



American  
Heart  
Association

American  
Stroke  
Association

# Follow Me

## Proven Twitter Tactics to Gain and Retain Followers



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**Tweets are ideas in short form**  
Be concise. You're allowed 140 characters.  
Aim for 120-130 characters to allow shareability.

@KrisleighH | #big3pr



## Tweet Types

- Replies
- Retweets
- Mentions

## Categories

- News
- Instructional
- Entertainment
- Opinion
- Questions
- Statistics
- Promotions
- Small Talk



**American Heart Assoc** @American\_Heart

23 Jul

NEWS: New heart "maps" help doctors stay on the straight and narrow for kids' heart procedures [bit.ly/LCCgNh](http://bit.ly/LCCgNh) #CHD

#simplescience

Collapse ↩ Reply 🗑 Delete ★ Favorite



**American Heart Assoc** @American\_Heart

18 Jul

TIP: Take the stairs instead of the elevator today. #hearthealth

Expand



**American Heart Assoc** @American\_Heart

23 Jul

5 days til #Olympics 2012! Challenge yourself with 30 minutes of physical activity every day this week.

Expand



**American Heart Assoc** @American\_Heart

22 Jul

Minutes matter! Getting to the doctor within 3 hours of stroke symptoms could reduce long-term disability. [bit.ly/qQR3BQ](http://bit.ly/qQR3BQ)

Expand



**American Heart Assoc** @American\_Heart

25 Jul

QUOTE & PHOTO: "You are never too old to set another goal or dream a new dream." -CS Lewis [ow.ly/i/K4P3](http://ow.ly/i/K4P3)

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**Make the connection**  
Bit.ly short links have the highest frequency of retweets.  
Photos and video make content shareable.

@KrisleighH | #big3pr



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# Swim with the stream

Find conversations in the stream by using keywords, hashtags and trending topics.



@KrisleighH | #big3pr



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnngslizzerd](#)

HootSuite • 2/15/11 11:24 PM



**RedCross** American Red Cross

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

12 hours ago



**RedCross** American Red Cross

Thanks for turning our Twitter mistake into a good thing: <http://bit.ly/fZ6K0n> and thanks to @Dogfishbeer for helping out.

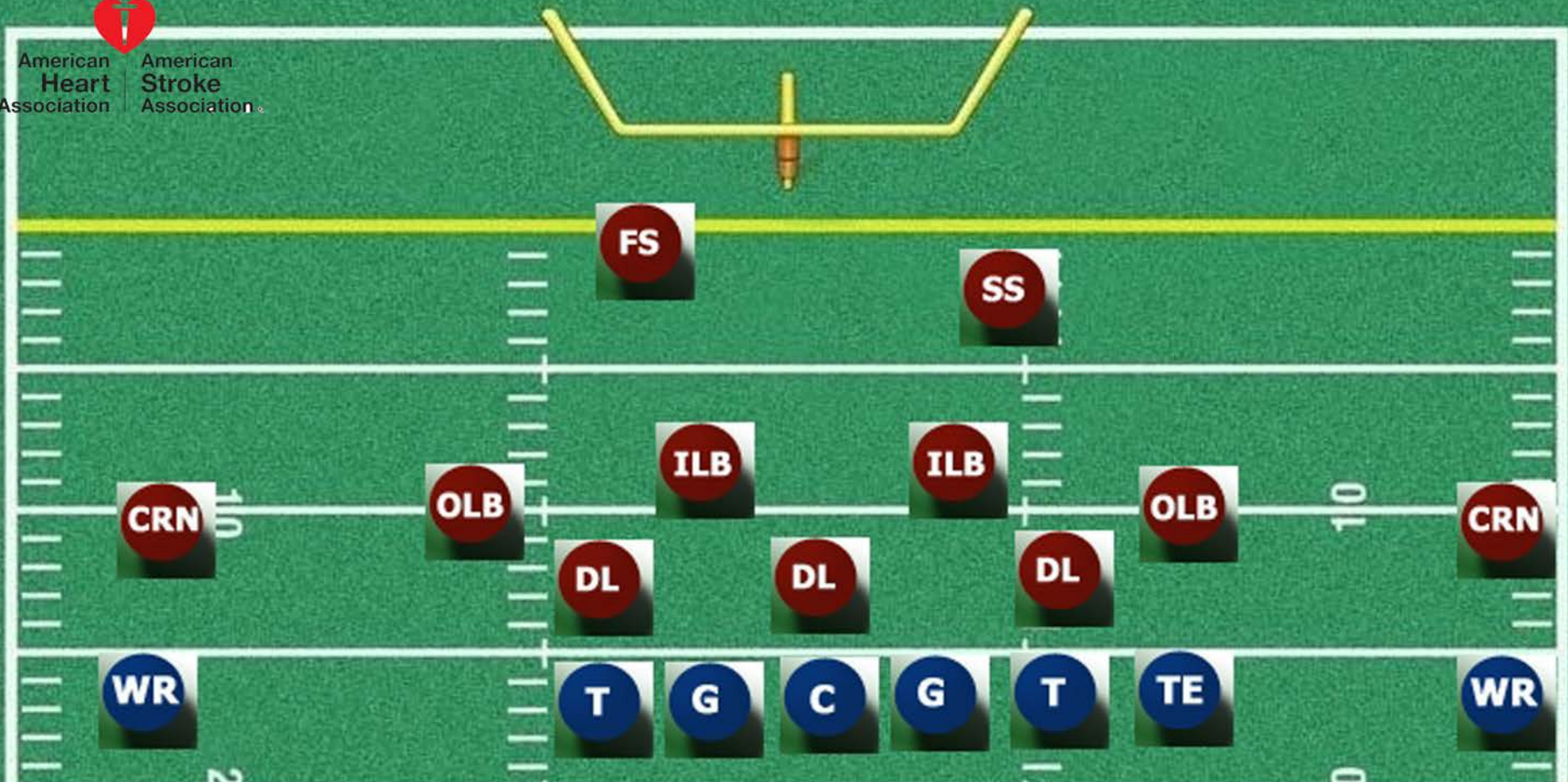
1 hour ago

RT @Michael\_Hayek: #craftbeer @dogfishbeer fans, donate 2 @redcross 2day. Tweet with #gettnngslizzerd. Donate here <http://tinyurl.com/5s72obb>

2 hours ago via TweetDeck ☆ Favorite ↻ Retweet ↩ Reply

# Crisis to Opportunity

Show your community that you are trying to fix the problem and address the issue. The way you handle a crisis can be a significant opportunity.



The best defense is a good offense.  
Don't show up late to the party.  
Establish your brand before a crisis.



**BP Public Relations** @BPGlobalPR

12 Dec

Please, write your representatives and tell them you've forgotten about the Gulf of Mexico. [bit.ly/n2rzw7](https://bit.ly/n2rzw7)

Expand

# Beware of squatters



Use the power of video  
But be quick about it.



Advertise to get your message across



## Make it Work

- Vary tweet types to see what works with your community
- Turn a crisis into an opportunity
- Build your brand on Twitter to build trust
- Name grab to protect your brand
- Multimedia is effective in telling stories - even in a crisis
- Use advertising to send your message



Email me. Like me. Follow me. Watch me. Circle me.



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[@KrisleighH](https://twitter.com/KrisleighH)

[@American\\_Heart](https://twitter.com/American_Heart)



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[youtube.com/americanheartassoc](https://youtube.com/americanheartassoc)



<http://bit.ly/KrisleighOnGoogle>

