

Twitter Action Plan

Wildfire PR (In the 'Putting the 'social' into social media' whitepaper) suggest the following action plan for any marketer looking to go back-to-basics with their Twitter strategy:

- 1. Don't be cryptic:** With only 140 characters at your disposal, it's often tricky to get ideas across, but being clear and concise is crucial in keeping your followers engaged.
- 2. Give followers a reason to click your link:** Include a link in your tweets whenever possible and keep your tweets interesting to encourage click-throughs.
- 3. Convey your personality through your tweets:** Don't be afraid to use a lighter tone on Twitter. The more approachable you are, the more likely you are to build relationships with your followers.
- 4. Create lists of key people in your industry or useful contacts:** Use Twitter Lists to put together useful groups of relevant people. This will help you build links with these influencers and will also act as a useful resource for your followers.
- 5. Respond to replies quickly:** if someone directs a message at you on Twitter, do your best to respond as quickly as possible. Even you don't know the answer or need to find more information, you can still set expectations.
- 6. Link Twitter to your web analytics service:** Use web analytics to identify what drives traffic and how effective or likely this traffic is to convert.
- 7. Retweet interesting content:** Embrace your community and if one of your followers tweets something interesting, retweet it to your followers. Add a comment for extra points!
- 8. Ask questions:** One of the best ways to encourage engagement with your followers is by asking questions. Why not get feedback on your latest product or ask for content ideas for your blog?
- 9. Be flexible, don't just tweet about the same thing:** The best brands on Twitter provide a good balance of different tweets – some serious and some promotional, but others that are lighter in tone and give a more human side to the company.
- 10. Pimp your profile by using your company colours and putting together a bespoke background:** Keep your Twitter profile consistent with your company branding to make it feel more credible.

We will put the information from today's twitter talk at www.PutneySocial.co.uk/Twitter

Twitter Tips - By @DanielDoherty @Grafform

Status updates

- Not too much self promotion (it doesn't get shared).
- Make it about the clients/customers. Answer the "what's in it for them" early.

Here are some conflicting ideas...

- Be social talk about others, that's what people like and gets you followers.
- On twitter the more tweets you send together, the less the links get clicked.
- Optimum amount of time to tweet for "Clicks" is an hour apart.

So talk about others in tweets close together (as less worried about people clicking them)

But give YOUR tweet about YOUR PRODUCT some space to breath.

Social Media Timings

There are no hard and fast rules about when to Tweet, but some trends that have been seen in research by Dan Zarella (A social scientist who look at a few years of Tweets).

**** TWITTER** has more interactions Monday to Friday**

**** Please ReTweet = 51% more RT's ** Please RT = 39% more shares**

**** Pls RT = Increases 4X more likely shared + Gets shared MORE!**

MarketingThink.com

By @GerryMoran

How To Build The Perfect Tweet

Rev. Feb. 23, 2013

SCALE: <120 characters

Another MarketingThink.com Social Media Blueprint

Links. Shorten all URLs
Coaching. Studies show Bit.ly links generate the most retweets

Destination. Make 90%+ of your tweets link to articles, blog posts, pictures or video that relate to your message
Coaching: Links do not always have to be at the end of a tweet

Call To Action. Tell readers what you want them to do
Coaching: Place "[]" around the deliverable to drive additional action (e.g., [Blog])

Message. Use good punctuation including capital letters, no txt speak and avoid all caps!
Coaching. Do not abbreviate anything other than numbers (e.g., 6 instead of six)

Hashtags. Include 1-2 in each message to increase reach among non-followers
Coaching: Include hashtags in body of message and avoid adding them at end of tweet

Format. Use a mix of headlines, questions and facts & figures to drive clicks and RTs
Coaching. Monitor your tweet performance to make format changes

Mentions & RTs. Use these to call out authors (e.g., @GerryMoran)
Coaching: Add your own messaging to RTs

Tone. Use your own voice in a professional way to add some personality
Coaching: Get someone to review your style

Retweet Space. Leave > 20 characters for retweeters to add content
Coaching: Make sure to say thank you for each RT!

MESSAGE (<100 characters) LINK (20 char.) BLANK (20 char.)

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Please pass this blueprint on to help build better social media messaging throughout the world! Reach me @GerryMoran with any questions!

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