

## Webinar Q&A- Tweet So Others Will Listen: How Associations Can Maximize Their Use of Twitter

---

**Q: Do tweets posted to a Twitter Wall have to go through a moderator, or can the feed post live tweets without approval?**

**A:** If you are using a Twitter Wall at an event to show event-related tweets, you can choose whether or not to moderate tweets before showing them on a screen. Most programs that set up and run a Twitter Wall allow the option to review tweets or not. Your association might choose to moderate tweets before showing them if your event hashtag is used by another group online, and you only want to show tweets related to your event. You might also want to filter out potentially inflammatory tweets that your event communications team would prefer to handle offline. However, moderation services often cost more, either in financial terms for the Twitter Wall program you use or in terms of the staff time your team must dedicate to constantly monitor tweets.

**Q: How are Twitter Walls priced?**

**A:** Pricing varies by company, length of use, feature package, and extent of branding your association desires. We recommend shopping around Twitter event service providers and choosing a vendor that fits your association's needs and budget.

**Q: What are some content ideas for association-related tweets?**

**A:** Some suggestions we gave during the presentation:

- Association news and events
- Industry news and events
- Respond with landing pages/website links
- 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

We had some excellent suggestions in addition to the ideas laid out in the presentation slides:

- Quiz questions to help members stay fresh on professional knowledge
- News stories that mention your association/organization
- Calls for advocacy involvement
- Links to toolkits or other online resources hosted on your association’s website

**Q: What should you do when you ask a question and no one responds?**

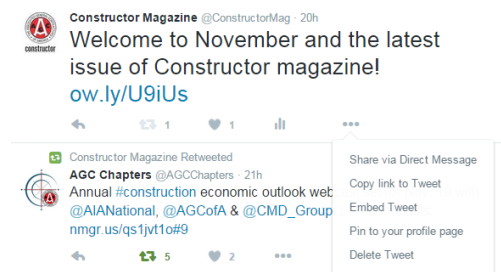
**A:** Examine the way your question is phrased. Is there another way you can ask it that might be more relatable? Tweet your question more than once. Twitter feeds move fast, and it’s possible that only a few people saw your tweet the first time you posted it. Also, review when you posted your question. The day of the week and time of day you tweet can determine how many people see your tweet. Generally, tweets that are published during the week or during working hours are more likely to be seen than tweets posted outside of normal business hours. Don’t be afraid to offer an incentive for people to respond to your question. Hold a raffle among everyone who tweets a response to your association’s Twitter handle or offer a prize for the 10<sup>th</sup>, 20<sup>th</sup>, or 25<sup>th</sup> person to respond. Think of the cost of a small prize as the investment needed to gather the information you want.

**Q: Can you tweet so only one person sees it?**

When you reply to an individual Twitter user by starting your tweet with the “@” symbol and their Twitter name, the tweet only shows up in their news feed and notifications, and on your Twitter profile. It does not automatically show up in the news feed of your followers or the other individual’s followers, but it can still be seen on your profile and if the other person retweets it or replies back to you. If you want to send a private message to another Twitter user, send them a direct message (DM) using the Messages tool in the top navigation menu.

**Q: How do you pin items to the top of your Twitter profile?**

**A:** You can pin any tweet you’ve posted to the top of your profile by clicking on the three dots symbol at the bottom of a tweet and selecting “Pin to your profile page” from the drop-down menu that appears. This tweet will stay at the top of your profile feed until you unpin it or replace it with another pinned tweet.



We recommend pinning tweets that contain important information you want members to see first when they visit your profile page, such as reminders about upcoming deadlines, links to new online publications, links to register for events, breaking industry news, a photo from a recent event, or calls for advocacy-related action.

**Q: How many hashtags should you use in a single tweet?**

**A:** There's no hard and fast rule about how many hashtags you should use in a tweet, but we recommend no more than two or three. Any more than this number and your tweet becomes difficult to read. Hashtags should be related to your association's industry and current happenings, and you should try to blend hashtags naturally into a sentence to conserve characters and preserve the ease of reading your tweet.

Here's an example of blending hashtags naturally:



**NaylorAssocSolutions** @NaylorLLC · Sep 21

Is your association taking advantage of [#infographics](#) as a marketing tool? [associationadviser.com/index.php/how-...](http://associationadviser.com/index.php/how-...) [@AssocAdviser](#) [#assnchat](#)

**Q: My experience with Hootsuite is that it doesn't recognize hashtags or Twitter handles. Do other social media management programs recognize these?**

**A:** In our experience, Hootsuite and other social media monitoring programs will publish linked hashtags and Twitter names if you correctly type them into a scheduler or live tweet text box. There should be no spaces between the # or @ symbol and the word, phrase, or Twitter handle you want to link. Hashtags and Twitter handles cannot contain punctuation or special characters, so make sure you aren't including those in your desired hashtags.

If you mistype a hashtag or Twitter name with special characters or symbols, Hootsuite will send your linked email account a message stating what the problem is and how to remedy it. They also have several [tutorials](#) about how to tweet like a pro on their website.

**Q: In some instances, Hootsuite displays images attached to tweets as an ow.ly link instead of actually displaying the photo. Do you have any tips to combat this?**

**A:** Hootsuite only displays images if you are posting them from a Pro (paid) account. If you are using their free version, your images will always be posted via their ow.ly link shortener.

If you want to post images directly without having to pay a third-party monitoring program like Hootsuite, you can post tweets with images directly through the Twitter interface.

**Q: How do you create images or digital posters for use in tweets?**

**A:** You can use any design program you are comfortable with to create an image for use in a tweet. We use a combination of [InDesign](#), [Canva](#), [Microsoft Picture Manager](#), and [Photoshop](#) to create the images we use in tweets for [@ConstructorMag](#). Search for [photo editing programs](#) to find one that fits your skill set and your budget.

**Q: How can I capture analytics for our Twitter activity?**

**A:** Twitter offers built-in, free analytics for all user accounts. Their analytics program can tell you which of your tweets receive the most interaction, the types of interaction your tweets receive, and your follower count by month. You can also manage any [Twitter Cards](#) you've set up and track conversions from links within your tweets. [Twitter Ads](#), Twitter's paid advertising program, offers its own analytics platform that tracks your Twitter campaigns.

**Q: I have members who say they are too old for social media. I've created toolkits and other resources to help them, but still have a hard time engaging them. Do you have any tips for engaging an audience that is older?**

**A:** If your membership is just not into using Twitter, it may be best for you to invest your time and resources in a communication channel they feel more comfortable using and through which they will respond to your association. However, if you think a subgroup of your older members might be using Twitter, or if you think Twitter will become more popular among your older members soon, in addition to the guides you've created, consider asking a savvy older Twitter user to become an ambassador for your association and for their age group online. Ask them to play a helper role in encouraging other older members to register for and use Twitter. Give them the tools and authority as a representative of your association to answer questions about how to tweet, how to interact with others, and how to keep up with their news feed. Once they see a peer role model online, they may be more likely to try it themselves.

**Q: What are your tips for gaining followers?**

**A:** Twitter, like other social media platforms, is built for interaction. The best way to make others interested in you is to be interested in them. On Twitter, this means following other accounts related to your association's interests, watching what they say, and responding to them. Try favoriting tweets you agree with or support. Reply to others' questions or comment on their statements, even if it's a simple yes/no or a congratulatory response. When responding, provide links to more information on your website OR on others' websites. This will help keep the conversation going and will position your association as an influencer others should follow.

*Please note that the answers contained in this document reflect the views of Naylor Association Solutions and are not necessarily the same views held by Twitter.*



*October 2015*