Twitter at Missouri State

BE YOUR OWN BIGGEST FAN

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Let's start with a story



 Twitter war helps Wentzville teen make college decision



What we'll discuss

- How to generate compelling content
- What effective tweets look like
- Methods to measure success



The numbers

VIA HOOTSUITE.COM

- 310 million monthly active users
- •83% use mobile devices
- 6,000 tweets sent every second
- Over 100 million GIFs were shared in 2015
- 86% use for news



How to generate content

SHARE THE MISSOURI STATE STORY





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

- 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



Creating content

INTERACT WITH YOUR FANS

- Talk to your fans like a person would
- Connect don't tell



Can now add solar eclipse to this list

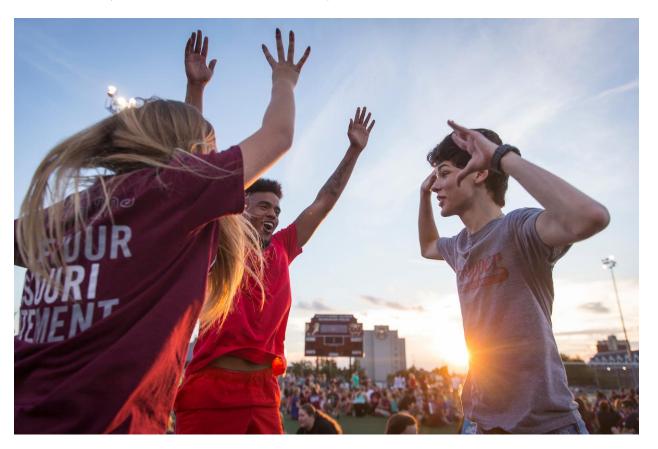
Tweet

#GoMaroon

@MissouriState



LISTEN, COMMUNICATE, DELIVER





KNOW WHAT TWITTER DOES BEST

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



BE YOUR OWN BIGGEST FAN

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





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



Effective tweets

WHAT ABOUT PHOTOS?

- Think visually
- When you have access, use it





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



ADVERTISE WITHOUT TRYING TO ADVERTISE



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







USE #HASHTAGS

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



USE #HASHTAGS

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



OUR SUCCESS = STUDENT SUCCESS





KNOW WHY METRICS MATTER

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



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."

. INHN MAYFR



FOLLOW THESE KEY STATS

- Number of tweets
- New followers
- @mentions
- RTs
- Clicks
- Top tweets (what worked)
- Hashtag usage





Takeaways

- Generate content by building credibility, thinking mobile and interacting with fans
- Tweet effectively with timely visuals and consistent voice
- Measure your success



Thank you!

Any questions?

