



Best Practices

1 TWITTER WITH A PURPOSE

- **Why do you want to Twitter?**
 - Having a **purpose** in mind allows you to maximize your time and efficiency on Twitter.
 - **ie.** I am a sports blogger and I want to use Twitter to acquire more traffic for my site.
- **Think about whom you are engaging with and how you wish to engage.**
 - You will get out of the Twitter experience whatever you put into it.
 - **ie.** If you follow @joeshmoe and all they tweet about is what they had for lunch, you are not going to find any value in the relationship.
- **Decide whether you're separating personal from professional.**
 - Your professional followers may not care about your personal life and visa versa.
 - If you decide not to separate the two, **don't let your tweets get too personal.**





2 BUILD YOUR FOLLOWING

- **Create a user-friendly Twitter ID.**
 - It's best to use your name, so that you are easily searchable.
 - Don't use symbols- they are hard to recall.
 - This will also increase your Google visibility.
 - **ie.** @kathleenhessert , @nataliegulbis, @ryanstephens

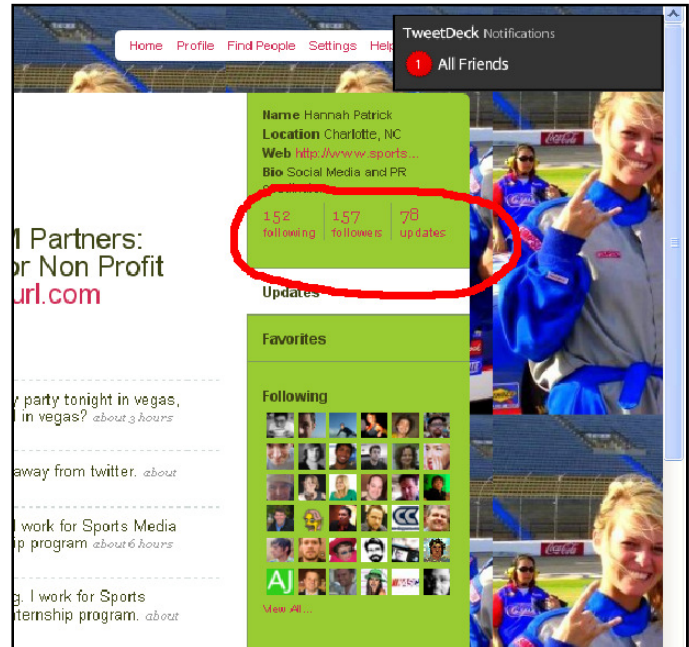
- **See who's on top on Twitter.**
 - Visit [TwitterGrader](#) to see who has the most active Twitter accounts, and follow.
 - **ie.** If you are in marketing @chrisbrogran would be an influential person to follow.

- **Respond to people who @ reply you**
 - This shows people that you are **engaged and active.**
 - It also promotes future conversation
 - **ie.** Thanks for sharing @kathleenhessert, would love to discuss further. Tweetup?

- **Reach out to people who interest you**
 - Use [Twellow](#) - An application similar to Twitter search except that you can search by categories such as geographic location, (which makes results more targeted).
 - Follow people who interest you, and consider their followers too.
 - **ie.** @pennstate I am a huge PU fan! Check out this link <http://www.blackshoediaries.com>.

- **Put your Twitter ID on all of your signatures**
 - This gets your name more exposure

- **Promote others and share information**
 - Retweet regularly and highlight others good work to show that you are not all about your own self promotion. It will pay off.
 - **ie.** RT @lewishowes - How to effectively hop on the social media band wagon & become completely immersed in one month: <http://tinyurl.com/8e2w97>
<http://twitter.com/ryanstephens/status/1121844994>





3 ADD VALUE TO YOUR TWEETS

- **Tweet useful bits of information**

- Chris Brogan, leading social media strategist says instead of answering the question, “What are you doing?” Answer the question “**What has your interest right now?**”

- **ie.** Reading Geoff Colvin’s “Talent is Overrated”, great book.



- **Add interesting links to up your tweets value**

- If it’s your own piece, add: *New blogpost*, if it’s someone else’s that you’ve just come across, add: *Reading*.
- Links help your followers to see what you are responding to.
- It’s always more valuable, if you share someone else’s articles or posts (and similarly, it is more valuable for you if someone else is sharing yours).

- **Take conversations elsewhere**

- Challenge your friends and colleagues to share the conversation with another. The more the merrier!
- Take conversations to blogs, message boards, emails, phone calls, and even face to face meetings if the relationship grows to that point. This is how great connections are established.



4 BE AUTHENTIC

- The more transparent and authentic you are, the more respect you will get.
- Share what you know and ask questions about what you don't know.

- You will be surprised how eager people are to help.
 - @mgarner this site might be helpful in building your powerpoint: ehowpowerpoint.com.



- Your followers expect to hear from you

- They value your **transparency**, your generosity, your graciousness, and your honesty. Build these attributes into your Tweets, and your followers will come!

- Don't let the authenticity be clouded by the commercialism.

- People who know that you really care will accept a certain degree of commercialism down the line.

- Use a real person as opposed to a logo when promoting a brand.

Comcast Cares | **twitter** | Home Profile Find People Settings Help

comcastcares | Following | Device updates OFF

@mearle I have not seen combo phone docsis 3 modems yet
about 8 hours ago from web in reply to mearle

@hanareddy Can I help? *about 8 hours ago from web in reply to hanareddy*

@letslets That what @starbucks if for *about 14 hours ago from web in reply to letslets*

Name Frank Eliason
Location Philadelphia, PA
Web <http://www.comcast.com>
Bio Comcast Director of Digital
Email We_Can_Help@comcast.com

7,028 following | 6,838 followers | 22,400 updates

Updates

Favorites

Actions
message comcastcares
block comcastcares



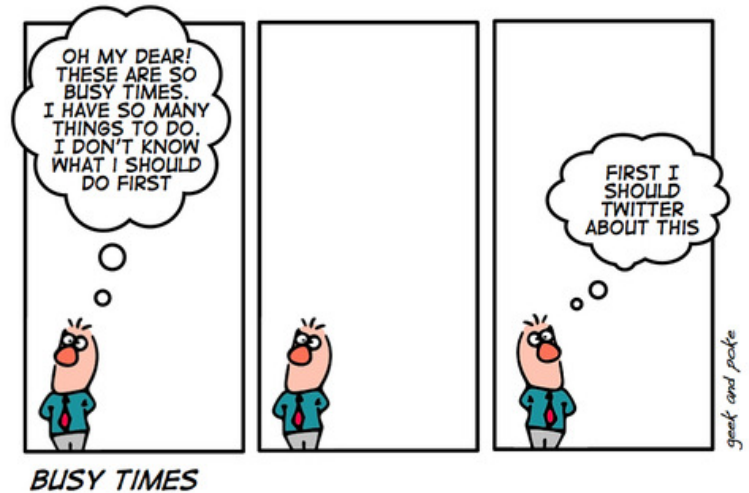
5 TIME MANAGEMENT

- **Manage Yourself**

- Twitter can be addictive. It is easy to get lost and distracted.
- Set a time each day or an amount each week that works for you.

- **Spread out your tweets**

- Don't tweet five times in a row.
- The 140-character limitation leads to concise thought— if you need to tweet 4 times in a row reevaluate whether you should be posting it on twitter.



- **Use Twitter tools**

- Tools will help you to make the most of your time.

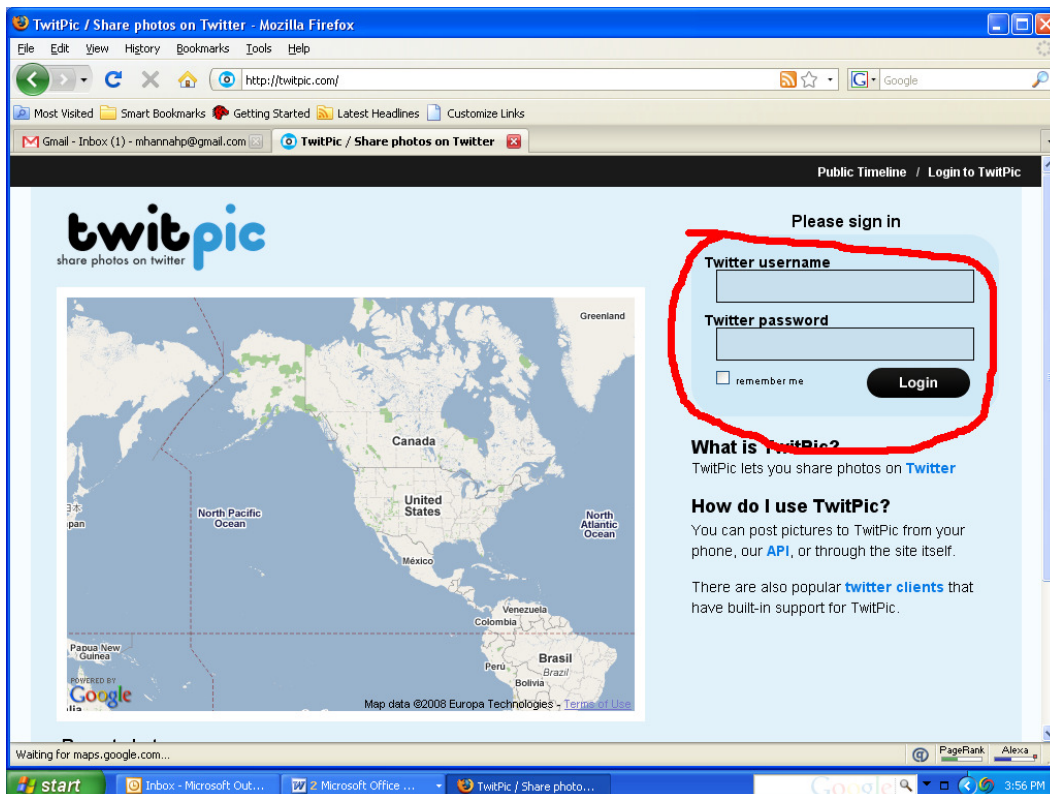
- **To revisit best practice No. 1, know why you're using Twitter**

- If you don't know why you're using Twitter it is highly likely that you'll not use it beyond your first day or you'll use it in such an unfocused way that you'll end up wasting your efforts.
- Set aside a few minutes to think about your goal for twitter that day. You don't need to over think it but identifying what you want to achieve helps you to be much more effective as a Twitter User.



6 Twitpic.com

1. Use twitpic.com, it immediately provides value to your twitter page. First, go to twitpic.com and log in using your twitter login information.
2. Click the **setting tab**. There will be an email address that will include your twitter username and a four digit pin number. It will look like this.
3. Use your own unique address to email your photos directly into your TwitPic account from your mobile phone. Now you can capture your moments and share them with your friends as they happen.
4. You can also visit twitpic.com and upload your pictures directly from your computer using the upload tab.





Quick Tips to Succeed on Twitter

1. **Don't add too many people.** You can't expect to interact with everyone. Be selective in who you follow, and who you allow to follow you back.
2. **Block mass followers,** so that they can't see your tweets or find other people to follow from your list.
3. **Use @replies, retweets (RT), and direct messages (DM)** to generate conversation and engage with other Twitter users.
4. **Use proper capitalization and punctuation;** it helps maintain the clarity of messages.
5. **Don't overuse abbreviations** such as 4U and L8.
6. **Use contractions** whenever possible.
7. **Shorthand symbols** such as >, =, &, and @ are encouraged.
8. **Use numerals for all numbers** rather than words.
9. **Provide links and context whenever possible.** Remember that many of your followers can't see what you are responding to
10. Use [tinyurl](#), [urltea](#), or other link shortening websites to save characters.
11. It is appropriate to **promote some of your work occasionally** (less than 10% of tweets). Followers are likely to unsubscribe if too much promotion is present.
12. **Use hashtags (#)** in group discussion and when talking about a specific trend to make your topic easily identifiable and searchable.

*** Credit to the [Twitter Style Guide](#), proposed by Grammar Girl, [Julie Niesen](#): Some basic thoughts on [Twitter Etiquette](#), [Sarah Evans](#) and the [Twitter Fan Wiki](#)*



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Sports Media Challenge Website:

<http://www.sportsmediachallenge.com/Twitter%20Best%20Practices.pdf>