TWITTER

OUR AGENDA FOR TODAY

1. Twitter

2. Design & Features

3. Content: Best Practices

4. Tools & Metrics

TWITTER

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Twitter is excellent for engaging with users in real time.

Most Twitter users treat it like a news feed.

DEMOGRAPHICS

Twitter users are predominantly urban, younger, and have higher household incomes.

Who uses Twitter?
% of internet users within each group who use Twitter

All internet users	**13%**
Gender	
Men	14
Women	11
Age	
18-29	18*
30-49	14*
50-64	8
65+	6
Race/Ethnicity	
White, non-Hispanic	9
Black, non-Hispanic	25*
Hispanic	19*
Household Income	
Less than $30,000	12
$30,000-$49,999	15
$50,000-$74,999	12
$75,000+	15
Education level	
High school grad	8
Some college	12
College+	16*
Geographic location	
Urban	15*
Suburban	14*
Rural	7

Source: The Pew Research Center's Internet & American Life Project, April 26 – May 22, 2011 Spring Tracking Survey. n=2,277 adult internet users ages 18 and older, including 755 cell phone interviews. Interviews were conducted in English and Spanish. * indicates statistically significant difference between rows.

DESIGN & FEATURES

1. DESIGN

Users can customize their background image.

Simple rules to follow for background images are:

o It will be left-aligned, so design with that in mind
o To guarantee that most visitors will be able to see whatever you put on the left side, made it no wider than 66px
o The best way to design a Twitter background is with a simple repeating pattern or a background image that still looks good even if it gets cut off (i.e. no text)
o Set the background color to match the background image, so even on screen with a huge resolution, it will still look good.
o Test, test, test. Upload the image and send the account to several people with varying screen sizes to ensure that it works across the board.

http://banyanbranch.com/social-blog/how-to-make-twitter-backgrounds-for-the-new-twitter-com/


Pictured Above: Phillips de Pury & Co. Twitter background

DESIGN & FEATURES

2. LISTS

Twitter Lists is a feature that allows users to group its followers into lists by themes. This is a great way to organize content and/or influencers into relevant themes to alleviate clutter and focus on what's important to the goals of the campaign.

3. TRENDING TOPICS

Trending Topics can be found on the Discover page. This is a list of topics that are being widely discussed across Twitter. As a brand, it can be valuable to scan these and think about if there's a natural way to join the discussion around one of these topics. Trending Topics can be sorted by location if the brand is local.
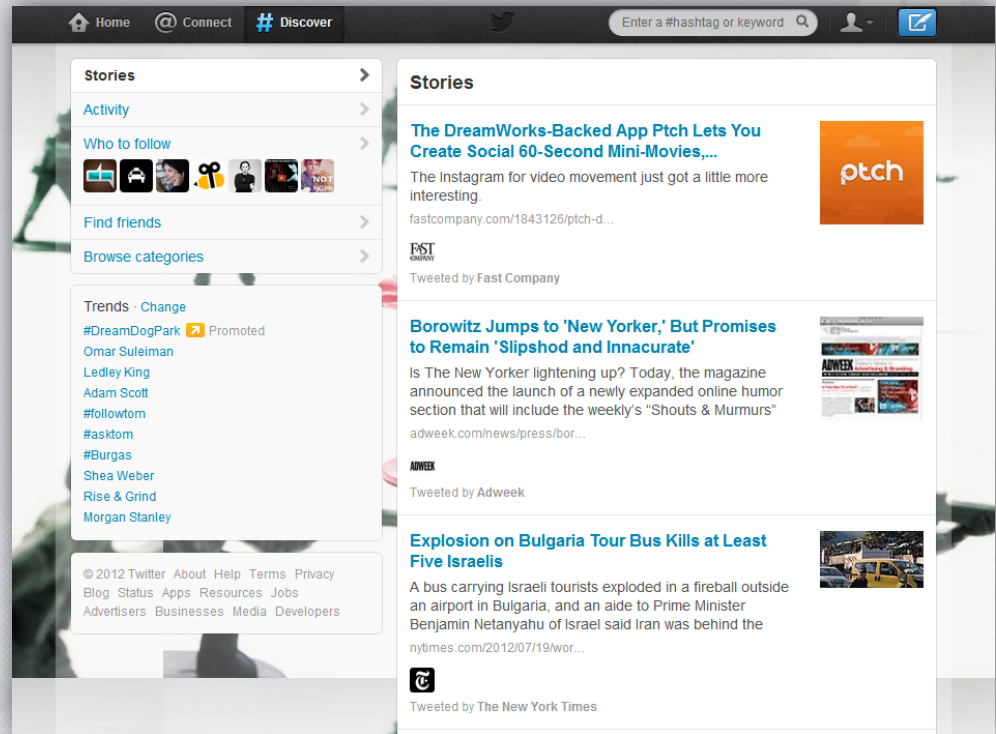
Pictured Above: Trending Topics

CONTENT: BEST PRACTICES

1. TONE

The tone on Twitter should reflect the brand's personality.

2. POST STRUCTURE

A Tweet should typically start with a statement or article headline, followed by a link with attribution (if applicable).

It can also be useful to include hashtags, which means putting the "#" in front of a word or phrase. This allows users to search on that term and connect with others who are interested in the same topic.

3. CONTENT IDEAS

Similar to Facebook, asking a question on Twitter is an important method of striking up a conversation.

4. LINKS

As important as links are for Facebook, they are doubly important for Twitter. The defining characteristic of Twitter is its 140 character limit, which means there's limited space for messaging. The link becomes very important to tell the rest of the story.

Brands should shorten links in Twitter so they don't take up the full 140 character limit.

5. PHOTOS

Twitter offers a photo sharing service called TwitPic, but users can upload via other services as well. Photos are compiled into User Galleries.
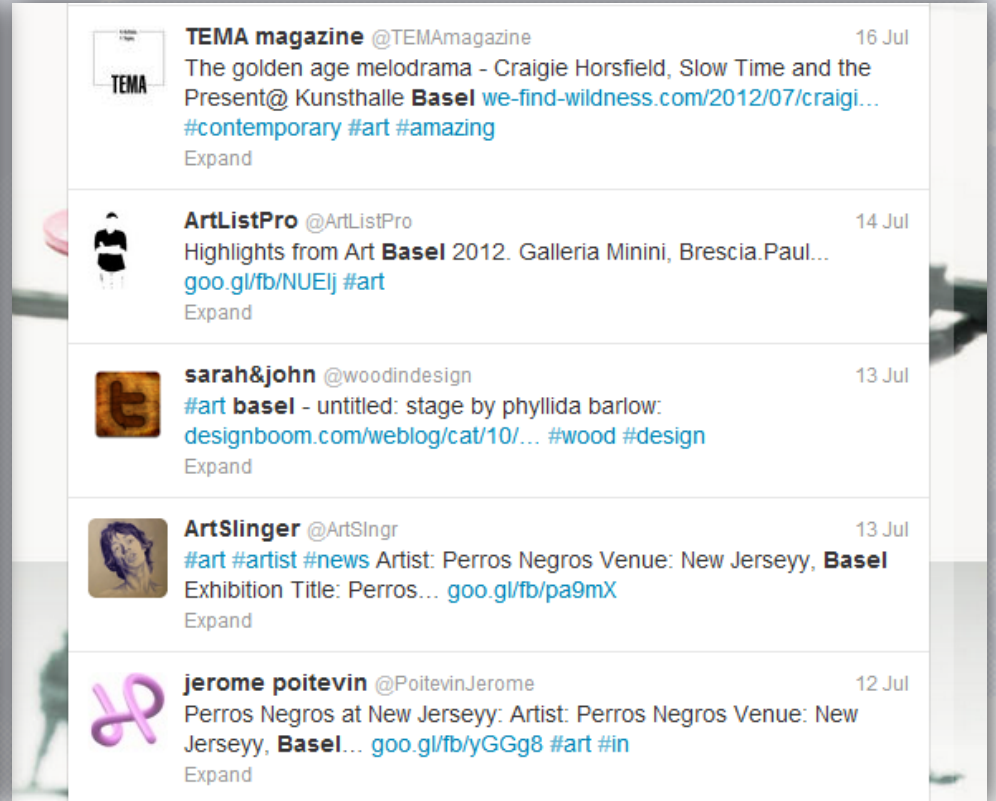
5. VIDEOS

Twitter does not host videos, but if videos are posted from the following sites, users will be able to view them without leaving the Twitter feed: YouTube, Vimeo, Ustream, Justin.tv, Twitlens, & Twitvid.

CONTENT: BEST PRACTICES

Pictured Above: Photo posted via Photobucket

Pictured Above: Twitter hashtags and shortened links

METRICS

METRICS

Brands should track the following data to measure the success of a Twitter marketing campaign:

1. FOLLOWERS

The number of users following your profile.

2. RETWEETS

When a user reposts your Tweet.

3. @REPLIES

When a user replies to your Tweet.

4. HASHTAG MENTIONS

If you're running a campaign using a custom hashtag, you'll want to track the number of times that hashtag was used.

5. TRAFFIC DRIVEN TO WEBSITE

Incoming traffic, as measured by Google Analytics.

6. CLICKTHROUGHS

Number of clicks on links posted (measured by bit.ly through Sprout Social).

7. CONVERSIONS

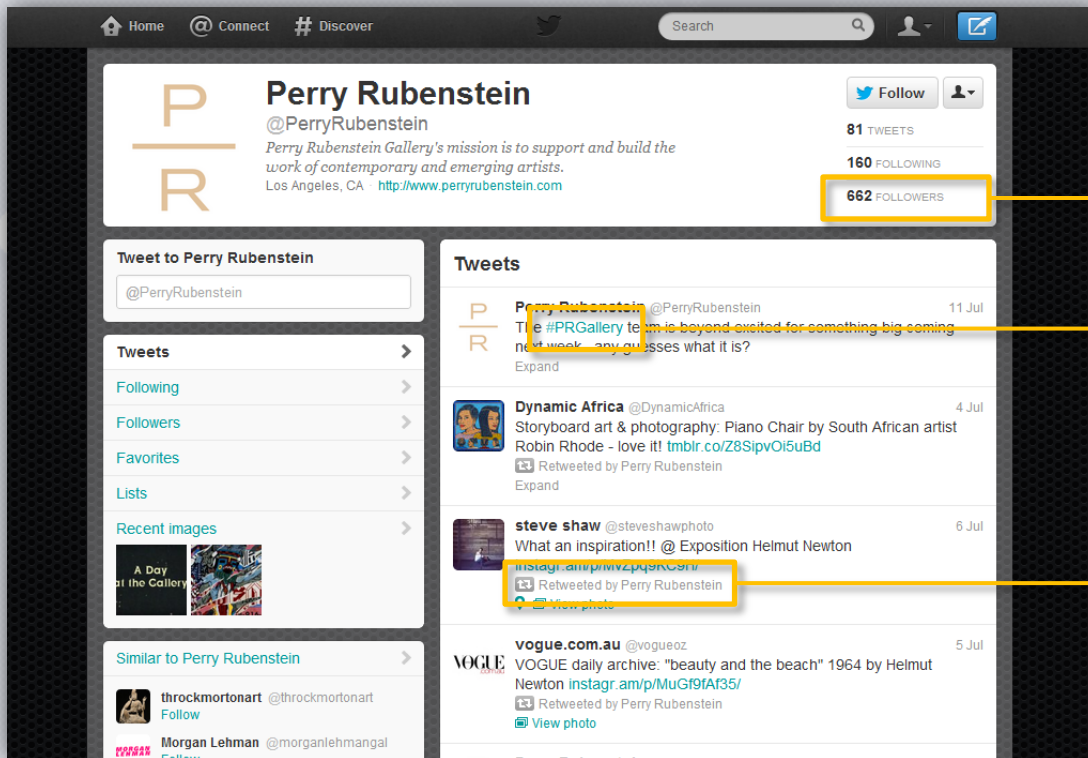Number of resulting conversions, as measured by Google Analytics.

8. LISTS

Number of lists your brand has been added to (and the quality of topics).

9. FAVORITES

Number of "favorited" tweets.

METRICS

FOLLOWERS

HASHTAG

RETWEET

Pictured Above: Perry Rubenstein Gallery Twitter page
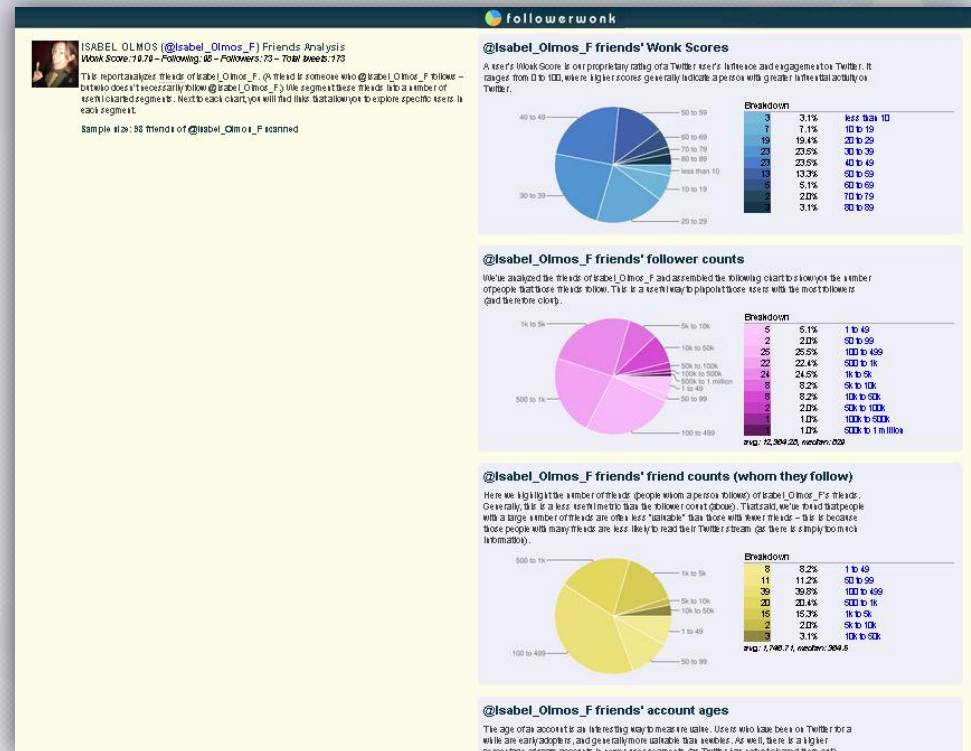
TOOLS

1. FOLLOWER WONK

Use to help find relevant users to follow on Twitter - search bios, compare users, analyze followers, track followers and sort followers.

2. TWERIOD

Find the best times to Tweet (can also do this through Crowdbooster).

3. INBOXQ

Find people that are asking questions on Twitter about your area of expertise so you can answer them.

Pictured Above: Follower Wonk

THANK YOU.

twitter