

Tweet Chats, Twitter Management Tools, Managing Your Brand & Contests

**Heidi Sullivan
Vice President, Global Media
Research, Cision
@hksully**



Tweet Chats

What is a Tweet Chat, Really?

- Most commonly, a Tweet Chat is a pre-arranged chat tracked by a hashtag
 - Scheduled time
 - Leader or Speaker
- Sometimes refers to a hashtag with a lot of conversations, but no scheduled time
- Search for Tweet Chats through your search engine (*Entrepreneurs, there's no comprehensive tweet chat directory out there!*)



What participate?

- Be found by new audiences
- Connect or reconnect with future clients or colleagues
- Stay on top of the latest news in your industry
- Learn!



#solopr

#journchat

#b2bchat

#measurePR

#PRStudChat

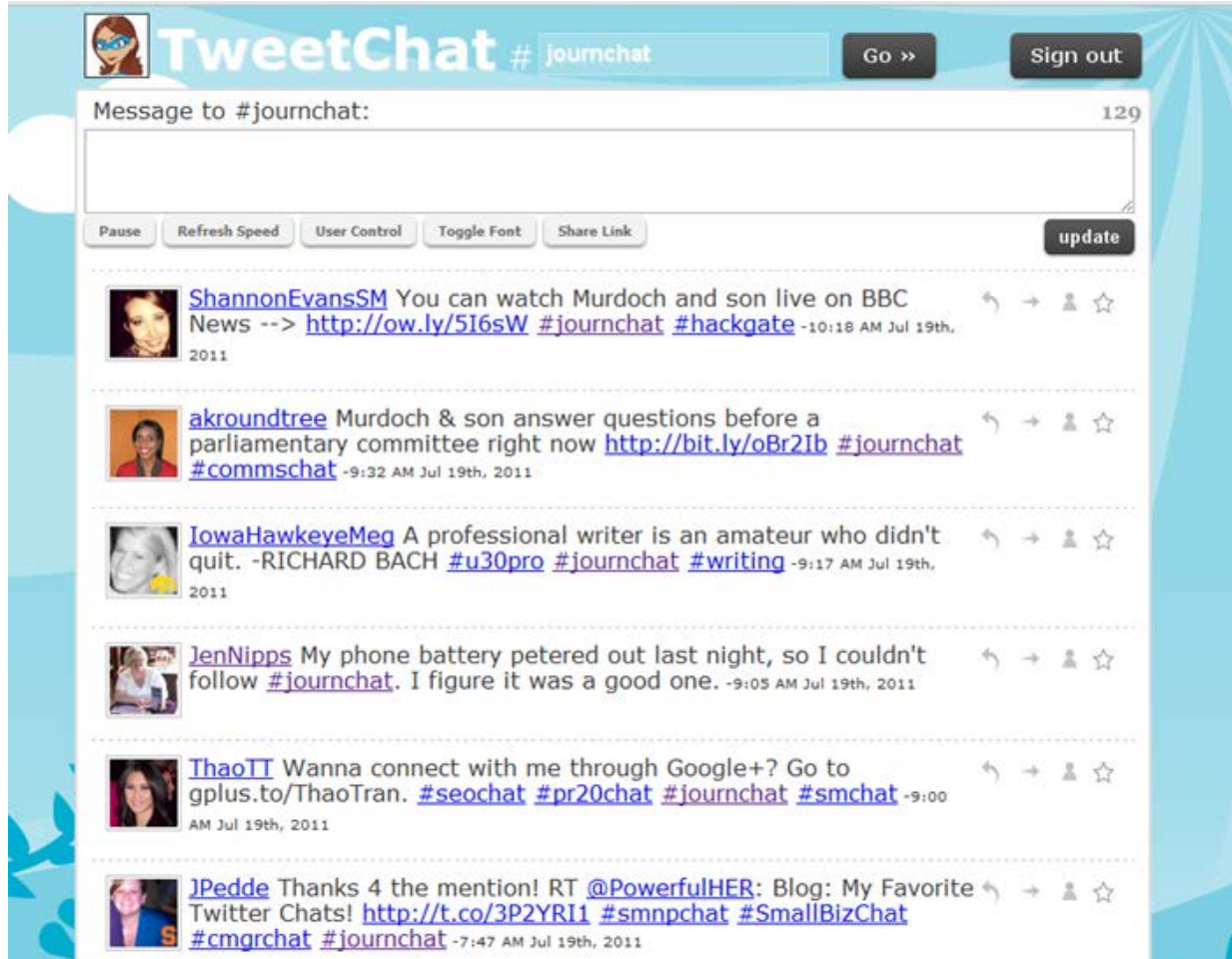


#blogchat

#Commschat

#pr20chat

Tweet Chat in Action



Use Twitter Search or a service like Tweet Chat or Tweet Grid to follow conversations

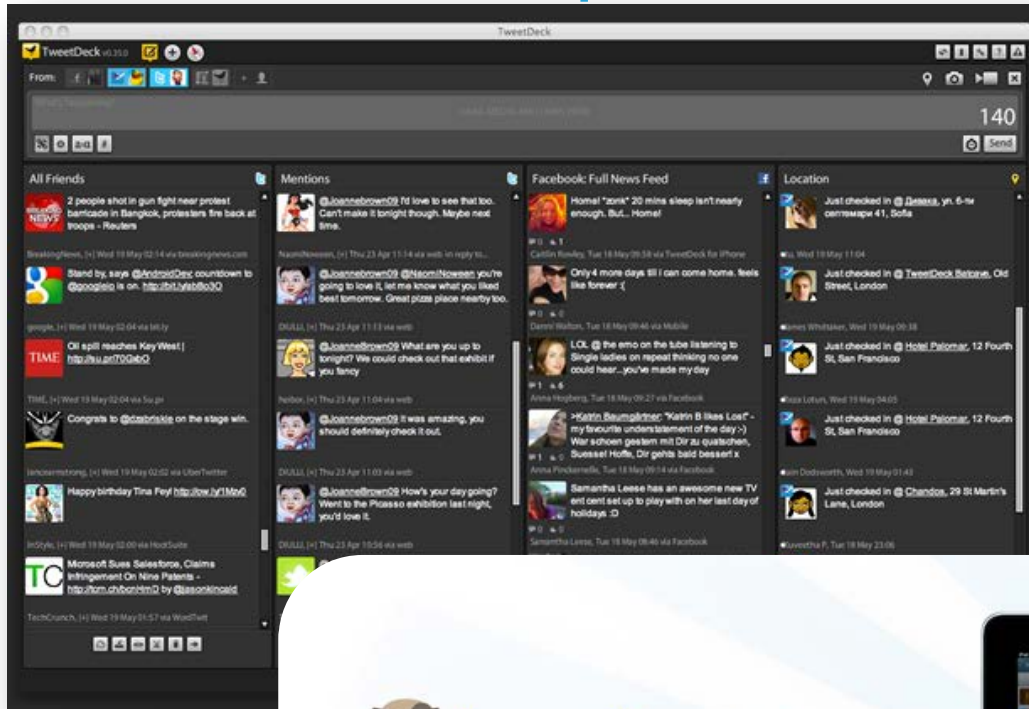


Benefits of Twitter Management Tools

- **Manage multiple accounts with multiple users**
- **Listen to / Monitor what's being said about your brand**
- **Schedule and archive tweets**
- **Post updates to multiple accounts simultaneously**
- **Statistics and analysis tools**

Twitter Management Tools

TweetDeck for Desktop



Hootsuite for iPad



Get a magical owl on your lap with HootSuite for iPad™



Resource List of Twitter Management Tools

- HootSuite
- TweetDeck
- CoTweet
- Tweetie (For the Mac generation)
- JournalistTweets.com
- Other tools for managing multiple accounts:
MATT, TwitIQ, Tweet3
- OneForty.com (just acquired by HubSpot) is the leading site to learn about Twitter tools





Managing Your Brand's Reputation

What are people saying about your brand?

- Track all possible keywords related to your organization and brand

- Company name(s) & nicknames
- Product names
- General terms related to your services & products
- Crisis key words

- Don't forget to do the same for your competitors



Monitoring & Responding Best Practices

- Identify yourself as a representative of your brand
- Don't forget to recognize your fans
- Following up can turn detractors into advocates
- Provide a resolution in 140 characters when possible
- Avoid arguments & know when to take the conversation off Twitter
- Suggestions are fine, but don't sell
- Don't be afraid to respond quickly and say "I don't know" (Remember to follow up, though!)
- Create a Twitter policy for your company
- Use others' expertise to provide great customer service
- Open up internal communications to provide consistent messaging





Contests & Promotions

Best Practices for Twitter Contests & Promotions

- **Line-up influencers ahead of time.** If you don't have a large following, do some work beforehand to get a few influencers in your industry on board.
- **Offer multiple prizes/promotions even if they're smaller.** You can spread your tweets out throughout the day for maximum exposure.
- **Short deadlines work best.**
- **Use a re-tweetable, unique & interesting phrase.**
- **What do you have that's valuable?** Showcase your product/service.
- **Consider a partnership.**
- **Identify how you'll measure your success and track your results.**





- Participate in Tweet Chats to learn, build community and grow your following
- Twitter Management Tools like TweetDeck and HootSuite can help save time and keep you organized
- Respond quickly & honestly and monitor more than just your brand name
- Unique & innovative contests work best, but be sure to get some influencers on board



Connect with me!

Heidi Sullivan

Vice President, Global Media Research



A handwritten signature of Heidi Sullivan in black ink, written in a cursive style.

Email: heidi.sullivan@cision.com

Homepage: us.cision.com

Blog: blog.cision.com

Facebook: facebook.com/hksully

Twitter: [@hksully](https://twitter.com/hksully)

LinkedIn: linkedin.com/in/heidisullivan

