TWITTER TOOLS AND BEST PRACTICES

Tips/tools to consider when developing a social media plan/presence

Getting Started on Twitter:

Once your account is created, start following others that you are interested in. Use the search bar to search people or organizations you know and then click 'Follow' to see their tweets.
If you like the content that people are tweeting about, 'like' or 'retweet' it to your followers. You can also mention them by adding their Twitter handle to your tweets. For example, to mention KNAER in your tweet, add our handle @KNAER_RECRAE.
Engage/Respond with your followers: mention other people, give them feedback, receive feedback, continue to like and retweet. Repeat.
Use hashtags to increase your presence on Twitter. For example: #KNAER is a hashtag we often use so our followers can search it and find relevant content.

1. **Content Calendar**

   Organizations or active individuals on Twitter use content calendars to plan their tweets in advance:

   a. Quarterly – Word Doc (rather than a calendar) produced quarterly to loosely plan and organize upcoming events, holidays, content etc. Can be referenced when planning the monthly & weekly calendars.
   b. Monthly – General plan of content ideas for each day of the month to help organize
   c. Weekly – Calendar of actual tweets based on content planned in monthly calendar and stores the tweets that have been scheduled in advance
   d. Google Drive is a great tool to use when creating a content calendar:
      i. Allows real-time edits
      ii. Long-distance teams can work on document simultaneously
      iii. Editable from anywhere

2. **Pre-Schedule Content**
   a. There are great tools that can be used to schedule your tweets in advance. This is a great time saver!
   b. Hootsuite
      i. Free for scheduling up to 10 tweets/posts in advance
      ii. Can host more than one platform (FB, Twitter, etc.)

   iii. https://hootsuite.com/
  c. Tweetdeck
   i. Free
   ii. Can only be used for Twitter
   iii. https://tweetdeck.twitter.com/
  d. SproutSocial – Great for analytics and scheduling but is not free.

3. **Visuals (photo, GIF, video)**
   a. Engagement is much higher with visuals than tweets without a visual asset
   b. Canva (Free) https://www.canva.com/
      i. Allows proper sizing of images for various social media platforms
      ii. Allows use of logos in each image to help reinforce branding
   c. Be aware that links will sometimes populate a preview so occasionally creating a visual is unnecessary.

Tip! When live-tweeting, use an image to tag up to 10 people without losing characters in your tweet!

4. **Content Form:**
   a. Camel Case (upper-lower case) format hashtags e.g. #MathMonday
   b. Typically, 2 hashtags per tweet max
   c. Consider using emojis to save on word count plus it adds a colourful break to text
   d. Link shortener
      i. (Bitly https://bitly.com/, or if you use Hootsuite or SproutSocial, a link shortener is built-in)
   e. Tag as many people as possible where relevant

5. **Best Times/Days**
   a. Consider your audience – when are they online?
   b. Test various times
   c. Tweriod will give you a report of best times for your specific account http://www.tweriod.com/

6. **Content**
   a. How often will you post?
   b. Variety of content (Social Media Rule of Thirds)
      i. 1/3 Promote content
      ii. 1/3 Share Industry topics and trends
      iii. 1/3 Converse with your community
   c. Resources, news etc.

7. **Twitter Lists**
    a. Twitter has a tool where you can organize people on Twitter into categories that you create. For example, KNAER has a list of **K-12 Teachers** which helps us find all the K-12 teachers we are interested in without scrolling through thousands of followers.

8. **Strategy**
    a. What is the purpose?
        i. Are you looking to share resources? Engage? Start conversations?
    b. How often will you post?

9. **Analytics**
    a. Gives insight into the account to help make improvements over time.
    b. Track growth of fans, when fans are online, demographic most interested in your content etc.
    c. SproutSocial and Twitter Analytics are both are great tools to begin looking at analytics.

10. **Best Practices Guide**
    a. Once practices for your specific organization are underway, a Best Practices Guide can serve as a quick reference aide.
    b. This guide may include:
        i. Frequency of posts/tweets
        ii. Best days and time to tweet/post
        iii. Analytical benchmarks to meet each week
        iv. Tone and voice of communications
        v. Style guide for images