

How To Tweet Effectively

(it's easier than you think)

#powerofPR

@serena

@businesswire

Getting Ready to Tweet

- Establish goals
- Select team
- Determine brand voice
- Craft response programming
- Build decision trees



Build Your Twitter Profile

- **Fill out your profile**
 - 160 character bio
 - Include URLs
 - Add hashtags
- **Upload artwork**
 - Profile photo/logo
 - 400x400 px
 - Exciting header art
 - 1500 x 500 px
 - Design your background
 - Showcase team members



Create Twitter Lists

- Create/Subscribe to Lists!
 - Company officials
 - Competitors
 - Partners
 - Industry experts
 - Reporters
- Retweet each list daily
- Promote/find lists on MuckRack, WeFollow, Listorious

Publicrelations

SEE Publicrelations Socialmedia Pr Marketing Blogger New York, NY Mediarelations Communications

Prominence Score 0 100

Location Anywhere

Try New York, NY

Viewing people in Publicrelations rated 0 to 100

- Bill Stoller** @publicityguru
25-year PR Pro helping others get their share of publicity & social media; Fo...
- Brian Solis** @briansolis
http://en.wikipedia.org/wiki/Brian_Solis
- Sarah Evans** @prsarahevens
Digital correspondent for brands, like @PayPal @CoxComm @ShortyAwards...
- Roger S. Johnson** @prwise
Founded Newswise in 1991; PRwise focuses on the public relations implicat...
- Journalistics** @journalistics
A pretty nifty blog about public relations and journalism. Managed by @jere...
- PR News** @prnews
The public relations professional's resource for ideas, strategies and tools t...

Build Decision Trees

Threat Level	Definition	Response level
High Threat	Activist attack	Report to CEO, IR, PR
	Stock impacting situation	Report to CFO, IR, PR
	Angry customer	Report to Customer Service
Medium Threat	Message misalignment	Report to PR, IR
	CEO misquote	Report to IR, PR
	Social media mistake	Report to PR, IR, HR
Low Threat	Customer queries	Pre-approved
	Article shares quotes	Pre-approved
	Brand fans	Pre-approved



Formatting Your Tweet

- Text + Link + Thoughts
- Don't start with @
- Tweet in 100 characters
 - Links = 22 characters
- Test headlines
- Add multimedia
- Tag users
- Add hashtags
- URL builders/link shorteners



Google Analytics URL Builder

Step 1 - URL to share:

(e.g. <http://www.analytics.org.il>)

Auto capture current url
pre populated lists

Step 2 - Fill the form below OR use quick sets: [Edit list](#)

Source*: (Referrer: i.e. Google, Newsletter, Facebook, Twitter)
 Medium*: (Marketing Medium: PPC, Banner, email, QR)
 Term: (Identify the paid keywords or other value)
 Content: (Use to differentiate ads)
 Campaign*: (Product, Promo code or slogan)

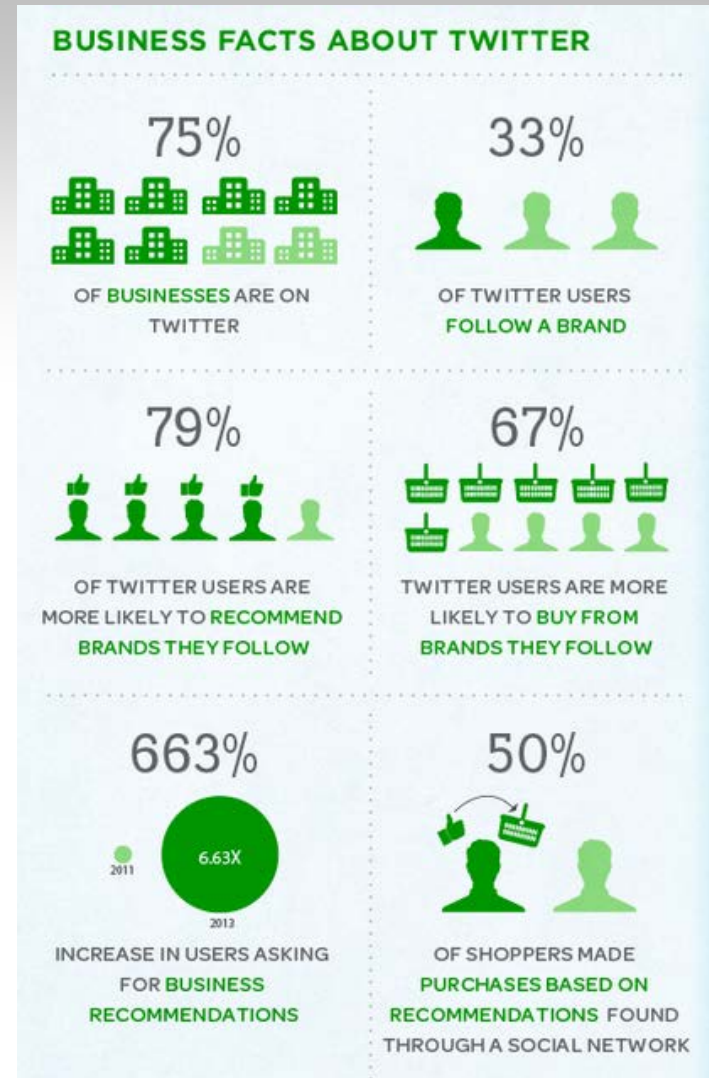
Final URL:

[Configure Bit.ly](#)

Auto generate url
Bit.ly inside!

Tweet Content Facts

- Increase engagement by:
 - 17% when under 100 characters
 - 86% if link is included
 - 200% with an image
 - 4x higher RTs when RT is asked
 - 21% reply to questions
- Content types that work?
 - 73% want brand updates
 - 61% want ideas and feedback
 - “How to” content travels
 - Quotes outperform questions
 - Statistics and facts



Getting Started: What to Share

- What to write about:
 - Do keyword research
 - 80/20 content rule
 - Talk about your brand
 - Compliment others
 - Share useful content
- Double check links
- Tip! Tip! Pin top content!
- Do not do this

epi epicurious 32m
In honor of Boston and New England, may we suggest: whole-grain cranberry scones! epi.us/14sahKi

epi epicurious 1h
Boston, our hearts are with you. Here's a bowl of breakfast energy we could all use to start today: epi.us/LJGHa8

Tweet this!

#PowerofPR | @BusinessWire

Tweets Tweets & replies Photos & videos

Pinned Tweet

Business Wire @BusinessWire · Jul 7
How does your news release turn into news? Click here to see the Journey of a News Release bit.ly/1fhjZqqa

Business Wire @BusinessWire · 57m
Yes!!!

Stuart Dean @stulsh
@BusinessWire @BulldogReporter @Serena "The worst mistake you can make is to assume your content will go viral on its own." This is spot on!

Business Wire @BusinessWire · 1h
Campaign Analysis: ALS Ice Bucket Challenge
digitalsocialmediablog.com/digital-social...

Business Wire @BusinessWire · 1h
#SXSWv2v Reveals Frank Insights into How to Brand Your Startup: bit.ly/1GYq4gE

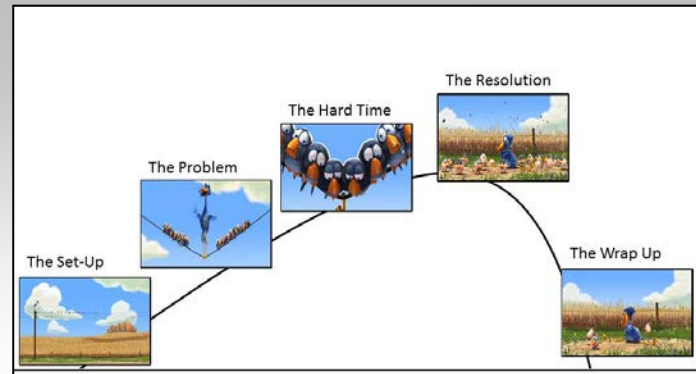
Getting Started: What to Share

- Tweet editorial coverage 15x
- Thank those sharing tweets
- Reply in real-time
- Tweet your advocates
- Curate list content
- Use #FF
- Halt tweets during a crisis



Multimedia is a Must

- Upload up to 4 images at time feature to build a story arc
- Use GIF files to generate activity
- Use native platforms to avoid links
- Always add multimedia
 - 525x262 up to 3MB
- Create images for stats



Story Arc

Office Politics: How To Win The Intelligent Way! by @LollyDaskal on @LinkedIn
linkd.in/1wRIYpc

LinkedIn

Office Politics: How To Win The Intelligent Way!
 As a consultant, one of the subjects I hear about often is the dislike for playing the game of workplace politics. Unfortunately, it's a daily reality for many of us ignoring it, denying it, hating

American Heart Assoc
 @American_Heart

It's hot out there. Do you know the difference between a #stroke and a heat stroke? spr.ly/6018BEbuK

HEATSTROKE OR STROKE?

WHAT IS IT?

HEATSTROKE occurs when core body temperature rises to more than **104°F**

STROKE occurs when a blood vessel to the brain is either blocked by a clot or bursts. The disruption of blood and oxygen to the brain causes brain cells to die.

CAUSES

Some people may be at higher risk due to:
 Weight, Age, Medical history, Medications they are taking!

Being outside in **EXCESSIVE HEAT**

80% OF STROKES ARE PREVENTABLE

Some risk factors that can be treated or controlled:
 Heart disease, Obesity, Cigarette smoking, High blood pressure, Diabetes, Poor diet, High cholesterol

Some risk factors that can't be changed:
 Age, Race, Family history, Gender, Medical history

SIGNS

HIGH BODY TEMPERATURE
 A body temperature of 104° or higher is the main sign.

- Muscle cramps or weakness
- Strong and rapid pulse
- Rapid, shallow breathing
- Nausea and/or vomiting
- Confusion and/or unconsciousness
- Headache
- Flushed/red skin
- Hot and dry skin* (if not exercising)

F.A.S.T.

Face Drooping **Arm Weakness** **Speech Difficulty** **Time to Call 9-1-1**

* Additional signs of stroke include sudden trouble seeing, dizziness, confusion, severe headache, or weakness on one side of the body.

WHAT TO DO

While waiting for emergency care, try to cool the person by moving him/her to a shaded area and by using ice packs, cool wet towels, and/or a fan.

CALL 9-1-1 OR YOUR LOCAL EMERGENCY SERVICES NUMBER IMMEDIATELY

Stroke patients who arrive at the hospital by ambulance have a greater chance of going through the stroke, and a greater chance of preserving independence and having a full recovery.

StrokeAssociation.org

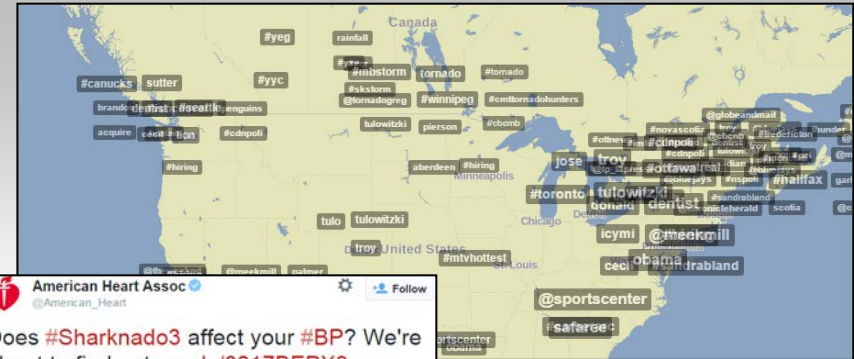
Stroke Association of America

Together - to End Stroke

© 2015 American Heart Association

Using Hashtags

- Research tags first!
 - Hashtags.org
 - Twubs
 - Use #TBT to showcase evolution of your business
- No more than 2-3 at a time
- Register your hashtag at Twubs.com
- Be fast: Trending hashtags last 1 hour



American Heart Assoc
@American_Heart
Does #Sharknado3 affect your #BP? We're about to find out. spr.ly/6017BEPX9
#unofficialstudy



HEART.ORG NEWS
FULL STORY ON HEART.ORG
HAMMER TIME



United States Trends · Change
#tenthingsnottosaytoawriter
#CecilTheLion
#StitchesAcousticToday
Safaree
Sutter
#BatmanDatingProblems



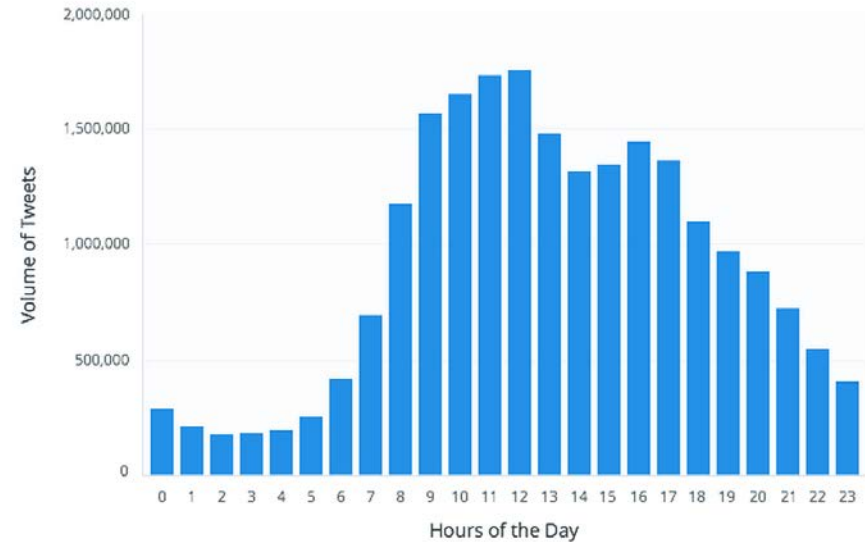
Register Hashtag
Events, Groups & more.
Empower your tribe, encourage conversation, protect your trademarks, anyone can register a hashtag. It's free

REGISTER HASHTAG

Best Time to Tweet

- Time your tweet to match when your audience is online/best time to tweet and best days of the week to tweet

Most Popular Times to Tweet in the US



Most Popular Hour to Tweet in the US



PACIFIC TIME
8AM - 9AM



MOUNTAIN TIME
12PM - 1PM



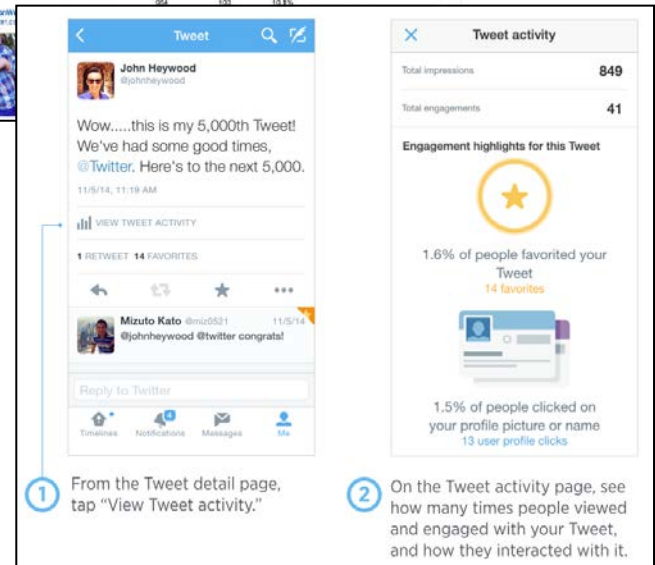
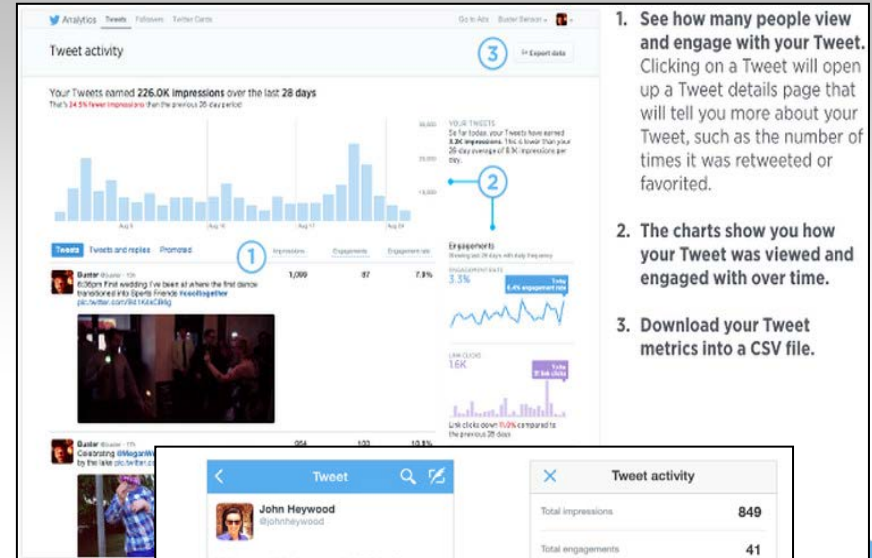
CENTRAL TIME
12PM - 1PM



EASTERN TIME
12PM - 1PM

Active Next Steps

- Pin key tweets to top
- Track URL builders
 - Update landing page
 - Freshen content
 - Craft new tweet angles
- Twitter Analytics
 - Identify influencers
 - Time of day
 - Top content types



Top Twitter Tools

- Twitter.com
- Search.Twitter.com
- Tweetreach
- Hashtags.org
- Twubs.com
- Topsy
- TwitterCounter (stats)
- SocialBro (engagement)
- Twitterfall (live events)
- TwitterAudit (fake

TWEETREACH

Try it. Enter a search term...

GO

Showing data for all available tweets

Full report purchase is unnecessary until there are more than 50 tweets. Check back later for more.

★ link cov pdf print help

Tweet Like

TWEETREACH SNAPSHOT FOR

#powerofPR

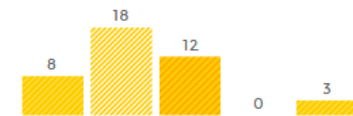
ESTIMATED REACH

EXPOSURE

175,995

ACCOUNTS REACHED

516,410 IMPRESSIONS



ACTIVITY

41

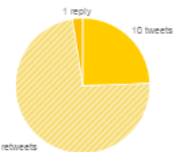
TWEETS

35

CONTRIBUTORS

9

DAYS



TOP CONTRIBUTORS

MOST RETWEETED TWEETS

474.6k

IMPRESSIONS

@PRNews

PR News Follow 158k followers

25

RETWEETS

@PRNews

PR News Follow 158k followers

30

MENTIONS

@PRNews

PR News Follow 158k followers

16

PR News @PRNews
Don't let a good #crisis go to waste. When you have the attention, use it #powerofPR 5 days ago

9

PR News @PRNews
As a #PR pro, you need to be the convener. Discuss how certain situations might affect your ability to respond in a #crisis #powerofPR 5 days ago

1

morelocks @morelocks
So excited to hear @benparr speak at @PRNews Big 4 Conference next week in SF! #powerofPR about 19 hours ago

Broadening Your Brand with Twitter

- Tweet more
- Join or host live tweet events
- Participate in Twitter chats
 - <http://tweetreports.com/twitter-chat-schedule/>
 - <http://www.cision.com/us/2013/03/twitter-chats-for-public-relations-marketing/>
- Try paid ads using Twitter targeting
- Retweet influencers
- Take negative engagements offline
- Be careful!



Tweet this!

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- **#PRSSA** - Hosted by PRSSA National & discusses general topics for up-and-coming communicators
- **#hscsm** – Topics focus on Healthcare Communications & Social Media
- **#SmManners** – Discusses general social media including trends & engagement.
- **#NPPRSA** - Hosted by the New Professional Section of PRSA & discusses topics like personal branding.
- **#PRStudChat** - A conversation between PR students, educators and professionals.
- **#brandchat** - You guessed it! This chat covers branding.
- **#pr20chat** - Focuses on the latest topics in public relations & how the industry is evolving.
- **#BlogChat** - All things blogging, from optimizing to content creation & more!
- **#solopr** - Industry chat with independent PR pros.
- **#journalchat** - Twitter's first industry chat where journalists, bloggers & public relations types talk.
- **#measurepr** - A chat about all things measurement.
- **#hprchat** - Official chat of the Hispanic Public Relations Association which focuses on best practices.
- **#PinChat** - Tips, new uses, tools and brand usage around Pinterest.
- **#MMchat** - Offers a place for marketers to talk social media, community management, and other topics.
- **#SocialChat** - From Pinterest to international social marketing, this chat covers the broad industry that is social media.
- **#SMCHAT** - This chat focuses on mobility, customer service, marketing and social change.
- **#RaganSocial** - This chat is hosted by Ragan Communications social media director Sam Hosenkamp. They discuss social media in the context of the communications field, and focus on an array of topics, from content to tools and more!
- **#cmgrchat** – This chat 'serves as a community to discuss ideas, foster collaboration, and acts as a resource for all working in this ever-changing industry.' According to co-founder @JPedde, they often talk about topics related to PR and marketing.
- **#RBChat** - Discusses building relationships, networking and navigating the Twittersphere.
- **#CommsChat** - Based in the UK and focuses on communications, including internal comm.

Top Twitter Terms

- **A Tweet:** The message you send out on Twitter
- **A Follower:** Someone who follows your twitter account
- **@Name:** Limits the visibility of your tweet to just the user, yourself and anyone following both accounts
- **RT (Retweet):** When you or someone else shares out an existing tweet
- **MT (Modified Tweet):** A tweet that is edited before it is shared out
- **HT (hat tip):** A way to credit someone for alerting you to good information
- **DM (Direct Message):** A private tweet sent by adding a “d” before your tweet
- d @serena what time is our webinar today?
- **Auto DMs:** Automatic DMs sent to new followers, hated by all
- **ICYMI (In case you missed it):** An acronym added before a tweet when sharing out older content
- **Live Tweeting:** The act of tweeting speaker comments or actions during an event
- **Trending:** When a term is very popular it may trend in one region, or wider
- **#FF:** A way to recommend smart folks you follow to others



Go forth and Tweet!

Thank You!

Tweet this!

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