

Tweet So Others Will Listen:

HOW TO MAXIMIZE YOUR ASSOCIATION'S USE OF TWITTER



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During the next hour, you will:

- ▶ Learn how to set up or enhance a professional Twitter account.
- ▶ Engage others with relevant, compelling, exciting tweets.
- ▶ Capitalize on the connecting power of Twitter during events.
- ▶ Use Twitter metrics to further maximize your content strategy and account engagement.

Poll: Does your association use Twitter ?

- ▶ Yes, we tweet regularly.
- ▶ Yes, we have an account, but our tweets are more sporadic.
- ▶ Yes, we have an account, but we have barely tweeted.
- ▶ No, we do not have an official association Twitter account.

Why Use Twitter?

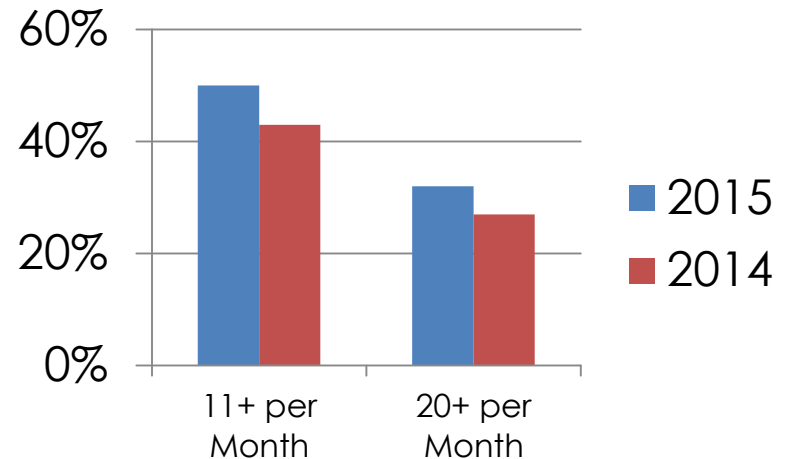
▶ Twitter has **316M** monthly active users.

▶ The average Twitter user spends **170 minutes** per month on site.

▶ **85% of B2B marketers** use Twitter.

▶ Respondents to the **2015 Association Communications Benchmarking Study** said they would “put a lot more muscle behind their social media” if they suddenly had a larger budget.

▶ Associations communicate with members **more frequently** on social media now than in the past.

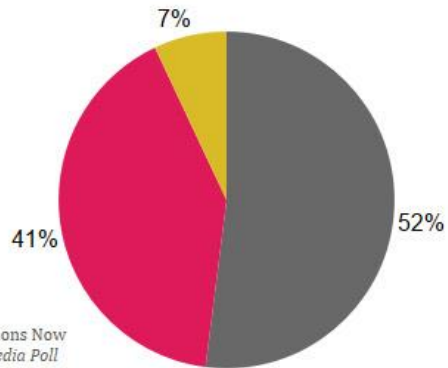


N=593. Source: Association Adviser and Naylor Association Solutions, 2015.

*Sources: AssociationsNow.com,
ExpandedRamblings.com*

Why Use Twitter?

How Important is Social Media to Association Professionals?

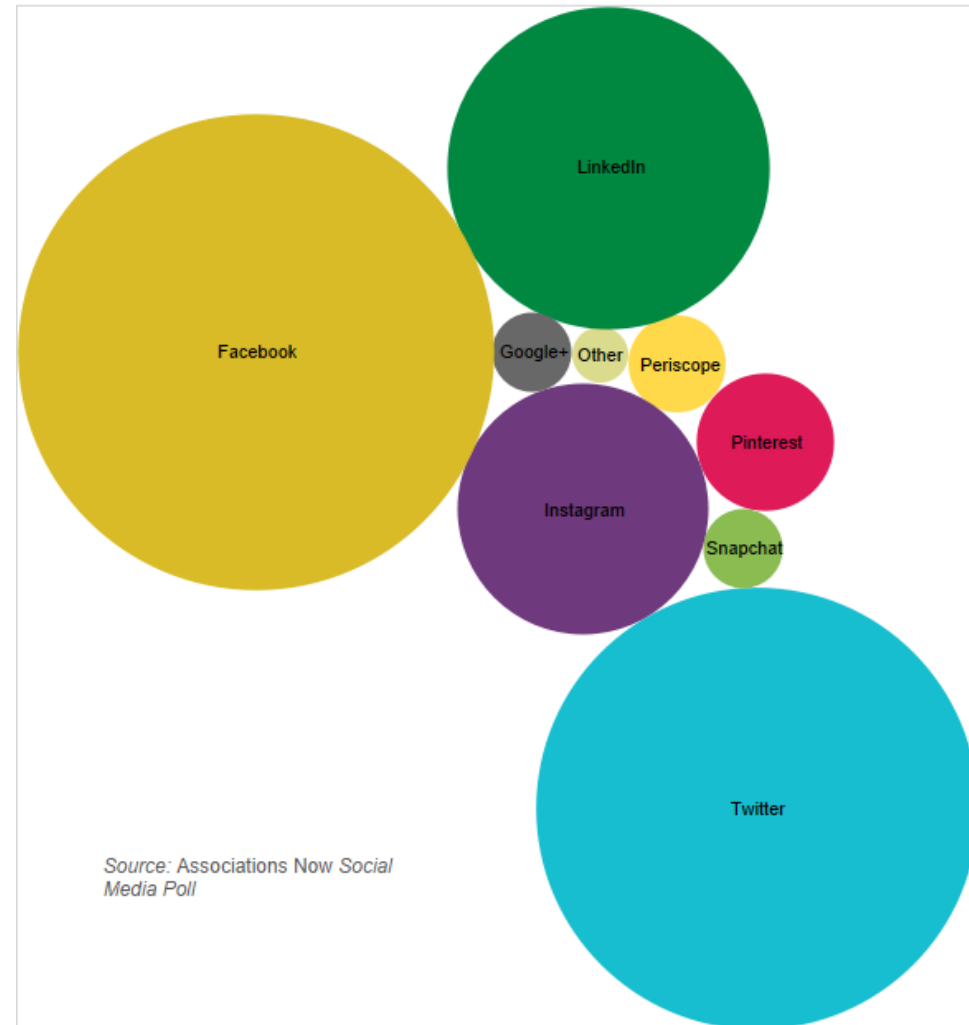


Level of Importance

- Critical
- Important
- Somewhat important

Source:
Associations Now
Social Media Poll

Association Professionals' Preferred Social Media Platforms



Source: Associations Now Social
Media Poll

Know Your Audience

- ▶ Are they using social media?
- ▶ Who is your target market?
- ▶ Who are the major influencers?



Set Up A Complete Profile

1. Create a **professional** Twitter name. Don't use numbers, if possible.
2. Include **keywords** in your bio.
3. Add a **website**.
4. Set your profile picture to a **headshot** of you OR your organization's **logo**.
5. Add a **cover photo**, but keep it appropriate.



Promote Your Presence

- ▶ On other social media channels you use.
- ▶ On your individual online profiles.
- ▶ On your printed and digital publications.
- ▶ In your email signature and on your business cards.
- ▶ Event signage.
- ▶ In person and by phone.



Poll: Which of the following promotion tactics for your association's Twitter account do you think you could implement first?

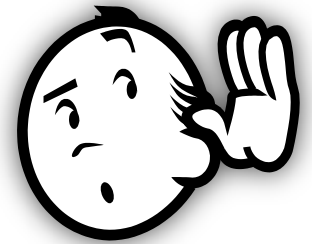
- ▶ Adding links to email signatures
- ▶ Adding links to Twitter on other social media profiles
- ▶ Include your Twitter handle in printed or digital publications
- ▶ Telling others in person that your association is on Twitter

Key Twitter Terms

- ▶ **Reply** - Comment on a tweet and join the conversation.
- ▶ **Retweet (RT)** - Share a tweet with your followers. You can add your own thoughts to this tweet before the “RT”.
- ▶ **Favorite** - Lets the author know you liked their tweet.
- ▶ **Hashtag** - Assign a topic to your tweet or join existing topics. Click on a hashtag to view related tweets.
- ▶ **Modified Tweet (MT)** - Retweeting while making non-compromising content changes in order to fit within the 140 character max.
- ▶ **Pinned Tweets** - Pins a tweet to the top of your feed for time-sensitive information.
- ▶ **Saved Search** - Keyword searches that you can save in the search bar and regularly reference.

Engage Your Audience

- ▶ Twitter is a platform for two-way conversations.
- ▶ Listen to conversations that are already happening, then jump into the conversation in a meaningful way.
- ▶ Always respond to tweets directed at you or direct messages in a timely manner.
- ▶ Leave room in your tweets for others to retweet or reply: at least 10 characters.



Engage Your Audience

▶ Consider following :

- ▶ Members
- ▶ Vendors
- ▶ Sponsors
- ▶ Association chapters
- ▶ Industry leaders
- ▶ Other influencers

TWEETS 1,980 FOLLOWING 1,370 FOLLOWERS 9,216 FAVORITES 245 LISTS 1

BuiltWorlds @builtworlds
Instigating technological evolution across the built environment

CalAPA @CalAPAnews
The California Asphalt Pavement Association represents the asphalt paving industry, including producers, refiners, contractors, labs, consulta...

NECA @necanet
NECA is the voice of the \$130 billion electrical construction industry that brings power, light and sustainable technology to communities across...

Asphalt Institute @Asphalt_Inst
The Asphalt Institute is a U.S. based association of international petroleum asphalt producers, manufacturers and affiliated businesses.

Natl Asphalt Pvmt As @NAPATweets
NAPA represents asphalt producer-contractors at the national level.

MMC Magazine @MMCMag
A magazine published quarterly that looks closely at the latest building technologies, with an emphasis on onsite and modular production methods.

Welby Construction @WelbyConst

Granite Contracting @GraniteContrLLC

Pavement Magazine @PavementMag
Contractors who make a living from paving and pavement maintenance have relied on Pavement Magazine and National Pavement Expo...

Engage Your Audience

- ▶ Thank others for following your association.
- ▶ Tag authors, companies, members or vendors in your tweets.



Engage Your Audience

- ▶ Leverage giveaways to earn your account more attention and followers.



Constructor Magazine @ConstructorMag · Sep 25

Who wants some cool @ConstructorMag swag? Be our 9K follower and a fun little prize will be yours!



Liftec Forklifts @LiftecForklifts · Sep 30

@ConstructorMag Did we win?



Constructor Magazine @ConstructorMag · Oct 1

@LiftecForklifts Yes, congrats! Thanks for the follow!



Liftec Forklifts @LiftecForklifts · Oct 1

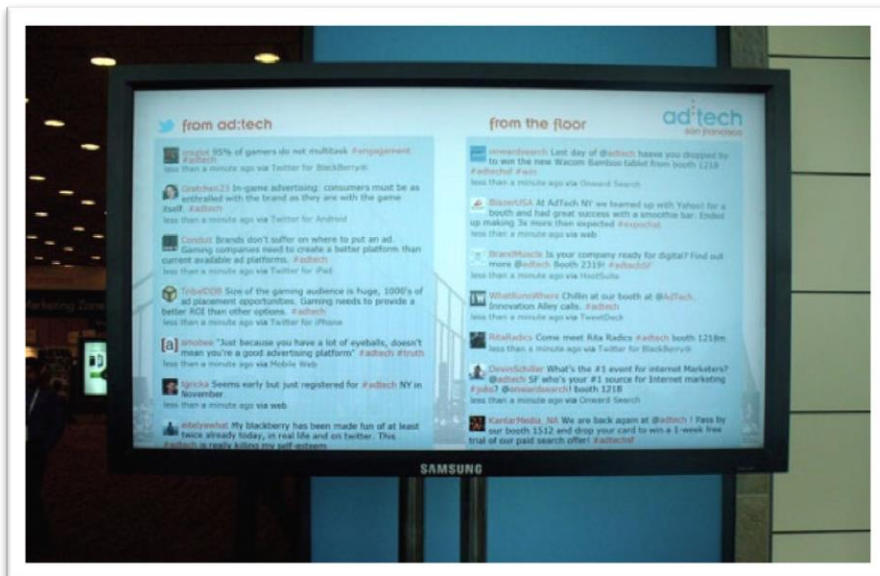
@ConstructorMag Woo hoo. Winner winner, chicken dinner. Thank you Constructor Magazine!

Using Twitter at Live Events

- ▶ Use a service like Tweetwall, Twitter Beam or Tint to display a Twitter feed at an event.
- ▶ Make sure to do all the external preparation.
- ▶ Equipment, design, sponsorship, etc.

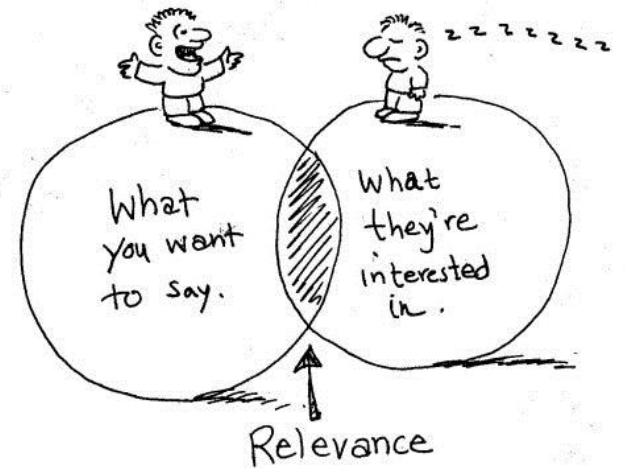


- ▶ Choose a unique event #hashtag.
- ▶ Using Twitter at an event should make the event more interactive.
- ▶ Make it fun!



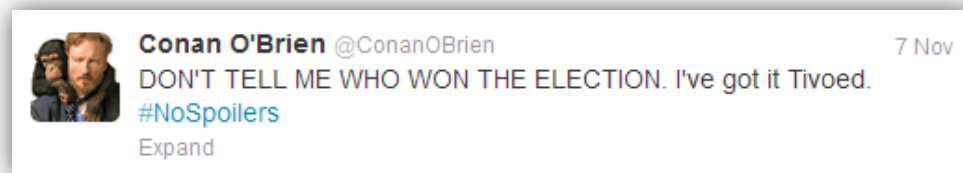
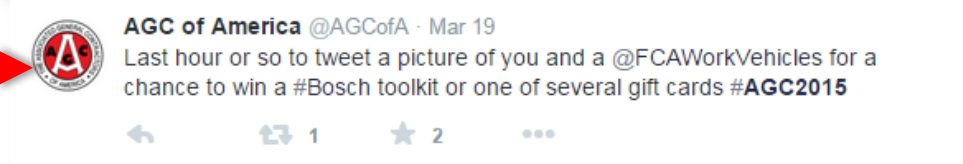
What to tweet about?

- ▶ Association news and events.
- ▶ Industry news and events.
- ▶ Respond with landing pages/website
- ▶ Tweet links to your digital publications .
- ▶ Include #hashtags.
- ▶ Retweet/repost members', vendors', sponsors' tweets.
- ▶ Ask questions: show curiosity.
- ▶ Congratulate other industry leaders.
- ▶ Talk about trending industry articles; add your own commentary.
- ▶ Position your association as a leader in your industry.



Use Hashtags

- ▶ Search for hashtags people are using to unite conversations about similar topics.
- ▶ Hashtags are the pound sign (#) added in front of any word or phrase.
- ▶ Hashtags are used...
- ▶ To signal that a tweet is about something in particular. #studyabroad
- ▶ To participate in Twitter conversations between more than two people. #assnchat
- ▶ To unite people tweeting at an event. #AGC2015
- ▶ To make jokes.



Use Photos



Constructor Magazine
@ConstructorMag

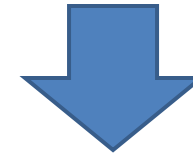
Why the [#construction](#) industry needs [#drones](#) to get off the ground: ow.ly/MuzrA



Constructor Magazine @ConstructorMag

4 May 2015

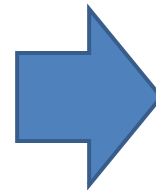
Why the [#construction](#) industry needs [#drones](#) to get off the ground ow.ly/MoaqC



1,284 impressions

7 clicks

0.55% engagement rate








10,704 impressions

480 clicks

4.5% engagement rate!

Use Photos

Tweet	Start	Spend	Impressions	Tweet Engagements [?]	Tweet engagement rate
Campaign totals	-	\$404.00	64,154	3,332	5.19%
 Constructor Magazine @ConstructorMag 11 Jun 2015 The #DallasCowboys use #drones to view football practices. How is #construction using drones? owl.ly/MuzrA pic.twitter.com/Rk61JNqTy9	11 Jun	\$93.79	4,878	1,104	22.63%
 Constructor Magazine @ConstructorMag 21 May 2015 Seems like #LA would want to #DriveBetterRoads pic.twitter.com/tcpxBJs5el	21 May	\$101.21	11,202	1,189	10.61%
 Constructor Magazine @ConstructorMag 13 May 2015 Wage wars: #Construction #salaries are increasingly based on more than money: constructormagazine.com/wage-wars pic.twitter.com/oCUlcmz9e3	13 May	\$64.70	7,571	457	6.04%
 Constructor Magazine @ConstructorMag 5 May 2015 Why the #construction industry needs #drones to get off the ground: ow.ly/MuzrA pic.twitter.com/ss52QZbCXe	5 May	\$121.75	10,704	480	4.48%
 Constructor Magazine @ConstructorMag 22 Jun 2015 How the cloud is moving the needle closer to a more efficient #construction industry owl.ly/OuVs3	22 Jun	\$1.23	156	2	1.28%

Test Multiple Graphics

- ▶ Certain types of graphics or photos might work better with your association's audience
- ▶ Test the same text with different graphics to find out which type(s) your followers respond better.

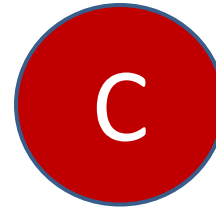
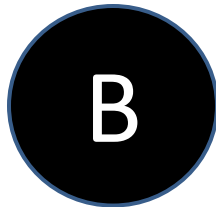


Test Multiple Graphics



Constructor Magazine
@ConstructorMag

@AGCofA members build all sorts of cool projects. Check out Member News in Constructor eNews ow.ly/Tvack



Constructor Magazine
@ConstructorMag

@AGCofA members build all sorts of cool projects. Check out Member News in Constructor eNews ow.ly/Tvack



Constructor Magazine @ConstructorMag 21 Oct 2015

.@AGCofA members are building all sorts of cool projects. Check out the Member News in @ConstructorMag eNewsletter ow.ly/Tvack

Test Multiple Graphics



Constructor Magazine
@ConstructorMag

@AGCofA members build all sorts of cool projects. Check out Member News in Constructor eNews ow.ly/TvackK



28
impressions
0 clicks



Constructor Magazine
@ConstructorMag

@AGCofA members build all sorts of cool projects. Check out Member News in Constructor eNews ow.ly/TvackK



345
impressions
7 clicks

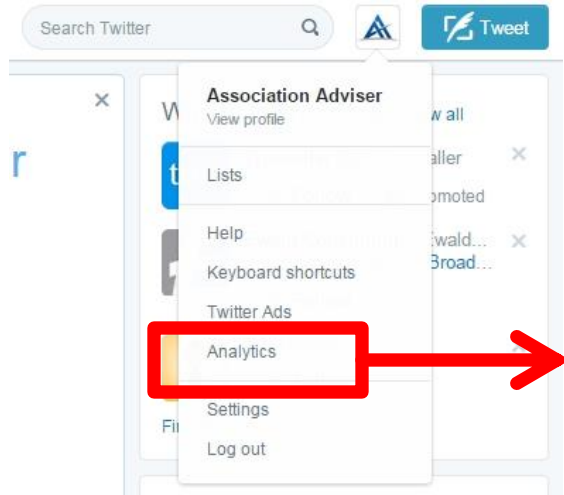


Constructor Magazine @ConstructorMag 21 Oct 2015

@AGCofA members are building all sorts of cool projects. Check out the Member News in @ConstructorMag eNewsletter ow.ly/TvackK

113
impressions
0 clicks

Test Multiple Graphics



Tweet activity

Last 28 Days




Export data

Your Tweets earned **3.2K impressions** over this 28 day period



YOUR TWEETS
During this 28 day period, you earned **101 impressions** per day.

Tweets Top Tweets Tweets and replies Promoted Impressions Engagements Engagement rate

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
 Association Adviser @AssocAdviser · 53m Communication integration is more easily said than done. Discover more: associationadviser.com/index.php/comm... #assnchat pic.twitter.com/J6v1YEx1ZH View Tweet activity				12	0	0.0%
 Association Adviser @AssocAdviser · 5h Join us on 10/29 at 3 p.m. ET to find out if your association is using Twitter in its full capacity: tinyurl.com/of6hk8f #assnchat View Tweet activity				17	0	0.0%
 Association Adviser @AssocAdviser · Oct 26 Which type of advertising/sponsorship seems to work best with your members? Cast your vote: associationadviser.com/index.php/asso... #assnchat View Tweet activity				53	0	0.0%

Engagements
Showing 28 days with daily frequency

ENGAGEMENT RATE
0.9%



LINK CLICKS
7



On average, you earned **0 link clicks** per day

Respond to Feedback

- ▶ **Respond** to posts the same as you would if they were delivered by phone call or email.
- ▶ Social media is a forum for **meaningful conversations** that don't happen via email or phone. It is low-cost, casual and real-time.
- ▶ **Take advantage** of these platforms or your members will go somewhere else, where someone else is listening to them.

Use Social Media Consistently

- ▶ Update your account **regularly**.
- ▶ Use a social monitoring service if needed.
 - ▶ [HootSuite](#), [HubSpot](#) and [TweetDeck](#) are all good services, and they're free.
- ▶ Use these services to:
 - ▶ **Schedule** tweets ahead of time.
 - ▶ View **multiple accounts** at once.
 - ▶ **Monitor** conversations.



DOs and DON'Ts of Tweeting



- ▶ **Don't** use more than two hashtags in one tweet.
- ▶ **Don't** use special characters in your hashtags or it will break them. Hashtags only recognize letters and numbers.
- ▶ **Do** use a service like bit.ly to shorten links so you save space and can track click through performance.

Paste a link to shorten it

SHORTEN

- ▶ **Do** post as much original content as you can. **DON'T** plagiarize
Always give credit if you use someone's information or shout out.

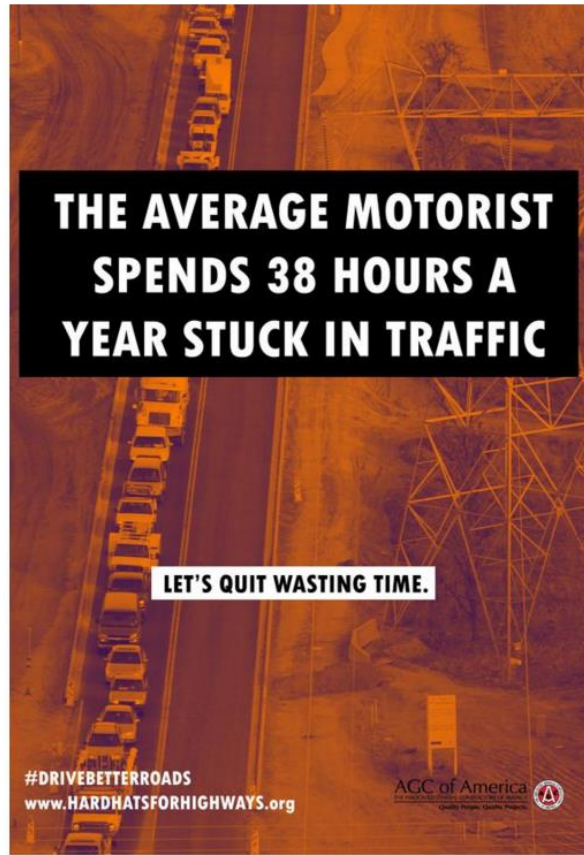


DOs and DON'Ts of Tweeting



AGC of America @AGCofA · Aug 7

Share this to get people informed about the importance of the highway and transit bill! #drivebetterroads



RETWEETS
16

FAVORITES
6



- ▶ Do **add pictures** when you can. Tweets with photos get SEVEN times as many retweets and clicks as text-only tweets.
- ▶ Make content that people will want to **share**.
- ▶ Notice we explicitly stated “Share this...” Don’t be afraid to occasionally **invite** people to share your content outright.

DOs and DON'Ts of Tweeting

- ▶ Act professionally online!
- ▶ Appearance counts. Spelling matters.
- ▶ Comply with all legal regulations.
- ▶ Follow copyright & intellectual property laws. Give credit where it's due.
- ▶ Respect client privacy & confidentiality. If members don't want something shared, don't share it.
- ▶ Be aware of potential conflicts of interest when sharing items.
- ▶ Do not become a cyberbully.
- ▶ Fully disclose your affiliations.



Measure Engagement

- ▶ Use your Twitter **analytics** to guide your content strategy.
- ▶ **Track your tweets** that earned the most engagement.
- ▶ Track your **follower count**.
- ▶ Make a **celebration** out of follower milestones.



Questions for our panel?



Kelly Clark,
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Jeanie Clapp,
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Andrew Burke,
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