



Tips for Twitter

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Twitter A New Media PR Tool

Twitter has changed the way we get news and information. It's now referred to as real-time news and Google, along with other search engines, gives this real-time news top billing on their search results pages. Twitter is used by millions – from celebrities to reporters to housewives and young adults. The time to ponder the value of being on Twitter has passed. What you need to do is figure out how to make it an effective PR tool.

1. **Find your Tweeples.** Listen to what people are saying on Twitter. (Twitter people = Tweeples) Use the Twitter search function or tools like Filtrbox and Trackur that can tap into the conversations around a particular subject. Learn what your community finds interesting and important.
2. **Follow the people who are talking about you, your brands, your industry.** Read their tweets for a few days and get to know what they tweet about and when they tweet. Use tools like Twitalyzer to get more information about people you think might be influential
3. **Set goals for your Twitter activity.** Based on what you have learned decide on the best direction to take with your tweets. Thought leadership, customer service, crisis or reputation management, building relationships with fans or cause advocates are a few reasons to be tweeting. Finding media connections is another.
4. **Provide valuable content.** No-one will follow a Twitter feed that is boring. People are on Twitter to get news and information fast – they're looking for insider tips and insights. They want stuff they can't get elsewhere. And they want to build relationships with interesting people.
5. **Don't treat Twitter like another broadcast medium.** Twitter is not the place to push out corporate messages. Read what your followers have to say. Comment on their tweets. Get engaged and build relationships. Learn how to use @ and direct messaging.

6. **Tweet every day.** You are building a community on Twitter. When you don't post regularly people will unfollow you and look elsewhere for their information.
7. **Use Hashtags.** Hashtags (#) were developed by Twitter users as a way to tag or label a subject, event or conversation so that it is easy to find all tweets about it. So when you tweet about an event you would put the hashtag at the end of your tweet. Example: The Search Engine Strategies NYC 2010 conference has this hashtag #SESNYC10
8. **Take note of the latest trends and buzz on Twitter.** If it is something relevant for you and your followers, comment and contribute to the buzz. If possible add something not yet tweeted about.
9. **Be helpful.** While reading other people's tweets if you can see a way you can help someone, do it. Help them promote their content. Be generous with your re-tweets. Read their blog and comment. Post their content to other sites like StumbleUpon or Del.icio.us to raise their engagement factor.
10. **Expand from Twitter.** It's been said that Twitter is like meeting someone on a street corner and having a quick chat. Deepen that relationship. Invite them to your blog where they can get more content. Friend them on Facebook or connect with them on LinkedIn. Meet offline in person if you can.