



Welcome to "Twitter for Marketing", one of the training modules from Community Literacy of Ontario's Social Media Marketing project. This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

Click here to access our resources.

### Introduction

Twitter's capacity as a micro-blogging and communications and marketing tool allows organizations to meaningfully participate in various social conversations in real-time. This module will introduce you to intermediate-level marketing strategies and practices with Twitter which your organization can use to further its own marketing strategy or goals.

If you have not done so already, please become acquainted with introductory Twitter practices outlined in our Twitter 101 Module.

Actively tweeting and maintaining a relevant, engaging profile for your organization on Twitter will have a ripple effect for your organization's social media presence. Connecting with community members, volunteers, clients, funders, politicians, donors and partners in real-time is an exciting threshold for any organization to cross.







### Put Your Best Profile Forward

Is your organizational Twitter profile in tip-top shape to be viewed by the rest of the social media world?

Before you engage in marketing practices on Twitter, be sure to ask yourself:

- 1. Does your profile photo visually represent the brand of your organization? A clear and high-quality logo is ideal, but you are not limited to that!
- 2. Does your header image stand out and showcase an aspect of your organization's personality? Highlight an interesting aspect of your organization visually. The visuals associated with your profile are just as noticeable to your audience as the text.
- 3. Is your bio concise, clear and interesting? Does it include a link to your organization's website? Your organization will appear in searches more frequently by using key words in your bio and linking to your organization's website. For example, CLO used "literacy", "community" and "learning" in its profile.





# Community Literacy @Love4Literacy FOLLOWS YOU

We are a network of community-based #literacy agencies. We believe in lifelong learning and community.

- Parrie, Ontario
- ⊗ communityliteracyofontario.ca
- (L) Joined May 2012





#### **Pinned Tweets**

Pinning a tweet allows you to highlight a recent tweet that you would like to be temporarily "pinned" to the top of your Twitter profile. Twitter users who may stumble upon, or seek out your profile will see this tweet as the first initial representation of your account. Pin tweets that promote or discuss something that will be relevant for more than 24 hours. Pinned tweets should advocate your organizational mission or promote an event. (Note: Remember to remove pinned tweets as needed so that they do not become stale or outdated).

By clicking "...More", the option to "Pin to your profile page" appears. Select this option to pin a tweet to the top of your profile page for a few days, or until you decide to "pin" a new tweet.







### **An Informative + Interesting Biography**

Your organization's biography should combine professional language and social accessibility. Who you are as an organization, what your organization's mission is, and what services you offer are all components of a basic biography. Offer these bits of information to your online audience in plain language so that they are easily and quickly understood. Take a strategic and social approach to your Twitter biography by including an interesting piece of information related to your cause, a meaningful quote, or an interesting statistic about your organization or mission to create intrigue. Use your words wisely because you are only allotted 160 characters for your biography!

While focusing on the essentials, allow your personality to show through to attract followers.

- Hubspot

If a human element is evident in the writing style of your biography,
Twitter users will be more intrigued by your account and what you do, and will be more likely to follow you.

#### Here are some quick tips for best biography-writing:

- 1. Use friendly language that humanizes your organization.
- 2. Balance your 160 characters between being fun, informative and interesting, as well as professional. Who says you can't be both?
- 3. Be accessible! Now that you're on Twitter, members of surrounding (and global) communities have a new way of getting ahold of you, but you should also provide a link to your website and other pertinent contact information.
- 4. Keep events top of mind by including them in your Twitter biography as you approach the date. The name of the event, the hashtag being used during the event and a link to registration or ticket information are all key pieces of information that could be used to market your event to Twitter.





### **Including Visuals**

By accompanying your tweets with relevant visual content, you are increasing the content's potential engagement. Attaching photos to your tweets can be done through Twitter and will appear as a collection of media on your Twitter account.

Tweets that include photos, infographics, data visualizations, or memes are more likely to be noticed, and therefore are more likely to receive some degree of engagement. Be careful not to violate copy write. Instead, share photos of your organization and its activities that you have taken. Of course, be sure to first get appropriate permission to share these photos!



Factoid via <u>Buffer Blog</u>

You

can also create your own visuals using free tools such as <u>Canva</u>. For example, the pictures below were quickly and easily created by CLO using Canva. These pictures were actively used on Twitter to promote our annual conference.





If your organization's marketing strategy could benefit from increased relevant photographs or visuals, consider expanding to **Instagram**, so that you are getting twice the mileage on your visual content while also expanding your social reach. Interested in getting on Instagram, but not sure where to begin? CLO's <u>Instagram 101</u> module can help.





### Link to Your Website or Blog

By linking to your organization's website or blog, your Twitter profile will appear in searches more often as a credible organization. Including these links in your profile is also a friendly way of driving traffic to your website, where your audience can obtain more information on your mission, who you are, and the services you offer.

If you don't have a website or blog that is fully up and running yet, you could instead include a link to your organization's LinkedIn page. Perhaps our <u>LinkedIn 101</u> module can help.

### **Stay Relevant**

Ensure that your Twitter profile is relevant. If there are any images or information that is not relevant, or appears to be dated at a first glance, you lose credibility with your funders, donors, partners, or clients. Update logos, links, descriptions and images so that what your audience sees is current and meaningful to them in the moment.

The image below was created for CLO's Twitter account, <u>@Love4Literacy</u>. We created this cover page to align with our October 2014 conference, a cornerstone in our operations and therefore a very important event to our mission. This indicated that the conference was top of mind for CLO, and that it was marketed to CLO's audience as a priority.

Soon after the date of the conference, we updated this header so that it remained relevant to the audience viewing the image and account. Your marketing efforts, and relevant and upcoming events or initiatives, should be very visible on your account's profile. This image was created in approximately three minutes using Canva, so it was quick and easy to do!







### Influence Action

Why market with social media? Advocating your organization's mission while also reaching communities online to influence real world change is at the centre of social media marketing. Influencing conversations and facilitating actions that will have a lasting impact on your communities are brave and bold missions, but social media can help you achieve this!

It is important to make your online presence accessible and actionable. Ensure that most tweets have accompanying links, including a call to action in support of your cause or in support of a short-term goal.

Examples of actionable items to include in your tweets: contest, survey, link to a website or blog, or request support in the form of a vote, feedback or recommendation.

ABC ABC Life Literacy @abclifeliteracy · Dec 2

It's #GivingTuesday - support local literacy programs and adult learners across Canada, donate now: canadahelps.org/en/charities/a... via @canadahelps

### **Growing Your Presence**

#### **Get Discovered**

There are various ways for your Twitter account to be discovered: appearing in user searches, creating tweets that receives a lot of organic engagement, and increasing the validity and professional appearance of your account.



Here are a few tips to optimize the discovery of your organization's Twitter account:

- Be patient because new accounts will not typically appear in searches. New accounts may take at least a few days to appear in user searches.
- Fill out your profile because the more information Twitter has about your account, the more likely you will appear in user searches. A complete profile is a happy profile.





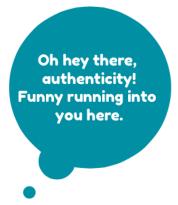
- Include keywords in your biography to appear in more user searches. Keywords from
  your mission statement or your marketing strategy are a great place to start! Keywords
  are individual and unique to every organization, and should emerge out of strategic
  thinking or brainstorming.
- High rates of engagement (in a short period of time) with a tweet boost the
  popularity of user, keyword and trending searches. If you're posting a tweet you really
  want to receive a lot of engagement, and if it's meaningful to your networks, request
  retweets and comments politely (and not often)! Make sure to be social and return the
  favour within a few weeks...
- Remain active on Twitter in order to appear in Twitter's top results for users. What defines 'active'? Posting a tweet at least three times per week.
- **Professional and eye-catching visuals** on your Twitter account's header photo and profile photo help to intrigue users and enhance your account's credibility.
- Use hashtags to appear in more relevant searches, and to be discovered by users who may not even know that they are looking to find YOU! Hashtags are a great way for your tweets to be discovered by information-seekers on Twitter. Be careful not to overload your tweets with hashtags. Oftentimes, a tweet may go viral without a single hashtag in its body, but include one or two when it will benefit your tweet. We look more in depth at hashtag use in <a href="Twitter 101">Twitter 101</a> as well as later in this module.
- Link to your Twitter profile from other online locations. Get discovered by
  promoting your digital accounts cross-channel (i.e., your organization's LinkedIn Page,
  website, blog, etc.). In the example below, CLO has shared links to all of our social media
  accounts on our website.







### **Authenticity is Key**



The most important thing about communicating in the digital world on Twitter is to authentically be the voice of your cause and organization. Tweet about events, news and the everyday happenings that are important to your organization, and they will likely fall into the sphere of interest of your networks and audiences. While representing your organization on social media, ensuring that all social communication aligns with your mission and values is so important. Stay true to the public, human face of the organization to remain true and authentic to your audience(s).

Community Literacy @Love4Literacy - 2h

Thank you #literacy #volunteers for teaching reading, numeracy, job search skills & so much more! #IDV2014



### **Tips for Creating Authentic Posts**

1

- Identify specific, short-term goals for your organization's marketing strategies (i.e., thanking your volunteers, promoting your cause, engaging clients, or recognizing funders).
- 2 Create promotions, tweets and content to be shared specifically on Twitter, and outline when this content will be shared.
- Integrate Twitter into traditional types of campaigns like an event, a holiday or a news release.





### Twitter as Part of Your Social Media Strategy

For many organizations, a Twitter content strategy and organizational presence on Twitter has become a key component of their overall marketing and communications strategies. Why would this be the case?

Twitter is a unique social network in that it has the ability to connect communicators to one another globally, and in real-time. It is a place where people seek information on what's happening globally as well as what's happening in their communities.



Twitter has the ability to connect people to information and to each other instantly. Inserting your organization into those conversations and connections will help establish presence for your social media and for your organization.

Building your organization's presence and expanding your content sharing to Twitter is a very modern and interactive take on social media marketing. Make sharing on Twitter a priority for your communications and enjoy the rise of your influence.







### **Using Lists**

### **Creating Lists**

There are many benefits to creating your own lists on Twitter. Create a list and add relevant users so that you may access their tweets when it's useful for you. Lists are created to group together users who tweet about similar topics, or who share a certain perspective. Lists can also help to eliminate unwanted tweets from your newsfeed.



When creating lists, group people together meaningfully. A common thread should exist through all people or organizations on a list; e.g.; "Ontario Literacy Organizations", "Our Community Partners", "Local Businesses", or "Our Dedicated Volunteers".

For example, here are Charity Village's lists:



### **Subscribing to Lists**

By subscribing to a list that aligns with your organization's mission or values, you are able to "Follow" the content of the list without following the individual users.









#### When Would I Create a List?

You can create a list on Twitter for essentially any kind of use. Lists are frequently created in anticipation of a conference or major event, to curate a list of members, or to put thought leaders on one particular topic together. Creating a list of community partners or local businesses is also a great way to become acquainted with others in your community on social media.



By creating a meaningful list, not only are you providing meaning to people who are interested in the topic associated with your list, but you are also establishing your organization as a thought leader on that topic on social media. Thought leadership is very intellectually meaningful in the digital world and will surely attract new audiences on Twitter to your organization's tweets and profile.

Are you still not quite sure how to use Twitter lists? This resource might be helpful.

#### Lists You've Been Added To

Other users on Twitter will eventually begin adding your organization's account to their own lists. When you have been added to a list you will receive a notification. Take this as a compliment! Knowing what lists you've been added to will allow you to know how your account is being perceived on Twitter.







## Twitter Etiquette: Some Do's and Don'ts

### **Use the @ Reply With Caution**

Reply to tweets when engaging one particular user on Twitter. This function is suitable on Twitter when you are engaging in a conversation with another user(s) about something specific to that particular user's account. It is important to ensure that you are content with other accounts on Twitter stumbling across this tweet. (Remember that replies to tweets are not private! Although they are directed to one user and will not appear in each of your followers' newsfeeds, it is easy for others to come across your replies).

Replying to tweets is still public, but the tweets will not appear publicly in the timelines of all users who follow you.

When @username appears at the beginning of your tweet, only "@username" and accounts that follow "@username" will see the tweet in their timelines. If you want a tweet to be public, do not use the reply function. Instead you may mention the @username within the body of the tweet so that the tweet will appear on the timelines of everyone who follows you.

In this example, the username (@porterairlines) is mentioned within the body of the tweet, and it will appear in the newsfeeds of all @CynthiaCrumb's followers.





Just booked our tickets. Looking forward to flying back "home" with the family on @porterairlines this Christmas.

8:27am · 28 Oct 2014 · Twitter Web Client



Meg Harmer @megharmer

@porterairlines Thank you for an awesome 1st experience with your airline at @BBishopAirport en route to #Chicago. Comfortable + easy!

5:17pm · 21 Sep 2014 · Twitter for iPhone



In this example, the username has been replied to, and only accounts who follow @megharmer AND @porterairlines will see the tweet in their timelines.

If you prefer to keep a particular conversation or interaction on Twitter private, it is best to send a user a direct message on Twitter. However, direct messages are only possible if you follow one another.









#### No Need to Give Too Much Gratitude

At some point, you have probably seen the needless "Thank you for following us" tweets. Do not fall victim to this habit.

Oftentimes organizations or individuals will thank users for following, interacting with, or for retweeting content from their account. (Psst! If your content is worth following, interacting with and re-tweeting, you shouldn't *need* to thank other users for doing so!)

Here are a few reasons why you do not want to be giving out thanks on Twitter:

- It's tacky! No one benefits from seeing a "thank you" tweet (not even the people mentioned therein). On a micro-blogging social network where you have 140 characters to really make what you have to say matter, don't say something meaningless.
- It's tedious. No one wants to type over and over again "thank you" to accounts that have clicked the "follow" button. That's a lot of wasted time on social media, which could be better spent being strategic with your social communications.
- You'll be un-followed. There is a good chance that upon seeing the "thank you", many accounts will quickly click "Unfollow".
- It devalues your content and your account. If your account tweets out this type of needless thank you, chances are high that your content will be perceived overall as less valuable.
- It crowds your followers' timelines. No one wants their timeline filled with tweets of zero value.
- It looks like spam! Seeing the "thank you" tweets will make your followers wonder whether there is a real person or a robot behind your account.
- Say thank you, without really saying "Thank you!" When an account follows you, check it out! If an account has followed your organization, you probably share at least one interest. You are not required to "follow back" every account that follows your organization. However, it would be kind to look at the account. You may even "favourite" one of their tweets if it's relevant to your organization or geographical location, or re-tweet it if you are so inclined.





### Do Not Live By the "Follow for Follow" Rule

Accounts on Twitter that seek to gain a high number of followers, and who advertise it, will likely provide no value to you or your account on the social network. Avoid interacting with these accounts that advocate, "follow for follow" as they are likely bots. Accounts to look out for usually include a #Follow4Follow hashtag in their bio.

When an account follows you, do not follow them back automatically. It is important to be selective when "following" accounts because whom you follow, and what types of tweets encompass your timeline contribute to how you are perceived on Twitter.

The accounts you follow identify your organization's priorities to online audiences, so be selective about whom you are willing to "follow" and how you want those online relationships to contribute to your organization's online identity.



Your Board or your Executive Director, or a senior leadership team should decide on the accounts your organization generally follows. Some things to think about...

Which, if any, levels of government will we follow or interact with?

Which local businesses will we align ourselves with by following?

Will we follow any personal accounts? If so, how many and which ones?

Will we follow any celebrity accounts?

Which other nonprofit causes, partners, or organizations will we follow?

Will we follow any organizations that are based internationally?





**Know who you want to be on Twitter before you try to be it.** It's important to know what you want your organization's voice to sound like, and what you want it to say on Twitter before you simply begin sending out tweets without any real or specific social media marketing strategy.

Remember: an alternative to clicking the "Follow" button is to create a relevant and meaningful list.

## The Art of Hashtags

Using hashtags on Twitter will allow you to become a part of important conversations in real-time on that are happening on a variety of topics in your community and all around the globe.

Twitter is full of valuable information, as it is updated constantly from thousands of sources with just the click of a mouse!



Stay relevant and current by interjecting the voice of your organization into these key conversations to help bring to the forefront important issues and services that can provide solutions in your community and beyond.

### **Existing Hashtags**

Hashtags that are already being used by other accounts and users are valuable tools that allow your organization to participate in existing conversations.

Hashtags are developed in real-time and may emerge out of breaking news, a relevant issue, or may have been developed to foster a longstanding conversation or Tweet Chat. It's important to be aware of what conversations are happening on Twitter regarding topics near and dear to the mission of your organization, so that you may be a part of them, and contribute in a meaningful way.

Monitor and engage in social listening so that your organization may shed light on topics it knows about, and ask questions about topics on Twitter that it aims to know more about.





Stay on trend by frequently taking a look at the hashtags and tweet topics that are "trending" by geographical location. Broaden your geographical search location to see highly popular trending topics.

Here are some commonly used hashtags to whet your whistle...

- #OntEd Ontario educators chat
- #EdChat education chat
- <u>#ONpoli</u> Ontario politics
- <u>#NonprofitChat</u> chat for nonprofit professionals
- #SocEnt social enterprise chat



### **Creating a Hashtag**

Creating a hashtag for public use is a good idea when you will be holding, monitoring and fostering an online discussion related to an event, event series, or community topic. For example, when holding a webinar, presentation, or fundraising event, it is a good idea to provide people with a hashtag to foster online discussion (and free promotion!) surrounding the event.

Chances are high that people attending or participating in your event will take to social media, so why not incentivize them to do so, and to put your name on it by including a hashtag of your creation?



For example, here is a hashtag CLO created for our conference.









When creating a hashtag, here are a few things to think about...

- Make it short, sweet and simple: a hashtag should be straight to the point, and should be relevant to the name and subject of the event or issue.
- Use capitalization to separate words in a hashtag to be more clearly read. (i.e., #CommunityLiteracy is preferred over #communityliteracy)
- Get the most mileage out of your hashtag by choosing something that can be re-used for the same series of events, or annual event. For example, we used #CLOConf14 for our October 2014 conference, because this hashtag can then be used in the future as #CLOConf15 and #CLOConf16, etc. to stay consistent and memorable).
- Make sure the hashtag isn't already in use! Search the desired hashtag before claiming it
  as your own; you don't want to intrude on someone else's online conversation while
  jeopardizing the success of your own.
- Ensure value is provided in the subject of the conversation that you want to arise out of the use of your hashtag. No value = no conversation.
- Promote the hashtag alongside any materials marketing the event to ensure its success on Twitter. This cross-promotion helps people to more easily associate the hashtag with the event or issue.









### **Twitter Marketing Hacks**

- 1. The best times to tweet (times that receive the highest rates of engagement) are between 10 a.m. and 3 p.m. EST Monday through Thursday.
- Update your email notifications settings so that you don't receive approximately 1 million notification emails from Twitter daily. (Okay, so 1 million may have been a bit of an exaggeration...)



- 3. Use <u>Advanced Search</u> or <u>Search Operator</u> to heighten your search complexity and make the most of the Twitter Search Bar's potential (i.e., focus on a specific geographical location, exclude a keyword, search only tweets from March, 2014, etc.). Search precisely and sift through irrelevant information quickly to get to the nuggets of information you want!
- 4. Check out the <u>Discover</u> section. Twitter's algorithm is very advanced and is based on all previous tweets, mentions, follows and interactions. Discover gives you a list of tweets and interactions that may be of interest to you, and that do not already appear in your newsfeed.









5. Shorten the links you share in your tweets. Use a free online service (like <u>Bitly</u>) to shorten and keep track of your URLs. In a recent case study, shortened links <u>received 9x more clicks</u> than long URLs! That could mean 9x more website views or social engagements. There are many benefits to signing up for a free account with a URL shortening website, including access to a basic analytics tool to help decipher the depth of engagement for your organization's tweets.





### **Content Management on Twitter**

#### When Should I Post?

Most recently it's been determined that the best times to post on Twitter are between 10 a.m. and 3 p.m. EST Monday to Thursday. This is not to say that posting at other times is not worthwhile. Always aim to be strategic about when you post with respect to the subject matter you are tweeting about and the needs and interests of your audience.

Tweets with 71 to 101 characters are more likely to receive engagement than other tweets, but once again, this is a rule with its own exceptions, and sometimes, using all 140 characters available to you is the best way to go.

As you get comfortable using Twitter, it is a good idea to review your Twitter analytics to see the peak times that other Twitter users engage with your tweets, so that you can post accordingly.

### **How Should I Be Posting?**

When first getting started with Twitter, you can manage your account via your Twitter account directly on the web or on your mobile device.

However, once you became more familiar with Twitter, you may want to try using third party applications like TweetDeck, Hootsuite or Buffer.



Third party applications are free, and they allow you to do things like schedule tweets, monitor multiple timelines and "favourite" tweets from multiple accounts. The usefulness of third party applications will grow as your familiarity with them does. If you choose to use a third party application, over time, you will determine which of the available applications you like best.

A word of caution: Until you consider yourself to be an intermediate or advanced Twitter user, stick with the Twitter application on the web or on a mobile device before moving on to a third party application.





### Resources to Learn More

- 23 Seldom-Used Ideas for How to Use Twitter Lists (via Buffer)
   Use and create lists strategically to advance your social media marketing efforts by trying a few of these list-creating ideas. Not sure where to get started with lists? This article is a great place to start and differentiates between using private and public lists, and under what circumstances either are beneficial.
- Simple Steps to Help You Use Twitter Analytics (via Buffer)
   Even if your organization is not planning on using Buffer's services to measure or analyze their social data on Twitter, this article highlights a ton of relevant strategies to analyze impressions and engagements on Twitter. Train yourself to look for the right types of engagements and familiarize yourself with the language of social media metrics by reading through this online resource.
- <u>How to Write a Twitter Bio that Will Get You Followers</u> (via <u>SkillCrush</u>)

  This resource provides a step by step list of questions to ask yourself, and pieces of information to consider when writing a twitter bio for an organization or an individual.
- The Ultimate Guide to Nonprofit Marketing (via <u>HubSpot Blog</u>)
   This blog post explores ways of driving engagement to your social media channels from an organizational perspective. It discusses how to engage with your audience(s) as the voice of an organization to increase social engagements and increase hype.
- A Strategic Guide to Social Media for Nonprofits (via SproutSocial)
   Take your impact marketing to the next level with some of SproutSocial's tips. They take a look at how nonprofits can bring meaningfulness to their marketing in an effort to create community and global impact.







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