

# Tweetable

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# Overview of session

- Strategizing your presence on Twitter
- Anatomy of a good tweet
- Generating shareable and shareworthy content
- Growing your community
- Managing your social media presence

Know who you are and why you're there

# STRATEGIZING YOUR PRESENCE ON TWITTER

# Integrate social media into your communication plan

- Demonstrate the value of social media to achieving overall communication and organizational goals
- Consider how your communication pieces complement one another

Tip: Connect your social media activity with your area's overall goals and communication plan

# Establish goals for Twitter

- Goal setting should include:
  - Goals
  - Objectives
  - Strategies
  - Tactics

Tip: Include both communicating and listening in your Twitter strategy

# Personal vs. professional

## Personal

- Used to promote expertise or interest that is outside of work
- Account may be private
- Content shared provides a recap of person's daily life and thoughts

## Professional

- Used to establish yourself as an industry leader
- Clearly indicates your organizational affiliation
- Content shared focuses on organization and your role in it

# Professional and personal

- For many of us, the question is “personal and organizational”
- So, one personal/professional Twitter account may work best
  - Determine primary function – personal or professional
  - Let the secondary function “flavor” the first
  - Know the difference between personal and private
  - Avoid sensitive issues

# Build your persona

- What is your purpose/mission?
- What is your message hierarchy?
- What is your primary audience?
- Define your voice as a series of adjectives
- Follow your passion. Find your place.
- Academic options  
Campus experience  
Value
- High school juniors, seniors
- Enthusiastic, friendly, interested in helping you succeed, savvy



The search for the elusive RT

# ANATOMY OF A GOOD TWEET

# Essential ingredients

- Include links
- Opt for timely news
  - Most shared tweets mention news
  - Makes for easy, original content
- Share tech news (or mention a celebrity)
- Use “you” instead of “I”

# Essential ingredients

- Calm down
  - Objective language performs just as well as subjective
- Embrace verbosity, to an extent
  - Twitter sweet spot: 100 characters
  - No more than 130 characters
- Use punctuation (but abandon the semicolon)
- Drop a brand name



The screenshot shows a tweet from 'The New York Times' (@nytimes) with a verified account. The tweet text reads: 'Bits Blog: Apple Buddies Up With Cheaper Wireless Partners for iPhone nyti.ms/LcLviE'. It is dated '2:17 AM - 8 Jun 2012'. Below the text is a link to the article: 'Apple Buddies Up With Cheaper Wireless Partners for iPhone'. The article preview text says: 'Sprint said the iPhone would become available this month on Virgin Mobile USA, its service for prepaid plans, where customers pay for the service as they use it. The cost will be considerably less...'. To the right of the text is a large image of the New York Times logo. At the bottom of the tweet, it says '45 RETWEETS 21 FAVORITES' and includes icons for reply, retweet, and favorite. A 'Follow' button is visible in the top right corner of the tweet area.

 **The New York Times**   
@nytimes 

Bits Blog: Apple Buddies Up With Cheaper Wireless Partners for iPhone [nyti.ms/LcLviE](http://nyti.ms/LcLviE)

2:17 AM - 8 Jun 2012

[Apple Buddies Up With Cheaper Wireless Partners for iPhone](#)

Sprint said the iPhone would become available this month on Virgin Mobile USA, its service for prepaid plans, where customers pay for the service as they use it. The cost will be considerably less...

 NYTimes Bits @nytimesbits

45 RETWEETS 21 FAVORITES   

“We love these tweets, the reader reaction to them, and the wisecracks they evoke from our peers at other companies. **But readers don’t click on or retweet us when we’re being clever nearly as much as they respond to clearly stated tweets describing the meat of the stories they point to. Clarity and straightforwardness around interesting subject matter** are ultimately rewarded by substantial reader interest.”

*The New York Times*



# Best practices

- Manage your Twitter account.
  - Disconnect automatic RSS feeds
- Show don't tell by including links, photos and videos.
- Don't be afraid to name drop when appropriate.
- Connect with larger conversations.

# Example 1

We offer great  
scholarships. Apply soon!  
#FollowYourPassion

MSU scholarships help you  
make the college  
investment. Apply online by  
April 30:  
[bit.ly...#FollowYourPassion](#)



# Example 2

Fun event happening now.  
Join us!

 **Missouri State SAC** @SACMSU · Apr 11  
IT'S A JUNGLE DOWN HERE! Free bowling, ping pong, punch, cookies, and good fun in Level One in the PSU! 7:30-10:30! [pic.twitter.com/64uCWH9Oc9](http://pic.twitter.com/64uCWH9Oc9)



 Expand  Reply  Retweet  Favorite  More

# Example 3

Jeff Johnson is SCDC keynote! Don't miss him on Thursday.

The Statewide Collaborative Diversity Conference welcomes @jeffsnation from BET on April 24. <http://bit.ly/1gvyPol> #Diversity14



Be shareable and shareworthy

# GENERATING CONTENT

# Build your credibility

- Create trust by sharing good content consistently
- Build authority
  - What are you an expert in?
  - What type of customer service can you provide?
- Partner with other profiles

# User engagement

- **Photos** average a 35% boost in Retweets
- **Videos** get a 28% boost
- **Quotes** get a 19% boost
- **Including a number** receives a 17% bump
- **Hashtags** receive a 16% boost

*<https://blog.twitter.com/2014/what-fuels-a-tweets-engagement>*

# A look at specific industries

## **News**

- Photos - 27%
- Quotes – 25%
- Numbers – 22%
- Videos – 15%
- Hashtags – 14%

## **Government and politics**

- Photos – 62%
- Hashtags – 30%
- Digits – 16%
- Quote and video – 14%

# Thinking mobile first

- 75% of monthly active users are on mobile
- Where are you sending your followers?
  - Blog vs. website
  - Webpage with video vs. YouTube
  - Facebook post vs. original website

# Best practices

- Optimize your images
  - 375 x 375 px
- Start with quality content
  - Include featured images and strong excerpts in your blog posts
  - Prioritize mobile-friendly content
- Evaluate what works for your audience





# Content ideas

- Highlight an expert
- Share about student or faculty research
- Run a contest
- Participate in #TBT and #FF
- Share a MSU video
- Live tweet a speaker or departmental event
- Develop a hashtag
- Repost
- Connect to real life happenings

Build it and they will come...sort of

# GROWING YOUR COMMUNITY

# Aim for quality followers

- **Follower growth:** How many new followers you get every day, week or month.
- **Follower quality and engagement:** How many users interact with your account.
- **Reach:** How many users favorite or retweet your Tweets.
- **Traffic:** How many users go to your site.
- **Conversion:** How many users sign up for your service or buy your product.

*<http://monitor.icef.com/2013/05/more-on-twitter-in-education-marketing-five-tips-to-boost-your-profile/>*

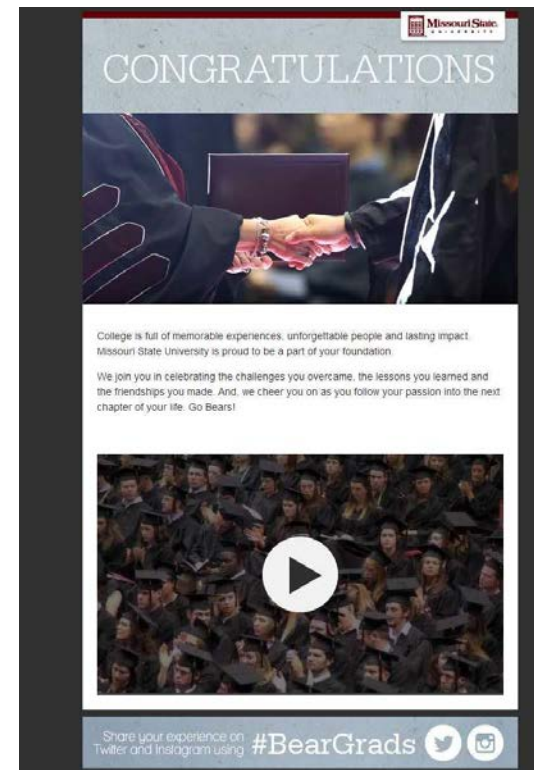
# Best practices

- Develop a good profile page
- Expand who you follow
- Explore relevant hashtags



# Best practices

- Provide customer service
- Promote your account
- Know when to tweet
- Retweet others



Making the most of your resources

# MANAGING YOUR TWITTER PRESENCE

# Build an editorial calendar

- Begin with a list of original sources
  - Calendars
  - Blogs
  - Relevant articles
- Make a plan starting with known events and deadlines
- Add in any theme days or mini-campaigns
- Start posting!

(55) Messages | Sprout So... | Planning on Public Affairs... | Public Affairs marketing c...

https://docs.google.com/spreadsheet/ccc?key=0AjLgv20ydeyEdHQ1VjJQLWRDS3o5c3E2LUp3Z1JkdHc&usp=drive\_web#gid=22

Public Affairs marketing calendar - Spring 2014

File Edit View Insert Format Data Tools Help Last edit was 14 days ago

	A	B	C	D	E	F	G	H
1	<b>#CitizenBear</b>							
2	<b>April 2014</b>			<i>Instructions: Once an item is scheduled or posted, please grey out the cell like the example to the right in cell F2.</i>		Example post		
3	<i>Major Events This Month: Public Affairs Conference, Hall of Fame, Collaborative Diversity Conference, Women's Leadership Conference</i>							
4								
5		<b>Monday</b>	<b>Tuesday</b>	<b>Wednesday</b>	<b>Thursday</b>	<b>Friday</b>	<b>Saturday</b>	<b>Sunday</b>
6		31-Mar-2014	1-Apr-2014	2-Apr-2014	3-Apr-2014	4-Apr-2014	5-Apr-2014	6-Apr-2014
7	<b>Types of content</b>							
8	Homepage promotion							
9	News release							
10	MSU Facebook/Google+		<a href="#">About the plenary: Gonzalo Vargas</a>		<a href="#">Conference in MSU Mobile</a>			
11	MSU Twitter		<a href="#">About this year's theme</a>		<a href="#">Conference in MSU Mobile</a>			
12	MSU Instagram							
13	MSU LinkedIn							
14	Public Affairs Facebook							
15	Public Affairs Twitter							
16	Alumni Facebook							
17	Alumni Twitter							
18	Grad College Facebook							
19	Grad College Twitter							
20	Promo button		HOF, PA Conf	HOF, PA Conf	HOF, PA Conf	HOF, PA Conf	HOF, PA Conf	HOF, PA Conf
21	Email marketing							
22	Newspaper ads			PAC schedule, HOF tickets ad in Ozark/Nixa papers	PAC schedule, HOF tickets ad in News-Leader		PAC schedule, HOF tickets ad in News-Leader	
23	Other				Conference social media toolkit posted to WNM blog and emailed to appropriate University units (Brad)			
24								

April 2014 | May 2014 | Feb 2014 | March 2014 | Model





## #BearGrads promotion timeline

### Monday, December 2

- Missouri State Twitter – Share hashtag
- Grad College – RT hashtag post?

*Email to go out this week*

### Tuesday, December 3

- Missouri State Facebook – student feature (either spotlight or video of Paige)

### Wednesday, December 4

- Missouri State Twitter – Tweet about final week of classes
- Missouri State Facebook
- Alumni
- Grad College

### Thursday, December 5

- Missouri State Twitter – Graduate feature

### Friday, December 6

- Missouri State Twitter – Commencement release
- Missouri State Facebook – hashtag reminder
- Grad College

### Monday, December 9

- Missouri State Twitter – Graduation Celebration at the Bookstore
- Missouri State Facebook – Congratulations video
- Alumni – Gift available at the Bookstore
- Grad College – Ceremony details

### Tuesday, December 10

- Missouri State Twitter – Congratulations video
- Missouri State Facebook
- Alumni
- Grad College - Graduation Celebration

# Track your stats

- Number of tweets
- New followers
- @mentions
- RTs
- Clicks
- Reach
- Amount of traffic on a hashtag
- Engagement
- Top tweets

# Third-party platforms

- **Twitter Analytics:** <http://analytics.twitter.com>  
*Must establish Advertiser account or use Twitter Cards*
- **TweetDeck:** <http://www.tweetdeck.com>
- **Hootsuite:** <http://www.hootsuite.com>
- **Twtrland:** <http://www.twtrland.com>
- **TwentyFeet:** <https://sumall.com/20ft>
- **TweetReach:** <http://tweetreach.com/>

# Social media aggregators

- **Storify:** <http://www.storify.com>
- **Tagboard:** <http://www.tagboard.com>