



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](https://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

Tweet



#GoMaroon ✓
@MissouriState

Can now add solar eclipse to this list of requests.

#GoMaroon ✓ **@MissouriState**

Updated list of reasons to cancel class:

- ✓ Snow
- ✓ It's nice outside
- ✓ Royals parade...

1:41 PM · 03 Aug 17

View Tweet activity

29 Retweets **260** Likes



#GoMaroon ✓ **@MissouriState** · 03 Aug

Replying to [@MissouriState](#)

No, we're not canceling the first day of class. But you're invited to our [#SolarEclipse2017](#) watch party! bit.ly/2u8olvt

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Tweet your reply

Keys to effective tweets

LISTEN, COMMUNICATE, DELIVER





Keys to effective tweets

KNOW WHAT TWITTER DOES BEST

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

Keys to effective tweets

BE YOUR OWN BIGGEST FAN

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





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

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

ADVERTISE WITHOUT TRYING TO ADVERTISE





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 life, traditions, etc.)
- #BearGrads (commencement)
- #CitizenBear (public affairs)

Measure your success

OUR SUCCESS = STUDENT 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
- 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?