



Proven Twitter Tactics to Gain & Retain Followers

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Challenges

- Highly Regulated Industry
- Complicated Products
- Multiple Audiences

Photo Credit: <http://beabettermarthling.com/the-myth-of-hope/woman-rock-climbing/>

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Rewards



- **Visibility**
- **Share Your Message**
- **Immediate Brand Feedback**

Photo Credit: <http://www.talhuist.com/tag/the-day-around-the-world-of-top-mountain/>

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Hashtags & Keywords



Picture Credit: <http://interactioninstitute.org/blog/2010/05/25/3466/>

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Real-World Example: Hashtags & Keywords

> Challenge

- > Join a noisy conversation during major industry tradeshow

> Research

- > Who is talking?
- > What are they talking about?
- > What hashtags/keywords are used?
- > How can we join the conversation?

> Resolution

- > #PatientsFirst

The image shows three side-by-side screenshots of Twitter feeds. The first feed is for the keyword 'Medical Imaging' and contains tweets from users like BirdJob, medical_network, Jobs_On_Twitter, sam7050, Intelerad, Imaging_News, BusinessDayDigi, SnOoPyNoSsS, and JumanIsstaif. The second feed is for the keyword 'Transradial' and contains tweets from users like angioplastyorg, LingleMD, CardiacConsult, and SCAI. The third feed is for the keyword '#PatientsFirst' and contains tweets from users like bridgeshea, tysmth, georgetrantas, LGG1, RichDuszak, GodaChoi, aussicydesdale, and RichDuszak. The tweets discuss topics such as medical imaging technology, patient care, and industry events.

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Direct Messaging



- **Move Sensitive Conversations Offline**
- **Avoid Miscommunications**
- **Build Relationships**

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Real-World Example: Direct Messaging

> Challenge

- > Customer requests to attend an invitation-only event

> Resolution

- > Conversation moved offline to enable a better dialogue and resolution



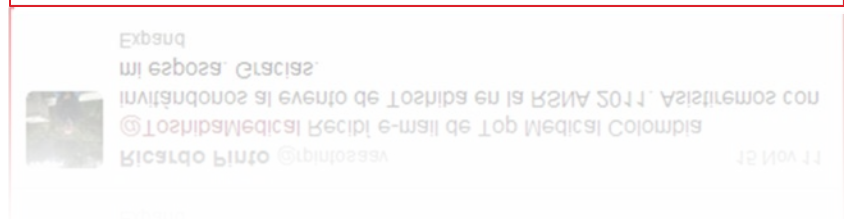
The screenshot shows four tweets from Twitter, each with a profile picture, name, handle, and date. The first tweet is from Nacho Morales (@Nacho_MM) dated 21 Nov 11, mentioning @ToshibaMedical and the RSNA annual meeting. The second is from Khan M. Siddiqui, MD (@drkhan) dated 21 Nov 11, mentioning RSNA 2011 and several other accounts. The third is from jose miguel camargo (@JoseM_Camargo) dated 18 Nov 11, mentioning @ToshibaMedical and the RSNA 2011 event in Colombia. The fourth is from Ricardo Pinto (@rpintosaa) dated 15 Nov 11, mentioning @ToshibaMedical and an email received from Top Medical Colombia.

Nacho Morales @Nacho_MM 21 Nov 11
good luck @ToshibaMedical "@RSNAexhibitors: Set up for the RSNA annual meeting has begun!! #RSNA11 pic.twitter.com/rJy1ayLj"
[View photo](#)

Khan M. Siddiqui, MD @drkhan 21 Nov 11
All things RSNA 2011 is out! bit.ly/uxN5ac ▶ Top stories today via @ssi_illuminate @miradamedical @toshibamedical @softeking
[Expand](#)

jose miguel camargo @JoseM_Camargo 18 Nov 11
@ToshibaMedical see you at #RSNA11: TOP MEDICAL SYSTEMS S.A. Colombia
[Expand](#)

Ricardo Pinto @rpintosaa 15 Nov 11
@ToshibaMedical Recibí e-mail de Top Medical Colombia invitándonos al evento de Toshiba en la RSNA 2011. Asistiremos con mi esposa. Gracias.
[Expand](#)



This block shows a faded version of the tweet from Ricardo Pinto (@rpintosaa) dated 15 Nov 11, mentioning @ToshibaMedical and an email received from Top Medical Colombia.

[Expand](#)
mi esposa. Gracias.
invitándonos al evento de Toshiba en la RSNA 2011. Asistiremos con @ToshibaMedical Recibí e-mail de Top Medical Colombia
Ricardo Pinto @rpintosaa 15 NOV 11

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Measurement

- Use Tracking URLs
- Integrate Tracking with Website Metrics to See Where Traffic Originates
- Evaluate Messaging Effectiveness

Tools:

- HootSuite
- Google Analytics
- Social Mention



Picture Credit: <https://www.innovationmanagement.se/2010/03/30/measurement-is-critical-to-increase-return-on-innovation/>

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Crisis Communications

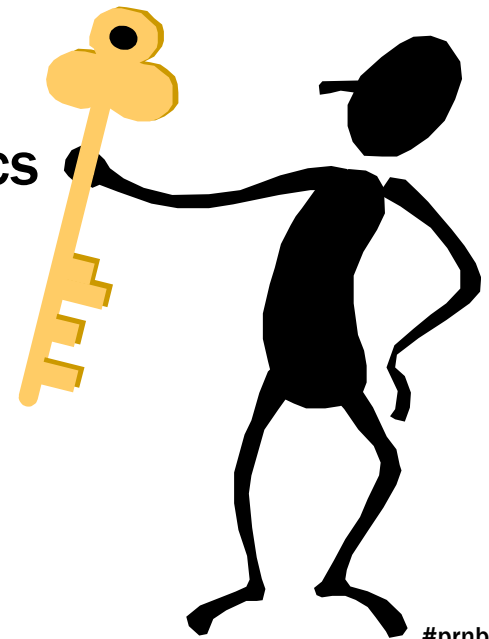


- **Monitor Conversations Constantly**
- **React Thoughtfully**
- **Learn from Other Companies**

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Key Takeaways

- **Research** keywords and hashtags before choosing them – the best choice may not be what you think
- **Respond** publicly if it can be done in 140 characters
- **Measure** each campaign for effectiveness, not just in clicks but also in what they did after clicking
- **Evaluate** your social media strategy continuously, adjusting messaging and tactics as necessary
- **Monitor** conversations to stay ahead of potential issues



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