



Stop Them in Their Scroll

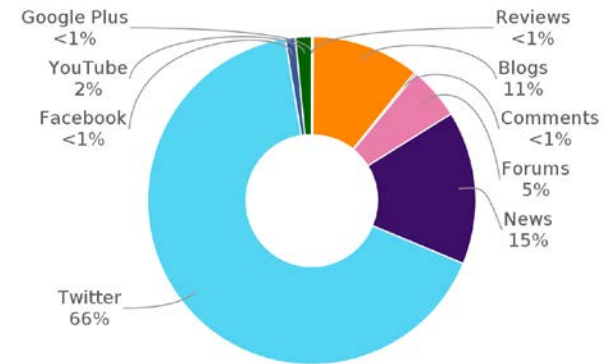
HOW TO BE A BRAND CHAMPION ON TWITTER

@alexandrakirsch

UNDERSTAND CHANNEL DEMAND

Not all social channels are created equal.

- **Silently observe** with listening tools or search to understand target audience behaviors, conversation drivers and engagement motivators
- **Get the lay of the land** with respect to your core messages and demand for information on key topic areas
- **Set a baseline** for resource allocation, understanding omnichannel content needs
- **Understand** where Twitter fits into your brand's broader social ecosystem -- what actions do you expect from followers and engagers?



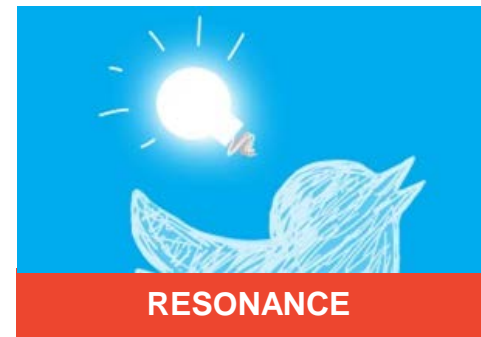
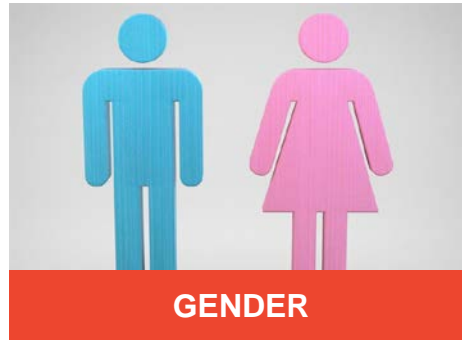
SET REALISTIC GOALS

Size isn't the only thing that matters.



IDENTIFY AUDIENCE PERSONAS

Know who you want to reach.



SET OPPORTUNITIES & ASSETS

Be realistic, opportunistic and thrifty.



PARTNERSHIPS



CREATIVE CONTENT



SOCIAL EVENTS

- Take brand-aligned content risks
- Create smart opportunities with like-minded influencers
- Curate refreshed content through existing brand assets

TELLING BRAND STORIES



BUILD A
DISTINCTIVE
NARRATIVE

CREATE
CONSISTENT
IMAGERY

TAKE CUES
FROM TARGET
AUDIENCE

EXPERIMENT
WITH RICH
MEDIA

SMART STORIES AT WORK



TOMS @TOMS · May 24

More than 780M people don't have access to safe water systems. Your #TOMSRoastingCo purchases can change that.



Giving Back

63 165



Chobani @Chobani · 14h

Drooling? Win a copy of our Spring Recipe Collection: cho.ba/signup Rules: cho.ba/rules



Fun with Flavor

35 242



Nordstrom @Nordstrom · May 17

Oops a daisy. [@katespadeny bit.ly/1so7vD5](https://www.katespadeny.com/bit.ly/1so7vD5)



Playful Style

38 135

ENGAGE IN THE SPONTANEOUS

Embrace real-time opportunities in real time.

- **Know what's trending** and be ready to act and react in a way that makes sense for our brand
- **Take risks on trends** by leading the way on tactics instead of always following the leaders in the space
- **Understand what success looks like** and evaluate each opportunity realistically based on established KPIs
- **Leave the past in the past.** If a trend is feeling a tired and over-done, take social cues and look for the next big brand opportunity

AMPLIFYING MESSAGES WITH ADVERTISING

Be realistic, opportunistic and thrifty.



- Balance between promoting content and brand presence
- Identify targeting parameters that match your goals and broader brand objectives
- Build a library of strong visuals and videos to help support the spend

MAXIMIZING VISUAL REAL ESTATE

**Make the most of the space beyond 140
with images and video.**



BRANDS AND PERSONALITIES GOING “LIVE”

Embrace real-time opportunities.



ENTERTAINMENT



EDUCATION



BEAUTY



ANDY COHEN



RED BULL



GENERAL ELECTRIC

ANALYTICS UP-CLOSE

Account home
Alexandra Thompson @alexandrakirsch
 Page updated daily

28 day summary with change over previous period



May 2016 • 30 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 1,210 impressions
 @JamieStelter the universe. It's pretty unnatural to have distaste for #Wegmens. #iwantgotothere
 View Tweet activity

Top mention earned 15 engagements
 Finn Partners @FinnPartners - May 26
 Attending @PRNews' #social16? Don't miss #FPSocial's @alexandrakirsch, who will be talking all-things #Twitter. twitter.com/alexandrakirsch...
 View Tweet

Top Follower followed by 316K people

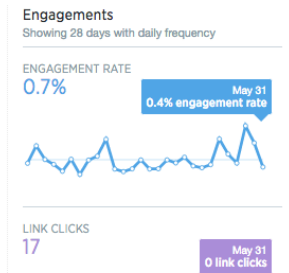
MAY 2016 SUMMARY

Tweets	115	Tweet impressions	35.8K
Profile visits	765	Mentions	34
New followers	15	Tweets linking to you	2

Last 28 Days | Export data



	Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
Alexandra Thompson @alexandrakirsch - May 26	Cannot wait to speak at #social16 in #Miami! Just under 2 weeks until departure. Who all will be there? (Cc: @PRNews)				3,512	21	0.6%
Alexandra Thompson @alexandrakirsch - May 29	@JamieStelter the universe. It's pretty unnatural to have distaste for #Wegmens. #iwantgotothere				1,328	52	3.9%
Alexandra Thompson @alexandrakirsch - May 11					492	3	0.6%



REFINING AND OPTIMIZING APPROACH



Calculating **Engagement Rate** allows us to assess post performance. Calculate this figure on a monthly basis.



Evaluate each post's **Reach** on a monthly basis. Reach will help indicate how far a post traveled and how many people actually viewed it beyond the feed audience.



Twitter Engagements offer brands and organizations a range of audience emotions to assess as part of overall engagement.



Qualitative information is just as relevant to building a strong social community. Identify strong **Audience Engagement Anecdotes** each month to help shape strong, strategic content creation.



Active Engagements offer a glimpse into audience sharing and commenting behavior -- shedding light on what content is most socially digestible.



Each report should include a set of **Optimization Action Items and Key Learnings** based on the quantitative and qualitative page metrics.

QUESTIONS?!

ASK QUESTIONS HERE

or via

e-mail: alexandra@finnpartners.com

tweet: [@alexandrakirsch](https://twitter.com/alexandrakirsch)