Overview

• What good tweets look like

• How to generate good content

• The importance of serving your key audience

• How to measure progress
What Twitter does best

- Communicating and listening (Human element)
- Delivering news
- Facilitating immediacy
- Going mobile
Focus on interactivity

KEYS TO GOOD TWEETS
Essential ingredients

• Show. Don’t tell. Include links, photos and videos
  • But make sure your photos are good

• Opt for timeliness

• Be follower-focused

• Think about voice
  • An institution does not need to sound institutional
Essential ingredients 2

- Embrace verbosity, to an extent
  - Twitter sweet spot: 100 characters

- Use punctuation (but be wary of exclamation points)

- Connect with a larger conversation or brand through mentions and hashtags

- Lighten up
Tell your story

Volunteer at MOState
@MOStateService

Bears serving on #MLKDay at Habitat for Humanity! #CitizenBear

MSU Advertising Club
@MoStateAdClub

#MoStateAdClub representing @missouristate at the @TODAYshow this morning! Tune in NOW! #MoStateAdClubTakesNY

6 | 3/31/2015 | Web and New Media
Start a conversation

Missouri State @missouristate · Mar 11
This is exciting, @Mizzou. bit.ly/1Gs6Am6

Mizzou @Mizzou

@missouristate Looking forward to it already! 🐯🏈🐻

Missouri, USA

6:08 PM - 11 Mar 2015

RETTWEETS 13  FAVORITES 37
Continue a conversation

Mizzou @Mizzou · Mar 17
@missouristate Hope you have a happy birthday!

Missouri State @missouristate

@Mizzou Thank you! That means a lot to us. It's a beautiful day and the party is in full swing. 🐾🎉🐯
Share in real time

An inspirational call to action.
GENERATING CONTENT
Build your credibility

• Create trust by sharing good content consistently
  • Focus on one call to action

• Build authority
  • What are you an expert in?
  • What type of customer service can you provide?

• Partner with other profiles
  • Share content from related accounts
Thinking mobile first

• 75% of monthly active users are on mobile

• Where are you sending your followers?
  • Blog vs. website
  • YouTube vs. webpage with video
  • Original website vs. Facebook post

• Clif uses Twitter from his tablet
Interactivity

• Talk to your fans like a person would

• If my brand was a person, how would it sound?

• Be vulnerable
Questions to ask

• Is my post to the point?

• Is the hashtag unique and memorable?

• Is the image high quality?

• Does the voice sound authentic?

• Will it resonate with the Twitter audience?
CONNECTING WITH MILLENNIALS
The numbers

• Roughly 75 million

• 26% actively use Twitter

• Larger population than Baby Boomers and Generation X

• 75% said they trust product information via conversations with friends

How they use Twitter

• They check Twitter when they check their phones

• They rely on Twitter to banish boredom

• They think Twitter enhances live experiences

• They use Twitter to tell their own stories

https://blog.twitter.com/2014/four-insights-about-millennials-on-twitter
Focus on the right things

• Dialogue is crucial
  • Have conversations
  • Don’t be the loudest voice in the room
  • Retweets are the new autographs

• Tell your story
  • Protect, don’t sanitize
  • Engage, don’t advertise

Great news here: Alumnus & former @Beartones member @ZackKaltenbach is going to Hollywood on @AmericanIdol.
youtu.be/fKwPTQ2ekRg
@MSUBearsMSSoccer: If it is too cold out, you can always kick it with us indoors. We play well with others. pic.twitter.com/wQLhwY2UpQ

@ThePSUBear @BearsFamilies

I'd love to @MSUBearsMSSoccer! Who will come take my place while I play? Can't leave the pedestal empty...
@BearsFamilies

4:37 PM - 17 Feb 2015

@ThePSUBear @MSUBearsMSSoccer @BearsFamilies

@MSUBearsMSSoccer: We understand. Our goalkeepers know how important it is to protect your posts.

@ThePSUBear @BearsFamilies

@MSUBearsMSSoccer @ThePSUBear: We can watch your spot for awhile while you go hang out with the soccer team! We're team players!
Who's ready for spring break?
Making the most of your tweets

MEASURING SUCCESS
Why this matters

• Metrics tell you which content resonates
• Effective content helps you build relationships
• Relationships will drive traffic
Metrics to track

- **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/
Follow your stats

- Number of tweets
- New followers
- @mentions
- RTs
- Clicks
- Reach
- Hashtag usage

- What are your top tweets?
- When is engagement the highest?
- How many people follow your calls to action?
- What topics are most interesting?
Exciting new features

• Twitter analytics
  • Easy-to-use platform at analytics.twitter.com

• Direct video embeds
  • Shoot and upload from your phone

• Vine
  • 6-second videos on a loop
General University hashtags

- #GoMaroon for general spirit and communication with new students
- #MSUBears for athletics
- #FollowYourPassion for posts about academics, career success, study away and other areas related to students and faculty following their passion
- #FindYourPlace for posts about involvement opportunities, campus life and other ways students make campus their home away from home

Specific University hashtags

- #CitizenBear for posts about public affairs signature events and other public affairs initiatives
- #MarooNation for alumni-related posts
- #MindsEye references the annual publication of University research and is perfect for posts related to faculty and student research
- #MaroonMinute refers to the recognition of faculty, staff, student and supporter accomplishments through video during home football and basketball games

Event-specific hashtags

- #ShowMeCitizens for the Missouri Public Affairs Hall of Fame
- #Diversity14 for the 2014 Statewide Collaborative Diversity Conference
- #BearGrads for commencement-related information
- #BearsHomecoming for Missouri State Homecoming news and events
Why are we here?

• We can serve others and have fun with Twitter

• Make your audiences’ lives easier

• How can you provide your audience with what they need, and maybe even free them from concern?

• https://www.youtube.com/watch?v=BMOYOJspZqg&feature=youtu.be&t=2m49s
Thank you!

• Any questions?