

Overview

1. Definitions

- a. @Handle – Your Twitter name, how people identify & connect with you or your brand
- b. #Hashtag – A word or phrase preceded by the # sign to identify a specific topic
- c. .@ - A period in front of an @handle makes tweets visible to everyone in your network
- d. DM - Direct Message, a message that can only be sent between to users who follow each other
- e. Follow – The act of following a specific Twitter user
- f. Followers/Following – The number of users who follow a specific account
- g. Flame – When bad customer service or behavior is shared on Twitter
- h. Mention – When a user includes another user's handle in a tweet
- i. RT – Re-Tweet, when a user retweets a tweet verbatim
- j. MT – Modified Tweet, when a user retweets a tweet with modifications
- k. Trends / Trending – When a key word or hashtag reaches top ten status in a given region
- l. Tweet – The act of posting to Twitter
- m. URL shortener – A tool to fit links into tweets

2. Understanding Twitter (Slide 5)

- a. Visit: www.Search.Twitter.com and try typing in key words you are interested in
- b. Evaluate the handles and conversations surrounding those keywords

3. Uses For Twitter (Slide 6)

- a. How are you currently using Twitter?
- b. How do you want to use Twitter?

4. Getting Started (Slide 9)

- a. Have you set up your Twitter page to reflect your brand?

5. Run a campaign (Slide 13) Set goals and objectives for your Twitter initiatives

- a. Goals are future points that you always reach for, but might not ever achieve
- b. Objectives are quantifiable

6. Who to follow? (Slides 16 & 17)

- a. Try using Twitter search to find the right people to follow

7. Number of Tweets and Timing (Slide 19)

- a. How often do you currently tweet? Infrequently? Too much?
- b. Experiment with the frequency, days of week and times of the day you tweet

8. Voice and Message (Slide 20)

- a. Look at your Tweet history – is it consistently on message and in your voice?

9. Tell your networks you're on Twitter (Slide 23)

- a. How do you currently communicate with your networks? Have you tried telling them you're on Twitter?
- b. Experiment with Twitter's "Find Friends" tool

10. The 80/20 Rule (Slide 26)

- a. Look at your Tweet history – are you close to the 80/20 Rule?

11. Share Tactics (Slide 27)

- a. Experiment with "Pls RT", Hashtags, the ideal tweet number (100 characters)

12. Link shorteners (Slide 28)

- a. Sign up for a free bit.ly account

13. Hashtags (Slide 29)

- a. Look at your Tweet history – are you using hashtags correctly?

14. Measure (Slide 31)

- a. Experiment with free Twitter measurement tools
 - i. Tweetreach
 - ii. Klout
 - iii. SocialMention
 - iv. Bit.ly
 - v. MentionMapp
 - vi. Twitalyzer

15. Evaluate (Slide 38)

- a. Compare measurement data to goals & objectives
- b. Where is your Follower/Following ratio? >100% ideal
- c. Where is your Tweets/Followers ratio < 100% ideal

16. What not to do (Slide 41)

- a. Overshare
- b. Broadcast without listening
- c. Tweet without thinking
- d. Lock your feed with privacy settings
- e. Confuse your accounts
- f. Hashtag without thinking
- g. Auto-follow, auto-DM
- h. Ignore your community
- i. Vanish