



Twitter at Missouri State

BE YOUR OWN BIGGEST FAN

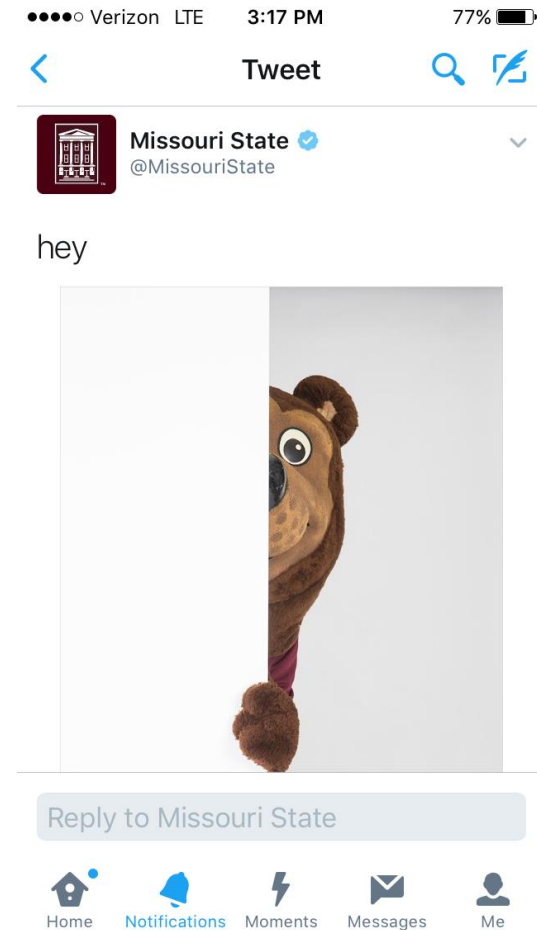
Kevin Agee | @Kevin_Agee

Nov. 10, 2016

Be your own biggest fan

WHY IT'S IMPORTANT

- If you act like it, your fans are more likely to do the same



Be a difference maker

MAKE SOMEBODY'S DAY

Verizon LTE 3:21 PM 77%

Tweet

 **JaLynn** @jalynnnashley · 10/7/16
@MissouriState I wonder what Missouri state wants to do about my graduation invitations that came in today that say 12:30pm. 🙄🙄🙄🙄

1

 **Missouri State** @MissouriState
@jalynnnashley Yeah, that's not good. We will ask our commencement leadership about it.

10/7/16, 7:39 PM

VIEW TWEET ACTIVITY

Reply to Missouri State, JaLynn

Home Notifications Moments Messages Me

Verizon LTE 3:23 PM 76%

Tweet

 **Dee Siscoe** @DeeSiscoe
@jalynnnashley Sorry to hear this... Please come talk with me about this (CARR 200) and I will help! @DeeSiscoe

 **JaLynn** @jalynnnashley
@MissouriState I wonder what Missouri state wants to do about my graduation invitations that came in today that say 12:30pm. 🙄🙄🙄🙄

10/11/16, 4:12 PM

1 LIKE

Reply to Dee Siscoe, JaLynn

Home Notifications Moments Messages Me

Verizon LTE 3:22 PM 77%

Tweet

 **JaLynn** @jalynnnashley
Thank you @MissouriState for having the best employees to help me w/ my graduation invites that were messed up due to commencement change 🙄🙄

10/13/16, 2:55 PM

1 RETWEET 9 LIKES

 **Missouri State** @Miss... · 10/13/16
@jalynnnashley This is what it's all about. Glad we got you squared away. Next stop, #BearGrads.

Reply to JaLynn

Home Notifications Moments Messages Me



What we'll discuss

- How to generate compelling content
- What effective tweets look like
- Ways to serve your key audience
- Methods to measure success



How to generate compelling content



How to generate content

BUILD YOUR CREDIBILITY

- Create trust by sharing effective 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



How to generate content

THINK 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



How to generate content

INTERACT WITH YOUR FANS

- Talk to your fans like a person would
- If my department or organization was a person, how would it sound?
- Be vulnerable



What effective tweets look like



Keys to effective tweets

KNOW WHAT TWITTER DOES BEST

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



Keys to effective tweets

KNOW THESE ESSENTIAL INGREDIENTS

- Show. Don't tell. Include links, photos and videos
- Opt for timeliness
- Be follower-focused
- Think about voice
 - An institution does not need to sound institutional

Keys to effective tweets

WHAT ABOUT PHOTOS?

- Think visually
- When you have access, use it





Keys to effective tweets

KNOW THESE ESSENTIAL INGREDIENTS

- 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

Keys to effective tweets

TELL YOUR STORY

- Simple message
- Photo does the talking
- What's the rest of the story?



Keys to effective tweets

ADVERTISE WITHOUT TRYING TO ADVERTISE



Missouri State
@MissouriState

This puppeh really enjoyed going for a walk on campus today. Would pet without hesitation.



RETWEETS 23
LIKES 172



6:38 PM - 18 Feb 2016



Keys to effective tweets

SHARE IN REAL TIME



Missouri State 
@MissouriState



#BearGrads mortarboard game 



5/13/16, 4:09 PM



Keys to effective tweets

USE #HASHTAGS

- Pull your posts into bigger conversations
- Keep notes of the official MSU hashtags
- Use them strategically when discussing MSU events



Keys to effective tweets

USE #HASHTAGS

- #MSUBears (athletics)
- #GoMaroon (student engagement, traditions, etc.)
- #BearGrads (commencement)
- #CitizenBear (public affairs)



How to serve your audience



Serve your key audiences

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

Serve your key audiences

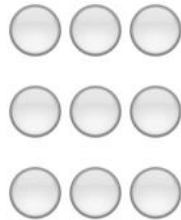
HAVE A CONVERSATION



Missouri State 
@MissouriState



Hey what's up [@EvangelUniv](#). It's kind of quiet here. How about a game of tic-tac-toe?



7/6/16, 12:52 PM



How to measure success



Measure your success

KNOW WHY METRICS MATTER

- Metrics tell you which content resonates
- Effective content helps you build relationships
- Relationships will drive traffic



Measure your success

KNOW HOW TO TRACK SUCCESS

- Follow your progress on analytics.twitter.com
- Decide what success is going to be for you
- “That’s the difference between people who walk the earth happy, and people who walk the earth constantly unfulfilled. They’ve never defined the finish line.”
- John Mayer



Measure your success

FOLLOW THESE KEY STATS

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



Thank you!

- Any questions?