand the best way we know how—by teaching folks how to use Twitter to communicate with the world. So far we have worked with nearly 30 neighborhood organizations and this has become a program that employees at our New York and London offices have taken on because of its success here. This program has become a career development tool for our sales team and is one of our most powerful resources in our community outreach toolbox. All of these partners are encouraged to apply for and Ads for Good grant so their learnings can be applied to a real campaign. So far 7 partners have received an advertising grant after participating in this program.

## FRIDAY FOR GOOD: June 28

Twitter has partnered with 15 CBOs to provide engagement opportunities with employees. This event has begun to spread to our other offices worldwide, all with a local feel that makes each version unique. Agenda for the SF events below...

- Habitat for Humanity build day
- St. Anthony's meal serve
- Larkin Street Youth Services clothing donation prep
- DPW street cleaning
- DISH Housing gardening

- Compass Housing gardening
- SMART job shadowing
- Hamilton Family Center spring cleaning
- SFBC street needs reporting
- Glide
- The Beat Within youth poetry transcription
- Boys and Girls Club
- Red Cross Digital Volunteer program
- Tenderloin Tech Lab: Women in tech event
- Girls Who Code internal field trip

## CBA Accomplishments

### 1. Central Market Partnership Activities

*The City and many stakeholders have joined together to revitalize the Central Market neighborhood. This is being done through retail and arts group attraction, marketing and promotional events, arts activities, and the future redesign of the streetscape, among other things. Twitter is excited to play a role in these efforts.*

- Holding a "Future of Market Street" talk with Marlo Isaac and OEWD to engage employees around the vision.
- Partner regularly with SHN to encourage employees to get out to the theatre.
- Employees receive emails regularly about neighborhood happenings.

### 2: Community Business Development Program

*Subcontract for food and other services, with an emphasis on a) microbusinesses and entrepreneurs and b) ethnic restaurants and businesses. Twitter will devote \$200,000 annually to locally contracted services.*

*Partner with the City and area business development organizations to provide assistance to its contractors and other area businesses around using Twitter to promote and market their businesses. Twitter will include local non-profits' in their "Promoted Tweets for Good" program*

*Twitter will also add CNSMCC and community-based non-profits to the hope140.org website list of Twitter sponsored non-profits and actively encourage employees to donate to these organizations.*

- \$120k in Ads for Good to SF non-profits (since launch of SF Fund in 2012)
- Local spending - Working on getting this metric

### 3: Neighborhood Amenities Program

*Central Market has a growing number of retail and service establishments in need of patronage. In addition to contracting directly with some of these businesses, Twitter will encourage individual employees to patronize stores, restaurants and services in the area*

- We created a page listing all of the neighborhood amenities for employees peruse when they need a nearby meeting place, team offsite, happy hour, etc.

### 4: Workforce Development Pilot Program

*Twitter will work with the City and City College to design a curriculum that will train this population and prepare them for future jobs in the social media and technology sector. Additionally, Twitter will undertake local outreach for its internship program for college and graduate school students. The program currently hires approximately 25 interns each summer. Finally, Twitter remains committed to maintaining at least 25% percent hire of local residents as it grows.*

**\*\*Recruiting and Diversity program lead is helping with this. Need to get an update.**

## **5: San Francisco Unified School District Partnership**

*Twitter will work with the City to fund a mutually agreeable way to partner with the school district, and South of Market and Tenderloin elementary and high schools, Tenderloin Community School, Bessie Carmichael K-8, Galileo High School, Francisco Middle School and O'Connell High School and Marshall Elementary School.*

- Held a *Social Media Responsibility* workshop with United Playaz
- Worked with KQED on "Do Now" initiative to help teachers understand how to use social media productively in the classroom.

## **6: Bridging the Digital Divide**

*Twitter will assist in bridging the digital divide by donating used computers and other electronic components to youth serving organizations in the community*

- Recurring donation program to scholarship recipients of the Tenderloin Scholarship Fund.
- Program launching soon with Mercy Housing called "Laptops for Success" which will begin with 30 laptops that will be issued to 80% youth and 20% seniors who successfully complete one of the various outlined educational achievements. This program will be ongoing based on success.
- Donated 6 iMacs to Mercy Housing youth tech lab.
- Partnership with Oasis for Girls in development to donate laptops to all program graduates.

## **7: Corporate Volunteer Program**

*Twitter will also engage in a corporate volunteerism program. As part of this, all employees will be encouraged by management take paid-volunteer days to dedicate to service in the local community and beyond.*

- Weekly computer literacy tutoring at Tenderloin Tech Lab since Nov. '12
- Weekly math tutoring at Bessie Carmichael (ended for summer)
- Community Marketing Ambassador program: Matching Twitter volunteers with neighborhood CBOs to help them develop social media strategy
  - Nearly 30 CBOs<sup>1</sup> have been matched-up so far with over 40 volunteers
- Various one-offs
  - 30+ local partners
- Ran marketing campaign for #safer6th community engagement event with Neighborland, SPUR, and SFMTA and others.

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<sup>1</sup> **Community Marketing Program Partners:** Intersection for the Arts, SF Public Library, Boys & Girls Club, Tenderloin Technology Lab, YMCA, Bay Area Women & Children's Center, Central City Hospitality House, VYDC, Coalition on Homelessness, Project Homeless Connect, Compass Family Services, St. Anthony's Foundation, TNDC, Civic Center CBD, De Merillac Academy, Larkin Street Youth Center, Glide Hamilton Family Center, Raphael House, Oasis for Girls, CounterPULSE, BC3, DISH, Cuttingball Theatre, Heart of the City Farmers' Market, Community Housing Partnership, Curry Senior Center