

What success looks like on Twitter

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Overview

- Defining your goal
- Tips for building your community
- Measuring your impact

Defining your goal

- Why are you doing what you do?
 - Education
 - Positive association
 - Take action
 - Engagement
 - News coverage
 - Correcting misinformation



More Than Just “Pushing it out”

Fire = Criticism



Flood = Support



Earth = Relationships



Tips for building community on Twitter

Tip 1:

It's not all about you



USFWS Midwest Region @USFWSMidwest · Mar 30

Sometimes you come across the perfect sign... Bands and collars help track swan movements and lifespans. Video by Sunriver Nature Center.



Caution Swan is Aggressive

Sometimes you come across the perfect sign... Bands and collars help track swan movements and lifespans. Video courtesy of Sunriver Nature Center.
<https://youtu.be/t9uvJOiT5SY>

← 30

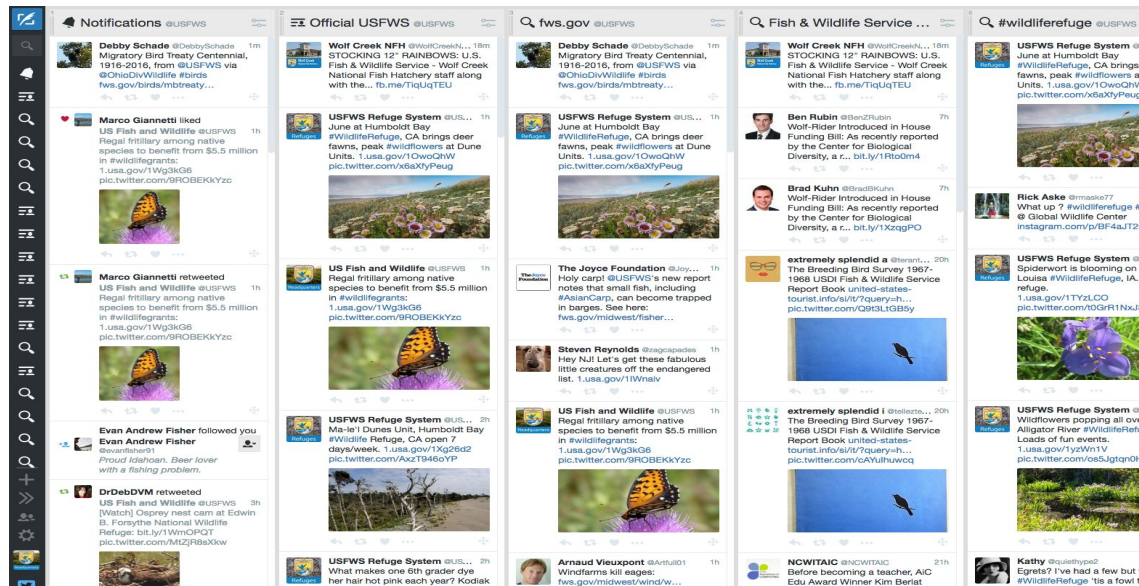
↻ 1.1K

❤ 1.6K

Tip 2:

Listen

Tool: Tweetdeck



Tip 3:

Be fans of your
community



US Dept of Interior @Interior · Apr 4
"The mountains are calling, and I must go."
-John Muir

Pic @GrandTetonNPS by Josh Packer #Wyoming



48 1.1K 2.9K

Tip 4:

Know your audience



Tip 5:

Be human



Secretary Ryan Zinke ✓
@SecretaryZinke

Following

Got some of my personal items set up in the office early this morning. Always important to remember your roots.



RETWEETS
103

LIKES
364



1:30 PM - 7 Mar 2017

Tip 6:

Use humor
(when appropriate)



US Dept of Interior @Interior · 10 Jul 2016

Can't bear the thought of waiting for next season of #GOT? Watch #BearCam!

explore.org/bears

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



Department of the Interior's post on Vine

Fishing gets intense! Bears at Katmai National Park in Alaska 🐻🐻

[View on Vine](#)

27 803 1.4K

Tip 7:

Get inspiration from others



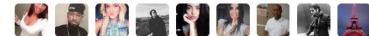
US Dept of Interior 
@Interior

Eek! [#SuperbOwl](#)



RETWEETS
1,707

LIKES
2,309



8:22 PM - 7 Feb 2016

Tip 8:

Watch trends



US Fish and Wildlife
@USFWS

Following

#BestCarcass "Fishcicles" by Kelly Preheim at Lake Andes National #WildlifeRefuge in South Dakota. bit.ly/2jTDNpl



RETWEETS
301

LIKES
488



Tip 9:

Tag on to current events



US Fish and Wildlife ✓

@USFWS

Are we at the wrong #cubsparade? 🐻



RETWEETS

4,015

LIKES

7,990



10:43 AM - 4 Nov 2016

Tip 10:

Remember Twitter is unique



US Dept of Interior ✓
@Interior

Something you don't see every day: Otter party
[@GlacierBayNPS](#) in [#Alaska](#)! Pic: Becky King



RETWEETS
748

LIKES
901



11:15 AM - 12 Sep 2015



30



748



901



Tip 11:

Admit a mistake

**Andrea Wiggins** @AndreaWiggins · 32m
TFW an awesome agency with “wildlife” in its name mis-spells it in a hashtag.
😬 twitter.com/usfws/status/8...

This Tweet is unavailable.

 2  

**US Fish and Wildlife**  @USFWS · 21m
[@AndreaWiggins](#) bah. Will remove and repost.

 1   1 

**Andrea Wiggins** @AndreaWiggins · 16m
[@usfws](#) I totally just did basically the same thing by off-handedly calling a female Scaup a Ring-necked duck, so you're in great company! 😬

 1   1

**US Fish and Wildlife** 
@USFWS

[@AndreaWiggins](#) We're grateful for you (and of course a bit embarrassed!) but just have to laugh at things. We don't want to detract wildlife!

LIKE
1



Tip 12:

Correct misinformation

 **Joshua Drew** @Drew_Lab · Apr 5
This (now deleted) @USFWS survey showed that in 2011 birding generated apx. 6x the number of jobs as coal mining webcache.googleusercontent.com/search?q=cache...

1 64 61

 **Priya Shukla** @priyology · Apr 6
Do you know why the survey was deleted?

1

 **US Fish and Wildlife** @USFWS · Apr 6
Hey there, the website the report was on is undergoing a redesign-- thanks so much! I've uploaded the report here:



1 2 6

 **Priya Shukla** @priyology · Apr 6
Great - thanks for clarifying!

1

 **US Fish and Wildlife** @USFWS

Following

Replying to @priyology @Drew_Lab

Also the report does still exist here: [wsfrprograms.fws.gov/Subpages/Natio ...](http://wsfrprograms.fws.gov/Subpages/Natio...) We really do love when people read this stuff. So thank you for looking out!

RETWEET 1 LIKES 6



Tip 13:

Experiment & Play



What's your favorite season to explore America's public lands? #FindYourPark 🧑🏫

25% 🌞 🏕️ 🚲 🐟

53% 🌿 🍁 🍂 🍁

7% ❄️ 🧊 🧊 🧊

15% 🌸 🌺 🌻 🌻

2,438 votes • Final results

RETWEETS
72

LIKES
107



Following

⚡ "This week on a #wildliferefuge..."



This week on a #wildliferefuge...

🇺🇸 US Fish and Wildlife @USFWS

Tag your experience on a national wildlife refuge with #wildliferefuge and we'll include it in our weekly moment!

⚡ Moments

RETWEETS
44

LIKES
94



Tip 14:

Ask people to retweet



US Dept of Interior @Interior · Feb 15

On Monday we're waiving the entrance fees for all national parks, wildlife refuges & public lands. **RT** to spread the word!



152

10K

9.2K



Warning: There will always be detractors



US Dept of Interior 
@Interior

@colincampbell dogs aren't the only species with pups! on.doi.gov/puppies

RETWEETS

5

LIKES

33



11:32 AM - 23 Mar 2017

The response:



Karthik Ganapathy @kartpath · 2h

@Interior @colincampbell colin how does it feel to get owned on twitter dot com by the u.s. department of interior?

1



15



Colin Campbell  @colincampbell · 2h

.@kartpath @Interior I stand by it.

5



6



Colin Campbell  @colincampbell · 2h

how are puppies and pups the same thing? Fake news! merriam-webster.com/dictionary/pup...



Definition of PUP

a young dog; also : one of the young of various animals other than dogs See the full definition...

merriam-webster.com

Twitter Analytics



Account home

US Fish and Wildlife @USFWS

Page updated daily

28 day summary with change over previous period

Tweets 89 ↑12.7% Tweet impressions 1.81M ↓10.8% Profile visits 28.2K ↓16.1% Mentions 3,708 ↑76.2%

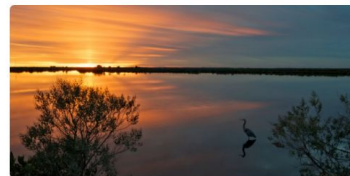


Apr 2017 • 12 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 134K impressions

21 Excellent Side Trips for Your Next National Park Visit - on.doi.gov/2otV5vT
Photo by Mike Ballard (sharetheexperience.org)
pic.twitter.com/aYaRSBOGva



4 57 114

View Tweet activity

View all Tweet activity

Top mention earned 14.4K engagements



Joe Papp
@joepabike - Apr 3

@realDonaldTrump Are you going to apologize to the #raptors that will suffer under your crazy scorched earth enviro policy, @potus? @USFWS
@SecretaryZinke
pic.twitter.com/fqLGi3zjYk



21 94 967

Analytics Home Tweets Audiences Events More

US Fish and Wildlife



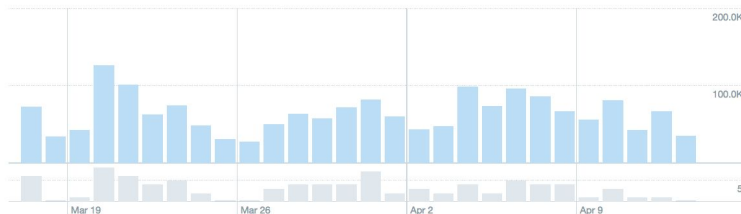
Sign up for Twitter Ads

Tweet activity

Last 28 Days

Export data

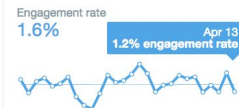
Your Tweets earned 1.8M impressions over this 28 day period



Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	US Fish and Wildlife @USFWS - Apr 12	Bats make up nearly 20 percent of all mammal species on earth. □ Here's why you should be batty for them: bit.ly/2o5HwhP pic.twitter.com/XxVL43XRbd	View Tweet activity	50,835	1,671	3.3%
	US Fish and Wildlife @USFWS - Apr 11	Tips for making sure time at the beach doesn't negatively affect sea turtles: bit.ly/2o47wdT pic.twitter.com/UlxIFvGUB6	View Tweet activity	13,276	444	3.3%
	US Fish and Wildlife @USFWS - Apr 10	Why are wild whooping cranes challenging to count? Find out why: bit.ly/2oR1GAO pic.twitter.com/DyRY9LEE2G	View Tweet activity	14,736	462	3.1%

YOUR TWEETS
During this 28 day period, you earned 64.4K impressions per day.

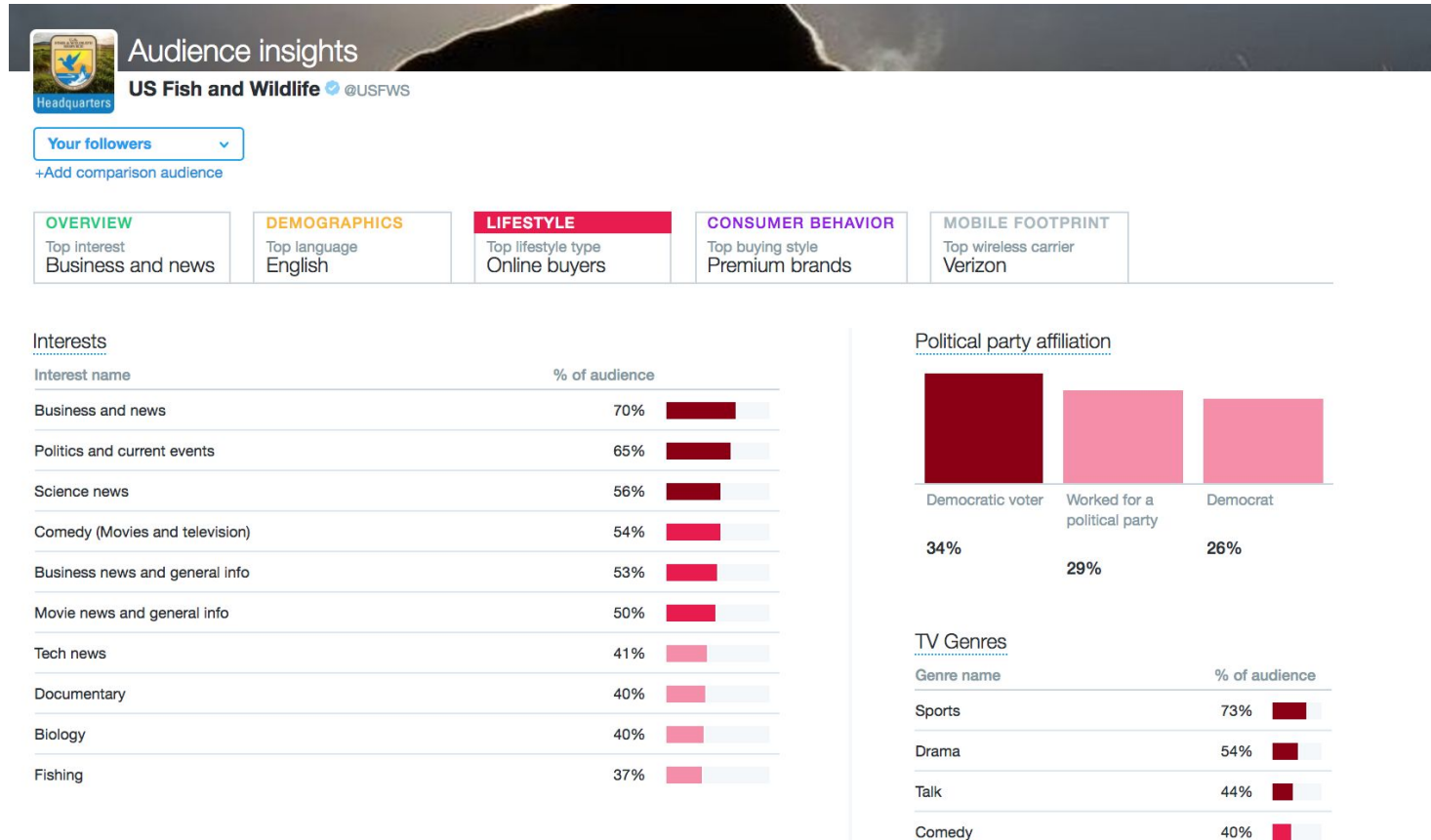
Engagements
Showing 28 days with daily frequency



Link clicks
3.7K



Twitter Analytics: Audience



Not all about the numbers



Sara 🔒

@animalcrackers

Following

@Interior Hi, just wanted to say thanks for doing what you do. I love our public lands, and appreciate that you work hard for them.

LIKE

1



Janine

@JanineE1

Follow

Replying to @Interior

thank you for all the photos and please keep them coming! love them

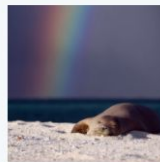
LIKES

2



selena @selenamarie · Jan 8

Have not regretted following a ton of National Park, NWR and Interior Dept accounts



US Dept of Interior @Interior

Here's your cute for the day: A monk seal naps under a rainbow at Papahānaumokuākea Marine Monument

4

8

85

Questions?

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