

A How-to Guide to THUNDERCLAP

Thunderclap is a social media platform that allows people to support a tweet, Facebook or TUMBLR message all at the same time. It invites organizations and individuals to agree to use their own social media platforms to push out a message on a specific day and time. It will post exactly one time on a supporter's own social media account. That message will also be shared automatically with the supporter's social media followers. Think of it as a massive flash mob on social media. Thunderclap will amplify the message through Twitter, Facebook and TUMBLR by reaching friends, followers and beyond...all at the same time.

Frequently Asked Questions

What exactly am I agreeing to when I authorize my Facebook or Twitter account?

You're allowing Thunderclap to share a single message on your behalf. This is only the case when you click the button on the campaign page to support with Twitter, Facebook, or Tumblr. After the campaign is complete, we won't post any additional messages. Thunderclap is used by many national campaigns and many government agencies. It is a trusted source.

Will you only post to my account or to my friends' accounts as well?

Just your feed. We won't spam your friends; that wouldn't be nice.

Wait, but why does the authorization message say you need access to my friends list?

In order to calculate social reach for Facebook, we'll need the "Friend list" permission. We'll never interact with your friends' accounts, store their information, or post on their behalf. We use that permission for the sole purpose of calculating social reach.

How is social reach determined?

There's no fancy math involved, it's just the sum total of the friends and followers of a campaign's supporters. Many factors influence the reach of a social media campaign including the time of day a message is posted, the filtering algorithm of the platform (Facebook filters, Twitter and Tumblr currently do not), and how engaging the content may be. If a post is heavily liked or retweeted for example, it's reach could extend well beyond the initial audience.

What if I decide that I no longer want to support a campaign?

You can always opt out of a specific campaign by returning to the campaign page and following the prompts.

Can I delete my account?

Yes. Log into Thunderclap using the same account you used to support a campaign. Then, click "My Account" in the top right corner, navigate to "Profile," and click the red "Delete Account" button.

Can we see a listing of the supporters who participated in the Thunderclap?

Unfortunately, we have limited access to the metrics with Thunderclap since the IRS is using the free version that does not allow us to access a full listing of all the supporters.