

RF | BINDER

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Chief Digital Officer

**TWEETING WITH
PURPOSE: A DARWINIAN
APPROACH TO TWITTER**

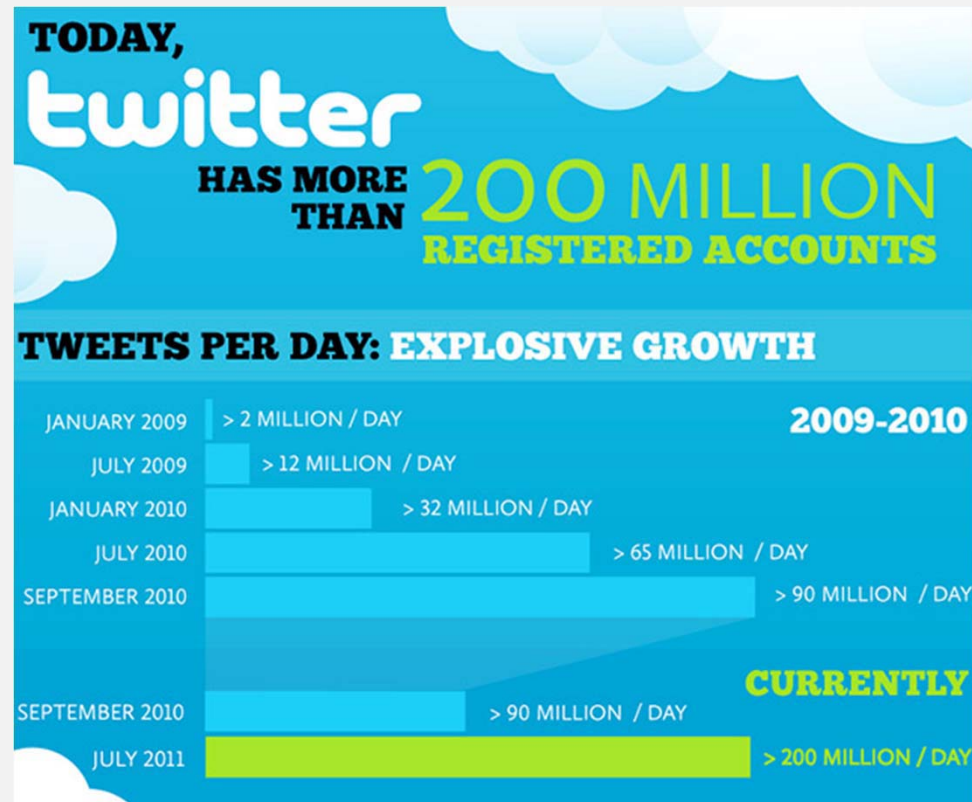
GIVE TWITTER RESPECT

- Twitter is not your teenager's social network (they are too busy texting)
- In 5 years, Twitter has matured beyond trivial chatter about breakfast choices
 - It's no longer about "what you are doing"
 - It's all about "what's happening"
- How are you talking about things that matter most to the Twitterati?



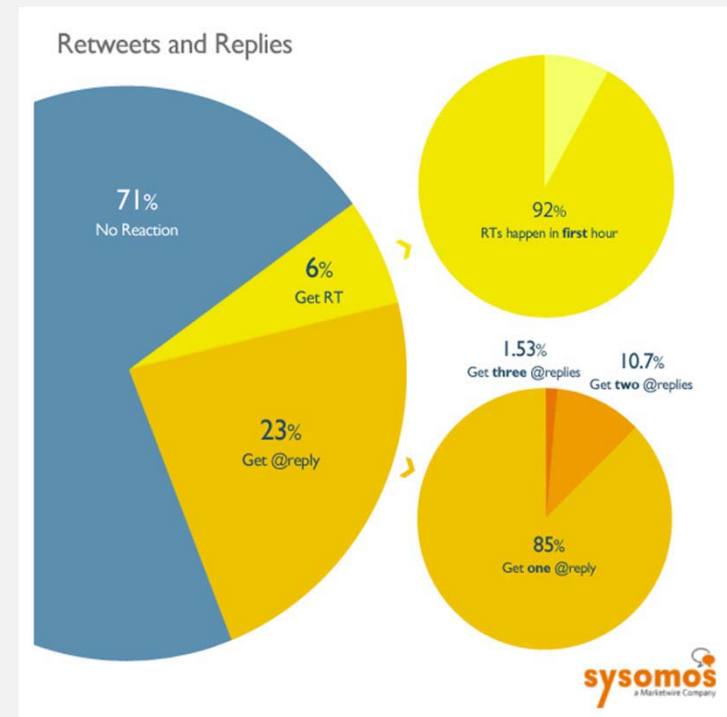
TWITTER IS LOUD

- Increased popularity = increased noise
- Recently reached 230M tweets a day
- Are your tweets being heard? Probably not.



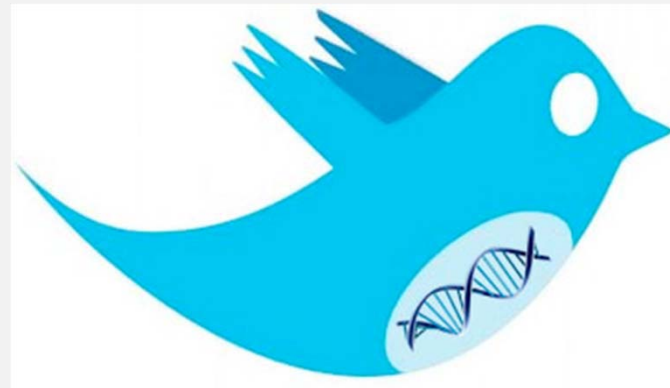
LIFESPAN OF A TWEET

- Think Darwinism
 - Twitter is a game of survival of the fittest
 - Most tweets don't survive past the 1st hour after tweeting
- What does this mean?
 - Need to tweet often (22x per day, to be exact)
 - Need to strengthen your tweet DNA



AMP UP YOUR TWEET DNA

- Craft your tweets strategy with survival in mind:
 - Monitor your tweets closely
 - Republish your most popular tweets
 - Rewrite the tweets that went nowhere after an hour
- Popular tweets are relevant, interesting, and/or informative
- Components of strong tweet DNA
 - Trending topics
 - Hashtags
 - Search keywords



TOOLS: TWITTER

TWITTER

- Native tools within Twitter can help shape your content strategy
 - Trending topics (including promoted trends)
 - Regular hashtags, like #FF...but only if it makes sense (don't try to be too cool). Maybe leave #MeatlessMonday.
 - Search.twitter.com


WHY USE IT

- It's Twitter - it's where all the activity happens

See what's happening **right now**

Tip: use operators for advanced search.

Trends: United States · [change](#)

- #BasketballNeverStops  Promoted
- #HardestThingToDo
- #ThingsIAAlwaysSeeOnMyTL
- #FavoriteWaleLyric
- REASONS YOU'RE SINGLE
- EVERYBODY IS BEAUTIFUL
- CURLY HAIR GIRLS
- Love Dont Cost A Thing
- Anchorman
- Haleyween

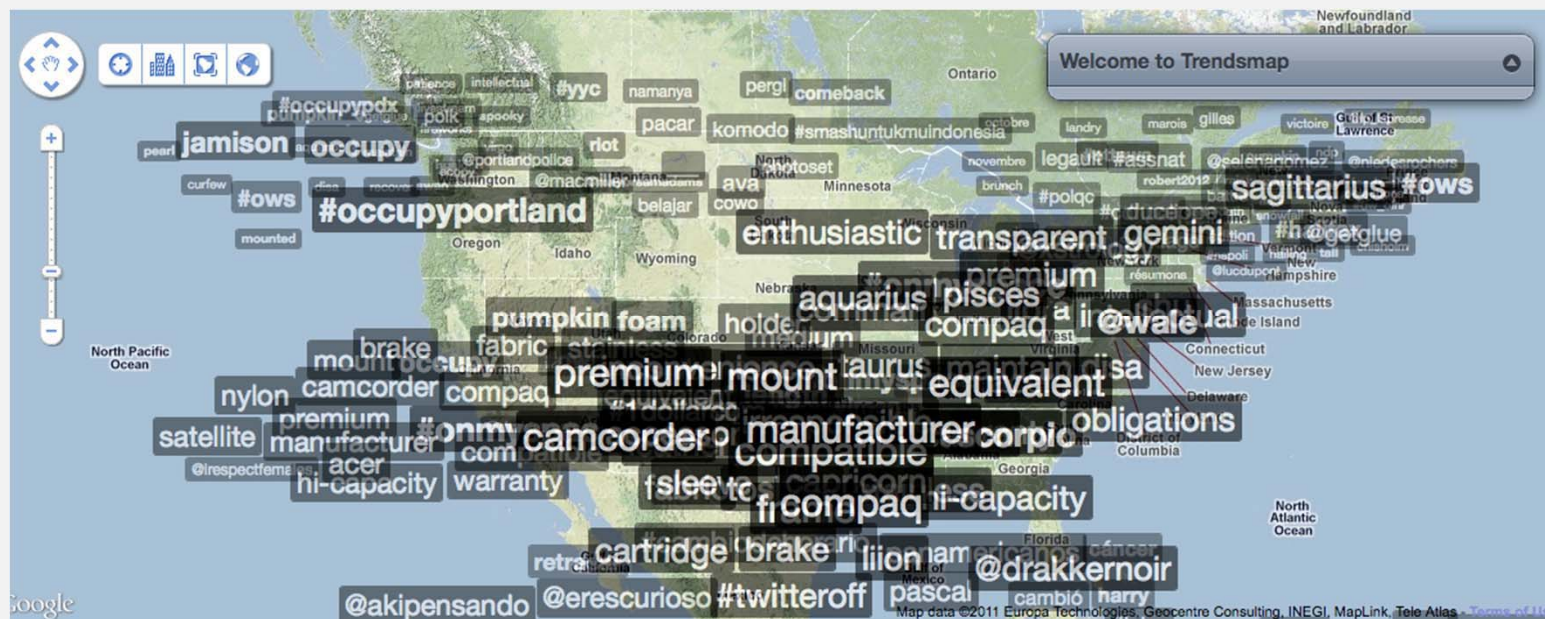
TOOLS: TRENDSMAP

TRENDSMAP

- A 30,000 foot view of what's trending across various regions

WHY USE IT

- You can dive into trending topics as they emerge
- Helps you craft tweets that align with an emerging conversation



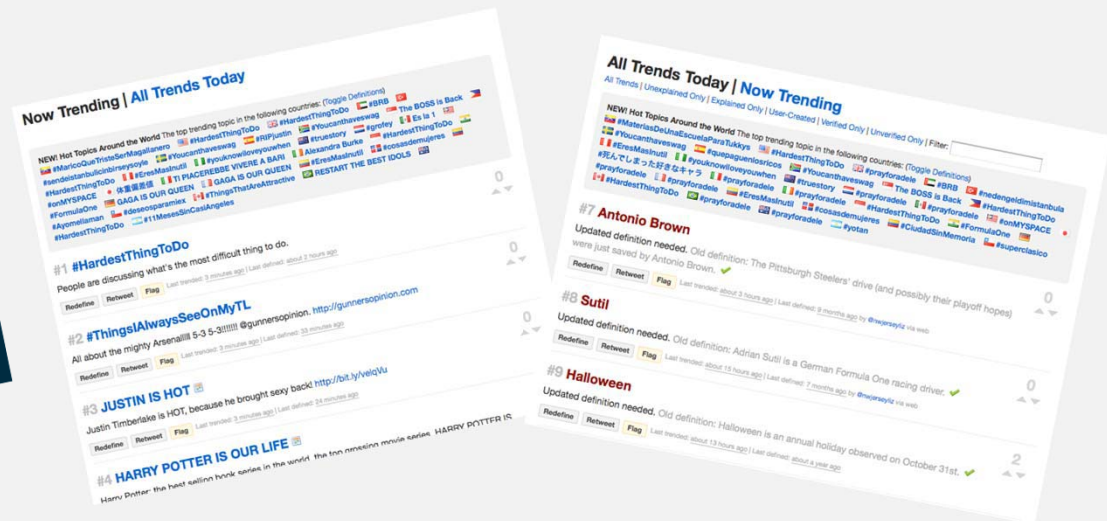
TOOLS: WHAT THE TREND

WHAT THE TREND

- Updated list of trending topics from Twitter with sound bites from users explaining why this trend is interesting or important to people right now

WHY USE IT

- Useful when creating “fluff” tweets to entertain and engage your followers
- Occasional references to mind-candy and pop culture can help you stay relevant



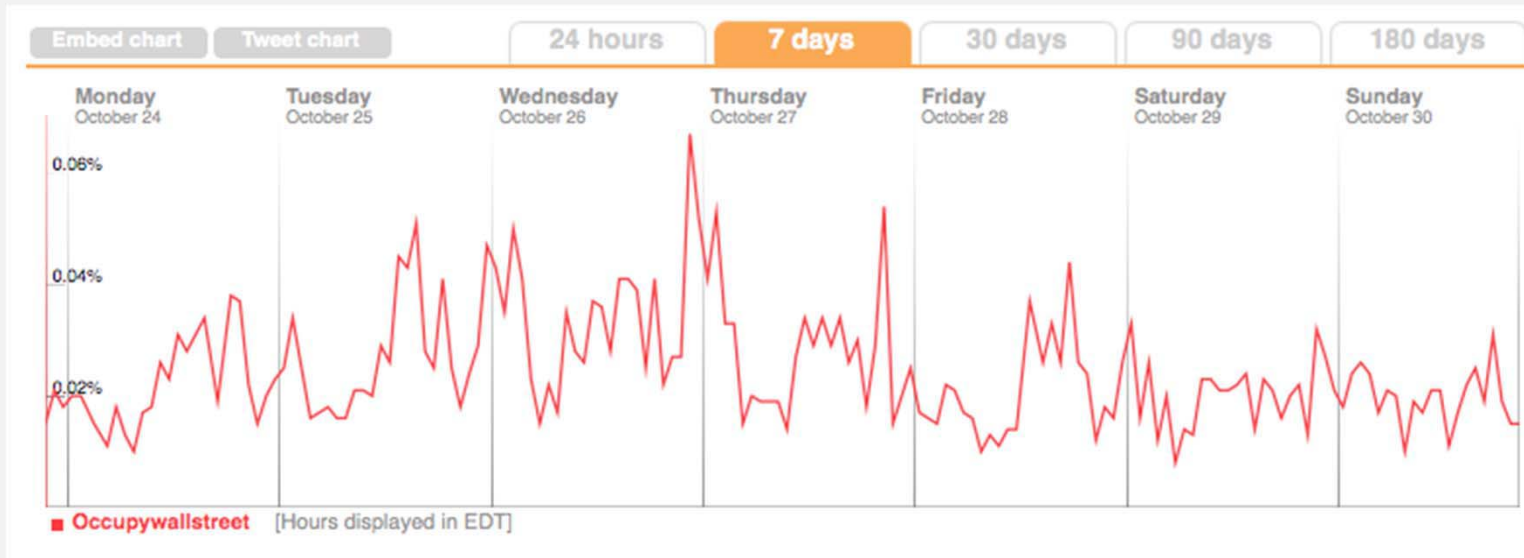
TOOLS: HASHTAG

HASHTAG.ORG

- Central repository for all hashtag trend and usage information

WHY USE IT

- You can identify which industry hashtags have traction in Twitter
- Understanding the fluctuations in hashtag usage (by day and time) can make a big difference in whether your tweet will be heard



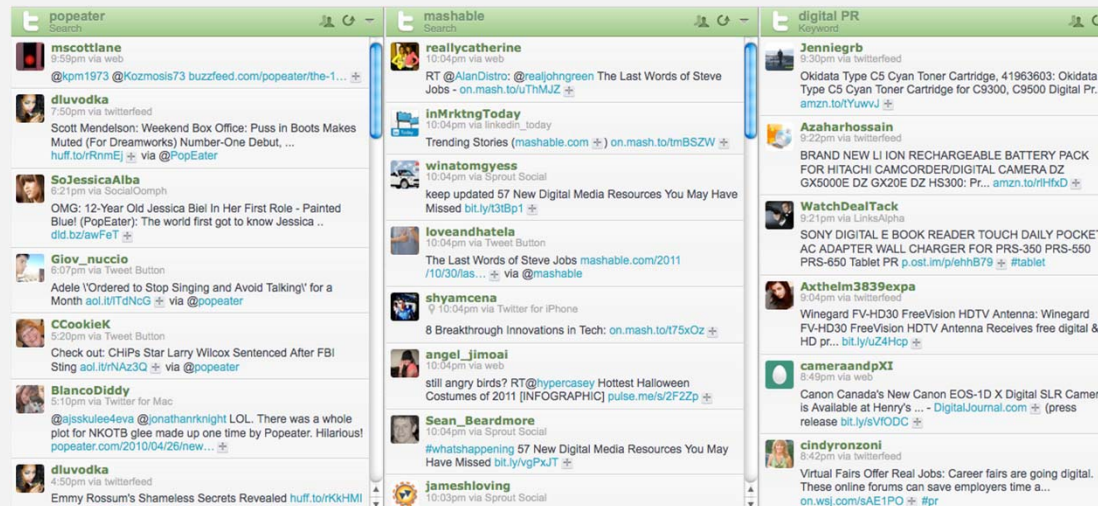
TOOLS: HOOTSUITE

HOOTSUITE

- More than just a tweeting platform, it allows you to filter out the noise on Twitter to get the nuggets you need to build strong tweets

WHY USE IT

- Add competitors and keywords to your streams to monitor relevant conversations
- Allows you to participate thoughtfully and strategically in a timely and relevant manner



TOOLS: HUBSPOT

HUBSPOT TWEET GRADER AND WHO TWEETS YOU

- Two easy tools to measure your sphere of influence on Twitter

WHY USE IT

- Understand whether your efforts are having an impact
- Identify the influencers who are tweeting about you

How Influential Are You On Twitter?

Enter your twitter username



tweet
grader

Who Tweets You?

Enter a twitter username (ex: @hubspot)

@talentigelato

Go

Top Users That Tweet @talentigelato

Rank	Name	Tweet	Bio	Grade	Followers	Updates	Location	Action
1	 niveheart (jayedee dewitt)	I #entered to #win delicious Talent! Gelato e Sorbetto via @talentigelato & @niveheart! so can you! http://t.co/tp4FxfGc	a slightly irreverent vegan mom, living in a non-vegan household, blogging about product reviews, giveaways, vegan menu plans and life. PR friendly - pitch me!	96.8	1,861	17,413		
2	 GeorgiaMist (Terri)	I #entered to #win delicious Talent! Gelato e Sorbetto via @talentigelato & @niveheart! so can you! http://t.co/tp4FxfGc	Social Media Consultant, Product Reviews and Giveaways. I offer honest opinions on all items reviewed. Contact me for your review: pr@gatheringgroos@gmail.com	96.8	1,583	6,269		

138

Tweet

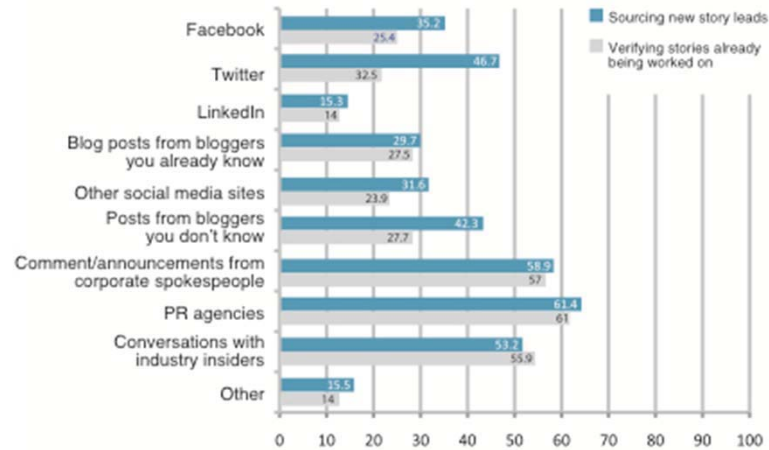
MEDIA ON TWITTER

The Newsroom goes social

46.7% use Twitter to source new leads

32.5% use Twitter to verify a story

Figure 4. Please select which of the following you use when SOURCING new story leads?



source: Digital Journalism Study 2011 - Oriella PR Network

PLAN & EXECUTE

Dedicate 20%-30% of your efforts specifically to the media on Twitter

The other 70%-80% should be spent on creating good content and engaging with your non-media followers

GETTING STARTED

- Begin by updating ALL internal media lists with Twitter handles
- Follow @ProfNet and @HelpaReporter with your personal account to find opportunities for your clients
- Check Muck Rack regularly to “discover what’s happening right now in the world of journalism” (muckrack.com)

IMPLEMENT THE BASIC BEST PRACTICES (from brand accounts)

- Follow, @mention, retweet, add them to a list of “top 10 [fill in blank]”

**GET ON
THEIR
RADAR**

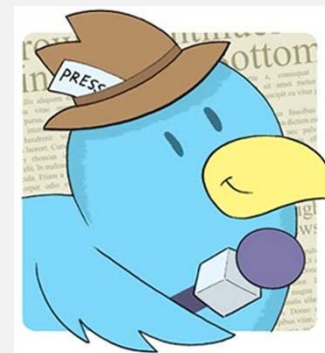
***If you use Twitter as a thought leadership platform,
then you will get noticed by the media***

***If you are still talking about breakfast choices,
then you will be ignored***

- Use industry-specific and related subject matter hashtags in tweets
- Participate in conversations about relevant events and conferences
 - Use event/conference hashtags
 - @mention and retweet event attendees and coordinators
 - Highlight who is attending or speaking from your organization
- Stand for something (POV)
 - Being a news aggregator is helpful to non-media followers
 - But the media wants to see a different angle on an issue

What to do once you have their attention

- Always do your research before making any contact
 - Their past tweets can tell you everything
- Create a tweet pitch that's under 140 characters
- Reach out conservatively with a DM and reach out when you DON'T need anything
 - Unless you see reason to reach out with an @mention
 - Remember, this is public and everyone can see it
- Get an email and use it to tell them more about your client



TWITTER RX

- 1. Think “survival of the fittest”**
 - Tweet often and send out your strongest tweets
- 2. Use tools to strengthen your tweet DNA, but don’t get overwhelmed**
 - Choose 2-3 and commit to using them every day
 - Focus on tools that help your tweets break through the noise (keyword-rich and relevant)
- 3. Spend 20%-30% of your Twitter efforts on media**
 - 50% should be spent on adding value (original tweets, POV)
 - 20%-30% should be spent on nurturing Twitter relationships

THANK YOU!

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