

PR News Digital PR Summit

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@ACMawards
@BrookeInSoCal

Brooke Primero
Academy of Country Music
SVP, Publicity & Marketing
brooke@acmcountry.com



Blake's Seach for a Host – Tweet to Unlock (1:56) <http://bit.ly/GYnhN9>

Brad's Fan Jam – Tweet to Unlock (1:12) <http://bit.ly/17o6xFX>

Twitter Fan Questions – Taylor Swift (:48) <http://bit.ly/1bpfSka>

Tweet Crafting: ACM Challenges

- **Brand Identity**
 - No Tangible Touchpoints, Products
 - “Competing” Organizations
- **Just One 3-Hour Flagship Event Annually**
 - Consumer Attention Fleeting
 - Only Measurement: TV Ratings

Tweet Crafting: Sample Solutions

- **Brand Identity**

- Think Like a FAN of Your Brand
- Forget Consumer Confusion
- Focus on Voice
- Nurture a Relationship with Fans

Tweet Crafting: Sample Solutions

- **Just One 3-Hour Flagship Event Annually**
 - Constant Reinvention of Strategy
 - Take Advantage of What is Relevant
 - Take Risks (New Technologies)

Example: ACM Digital Press Conference

Tweet Crafting: ACM Case Study

2012 Nominations Press Conference

First Org to Announce All Awards Categories Online



= 14.2 MILLION



Typical Budget: \$45,000

Digital Budget: \$500

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Tweet Crafting: ACM Case Study

2012 Nominations Press Conference



Top contributors (by impressions)



Source:
Trendrr

Artists
with the
most buzz



@kennychesney



@TaylorSwift13



@Jason_Aldean

Tweet Crafting: Most Important Solution

Focus on the other

8,757 hours of
the year.

Tweet Crafting: Get Retweeted, Build Traffic

DON'T BE A 9-5, MON-FRI BRAND

- Consumers are online 24/7. They'll look for you at odd hours, on weekends, even on holidays.
 - Community Manager should be checking & responding throughout all hours of the day
 - Craft a Staffing Plan for Weekends, Holidays or Create a Calendar of Tweets
 - Pay Attention to Breaking News

Tweet Crafting: Get Retweeted, Build Traffic

CREATE KEY, ROUTINE TWEET FORMATS

- Create your own “Throwback Thursday” format tweets, so your audience begins to look for them. And then be consistent with delivering those.
 - DVR Alerts re Relevant News (Country Artists)
 - Album Releases Every Monday

What Would Your Audience Look for, Regularly?

Tweet Crafting:

Get Retweeted, Build Traffic



ACM Awards @ACMawards

30 Sep

Congratulations to @saucy1photog for being #ACMfanpic of the Week with a great photo of Tim McGraw! Check it out at acmcountry.com!



ACM Awards @ACMawards

7 Oct

DVR Alert (10/8): @CassadeePope on @TODAYshow (NBC), @_KennyRogers on @foxandfriends, @thompsonsquare on @ArsenioHall Show (CBS)!



ACM Awards @ACMawards

30 Sep

Album Releases (9/30): @tylerfarr's Redneck Crazy & @randytravis' Influence Vol. 1: The Man I Am

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Tweet Crafting: Get Retweeted, Build Traffic

LISTEN TO AUDIENCE FEEDBACK

- It's OK to ask for real-time, quick feedback – it makes your audience feel they are being heard by a human, not a brand.
 - Always respond or thank them, a simple “=)” reply does wonders
- Get to know them: Monitor interaction and RTs, learn what posts get their attention, and then post more on those subjects

Tweet Crafting:

Get Retweeted, Build Traffic



ACM Awards @ACMawards

6 Oct

Happy Birthdayyyyyy! ☐☐☐ "@JameyMangrum: @ACMawards Please wish me a Happy Birthday!!!"

💬 View conversation



ACM Awards @ACMawards

4 Oct

Totally can happen!! "@iLoveLucy92: I'll be an ACM Staff member one day, just you wait and see! @ACMawards #dreambig"

💬 View conversation



ACM Awards @ACMawards

4 Oct

#FF Check out the awesome ACM Staff on Twitter (2 of 2):
@BrookeInSoCal @jenellescott @jennydriessen @lbrauchli
@LisaLeeSoCal @nicksammons

Expand

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Tweet Crafting: Get Retweeted, Build Traffic

QUICK TIPS:

- **TWEET FULL MESSAGE:** Tweet the full message within your tweet –link when there's additional info or content. Don't spam your audience with multiple tweets to get one (lengthy) message out.
- **EASY RE-TWEETS:** Interesting Stats, Exciting News Bites
- **ICYMI:** It's OK to repost already-tweeted content with moderation – the chance that your entire audience sees every tweet is slim, if only posted once. Add "ICYMI" (In Case You Missed It) to previously posted tweets so the audience knows it's been posted.

Tweet Crafting:

Get Retweeted, Build Traffic



ACM Awards @ACMawards

6 Oct

ICYMI Check out @JenniferNettles' music video for "That Girl"
youtu.be/yh4n9tdS5yo

▶ View media



ACM Awards @ACMawards

4 Oct

Thanks for the RTs this week! @TBPandTSwiftfan @ChrisScottyLuke
@suzana33074 @pop_dennis @allisbraden

Expand



ACM Awards @ACMawards

10 Oct

No one interrupt her! :) "@brookelyniece: I'll be watching the rerun of
the @ACMawards for the next 3 hours just in case anybody needs
me☐☐"

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Tweet Crafting: Get Retweeted, Build Traffic

DON'T FORCE IT

- Don't attempt to capitalize on every major event if it doesn't fit. Not every brand belongs in a conversation about the Super Bowl or the finale of *Breaking Bad*.
- Sometimes the best action is inaction. Brands come across as too contrived. For more, see this Digiday article <http://rtmsucks.tumblr.com/>.

Tweet Crafting: Get Retweeted, Build Traffic

This
works.



Denny's @DennysDiner

2h

What will you do when #BreakingBad is over? How about breaking bacon with friends at Denny's to discuss the finale.

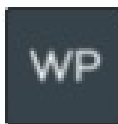
pic.twitter.com/TWVLSqp8c5



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Tweet Crafting: Get Retweeted, Build Traffic

This
works.



warbyparker

4 hours ago

We'd like to see Walt of Breaking Bad wearing the Ames in Whiskey Tortoise: <http://warby.me/walt-ames> #breakingbad

Follow

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Tweet Crafting: Get Retweeted, Build Traffic

This is
awkward.



Intel 
@intel

Good Bye #BreakingBad, Hello Breaking Fab! The chemistry & cleanliness behind Intel chips
iq.intel.com/iq/39983779/br... pic.twitter.com/



³⁵Br ⁹F ab
Breaking Fab

Tweet Crafting: Rich Messages & Expandable Tweets



Brendan Donohoe @bdonohoe

1h

This is interesting... t.co/uETCnMDdo8

[Hide Summary](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)



The New York Times

Parade of Stars and Fans for Houston's Funeral

By Sarah Maslin Nir @SarahMaslinNir

The guest list and the parade of limousines with celebrities emerging from them seemed more suited to a red carpet event in Hollywood or New York than to a gritty stretch of Sussex...



[View on NYTimes.com](#)

125

RETWEETS

22

FAVORITES



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Tweet Crafting: Rich Messages & Expandable Tweets



Droid Life

@droid_life

Yay! RT @toydroid: Look what just came in. :-) @droid_life yfrog.com/h7jsnwnj

2:38 PM · 09 Jul 12



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Tweet Crafting: Rich Messages & Expandable Tweets

DON'T OVERDO IT ON RICH MESSAGES

- Include rich content only if it adds value to the message or if a link has Twitter card embedded.
 - Example/Artist Visit

What rich content makes sense for your brand?

Tweet Crafting: Rich Messages & Expandable Tweets

THINK ABOUT THE USER EXPERIENCE

- Instagram or Twitter? Twitter uploads appear in expanded tweets whereas Instagram links out of Twitter (not instantly visible).
 - Will your audience tolerate a click-thru?
 - Will the click thru pay off w/great content?

Tweet Crafting: Rich Messages & Expandable Tweets

CONSIDER BRAND “GALLERY”

- What impression would a consumer would have of your brand, if their only exposure to you was through one, single social media element?

Use apps the way they are intended:

- **Twitter**: real time, contesting, conversation
- **Insta**: build a photo gallery that's evocative of the mood of your brand or representative of what you do

Tweet Crafting: Rich Messages & Expandable Tweets

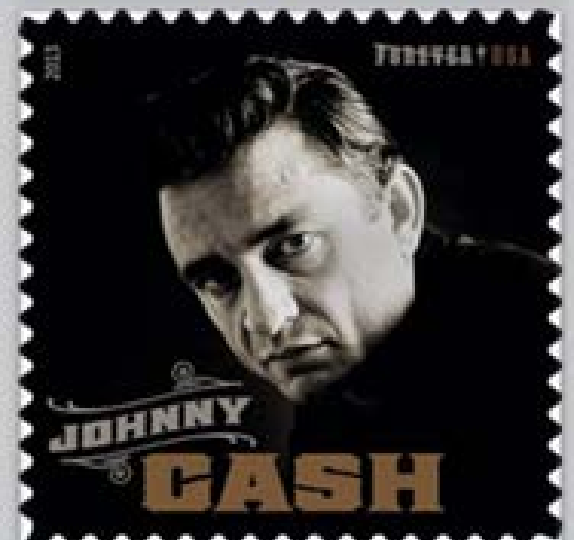


twitter

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Tweet Crafting: Rich Messages & Expandable Tweets

Instagram



Tweet Crafting: Rich Messages & Expandable Tweets

QUICK TIPS:

- **USE TWITTER CARDS:** If you have messaging dependent upon great media/content – suggest to your developer to set-up a Twitter “card” in your coding so your tweet can expand with said media/content though it will be optimized for Twitter

Check out: <https://dev.twitter.com/docs/cards>

- **USE YOUTUBE & VEVO:** YouTube and Vevo videos are embedded in Twitter’s expand feature and plays within the application. Rich video content is great to post because user has immediate access to view.

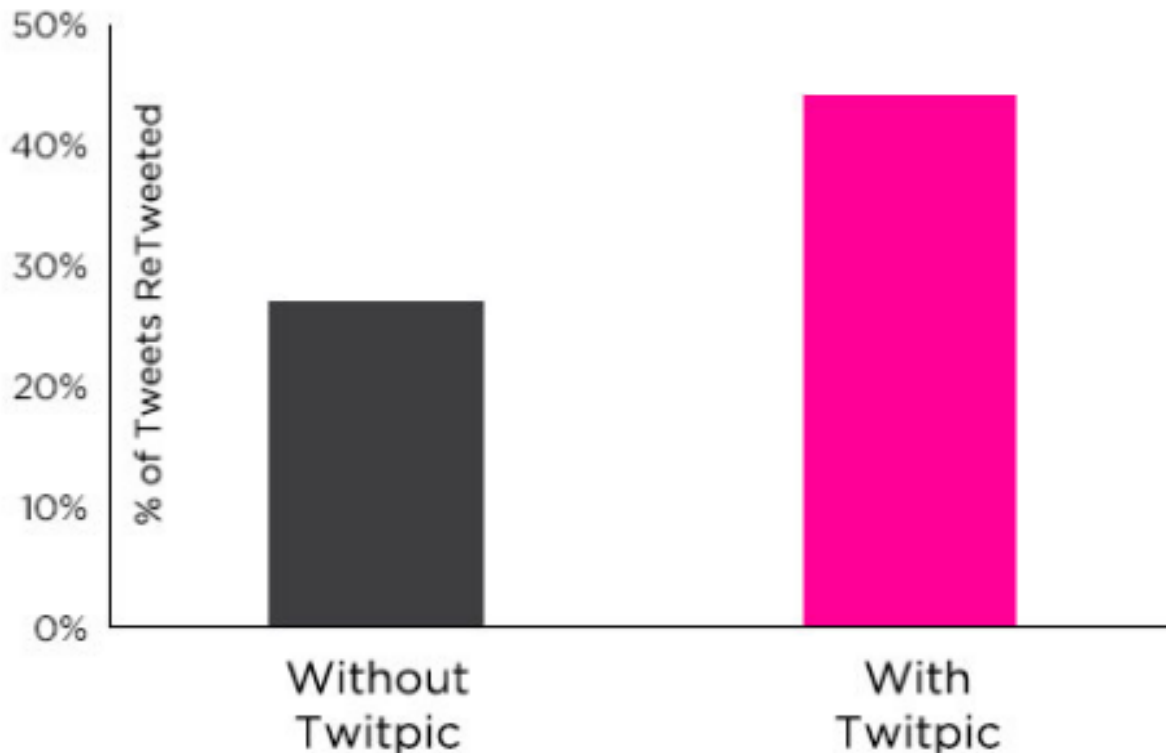


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Tweet Crafting: Rich Messages & Expandable Tweets

Tweets Including Twitpic Links
are **64% More Likely** to be ReTweeted

Source:
Social Media Today



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Tweet Crafting: Creating Brand Ambassadors

IDENTIFY “EXPERTS” IN YOUR AUDIENCE

- **Partner with “super users”** who are already gaining traction with your audience—they may already be a fan of your brand/following you.
- **Arm them with assets** to help them promote what they are already promoting—themes that circle to your brand.

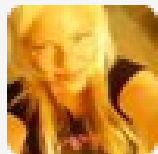
Tweet Crafting: Creating Brand Ambassadors



Jessica Northey
@JessicaNorthey · **FOLLOWS YOU**

Host/Founder Country Music Chat #CMchat 24/7 Social Community
w/LIVE Celeb Q&A Twitter interview every Monday 6-7pPT &
@TwangoutLIVE here: plus.google.com/+JessicaNorthey
Tucson, AZ / Nashville, TN · facebook.com/jessicanorthey

425,995
FOLLOWERS



Jessica Northey @JessicaNorthey

10 Oct

I am having such a fun time on this @TwangoutLIVE with
@TheRealBigSmo & @cowboytroy! bit.ly/GOkd6H #Cmchat
#Hickhoptober

 View media

 Reply

 Retweet

 Favorite

 More

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Tweet Crafting: Creating Brand Ambassadors



Tweet Crafting: Creating Brand Ambassadors

INCLUDE THEM IN “BTS” OF YOUR BRAND

- Include super users “behind the scenes,” give them a peek into your inner workings— make them feel a part of your brand.

Example: Do we think WE can do it?

→ Product sneak peeks? Give them something to “announce” for your brand first, on their own feeds?

Tweet Crafting: Creating Brand Ambassadors

REMEMBER TO REWARD THEM

- Remember and reward fans who are active with your brand on a daily basis:
 - Tweet with them
 - Connect them to other fans of your brand
 - Mention them without them mentioning you first – “just ask @xxxxx & @xxxxx!”

Tweet Crafting: Creating Brand Ambassadors

REMEMBER WHY THEY FOLLOW YOU

- Twitter is a place to give your audience what they want, not what you want.
 - Constant promo = audience tune out
 - Don't over-populate tweets with content that doesn't concern them (sponsored commitments can feel forced). Keep brand authenticity.

Advocate for your fans & they will advocate for you.

Tweet Crafting: Key Take-Aways

- ❖ **Use every second of your 8,760 hours of the year.** Make your Twitter account active at all times. Staff it. Send out regular weekly themed tweets your audience can look for.
- ❖ **Poll your followers for feedback** – and really listen. Try SurveyMonkey, www.surveymonkey.com
- ❖ **Set up Twitter “card”** in coding so rich media tweets will be optimized to expand with the content vs. leaving the page. Use YouTube & Vevo.
- ❖ **Partner with “super users”** who will become advocates of your brand, arm them with assets. Include them.