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
ANATOMY OF A GOOD TWEET

The search for the elusive RT
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 New York Times
@nytimes

Bits Blog: Apple Buddies Up With Cheaper Wireless Partners for iPhone 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...

via NYT Times 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
He got kicked out of both Nirvana and Soundgarden. Then he became a war hero nyti.ms/17S3szX

9:13 PM - 6 Jul 2013

The Rock 'n' Roll Casualty Who Became a War Hero

Jason Everman was kicked out of two bands that went on to incredible fame. Then his life became even more interesting.

The New York Times @nytimes

587 RETWEETS 325 FAVORITES
Best practices

- Man 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!
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/1gvyP0I #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!
#CitizenBear

**April 2014**

Instructions: Once an item is scheduled or posted, please grey out the cell like the example to the right in cell F3.

Example post

Major Events This Month: Public Affairs Conference, Hall of Fame, Collaborative Diversity Conference, Women's Leadership Conference

<table>
<thead>
<tr>
<th>Types of content</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
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**Example posts:**

- MSU Facebook/Google+: About the President Gonzales 2015
- MSU Twitter: About this year's theme
- Conference in MSU Mobile

**Other activities:**

- Email marketing
- Newspaper ads

**PAC schedule, HOF tickets ad in OzarkNews papers**

**Conference social media toolkit posted to WHM blog and emailed to appropriate University units (Brad)**
#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