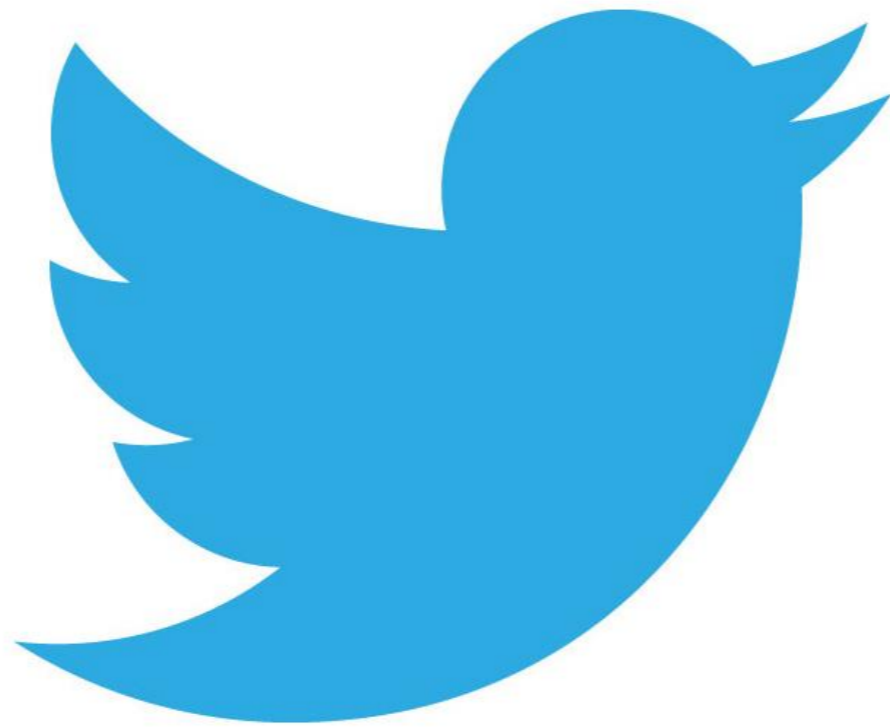


BECOMING A @TWITTER POWER USER



@DavidGerzof
9.16.2015

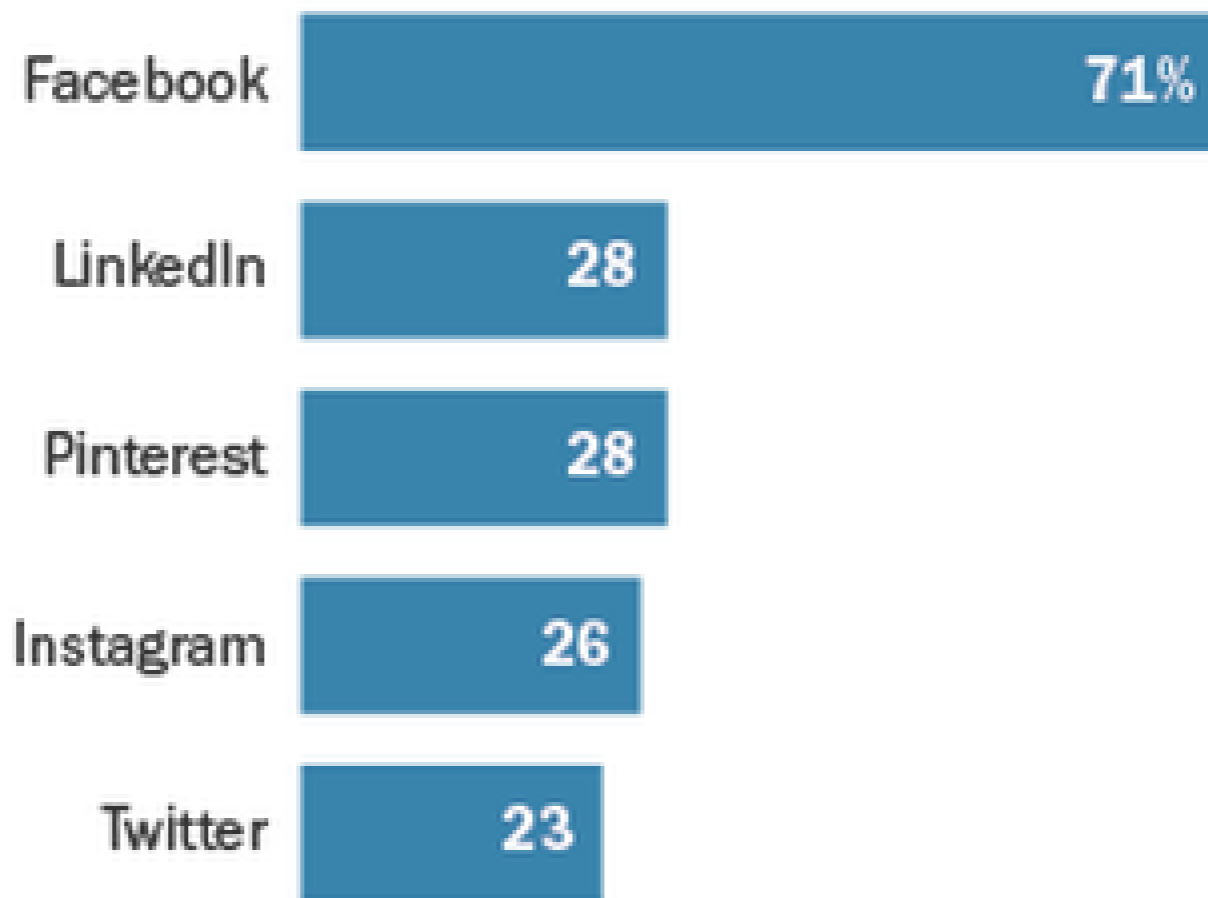
SOCIAL MEDIA IS OLD



SOCIAL MEDIA USE

US Twitter currently stands at 23%

Percent of online adults who use the following social media websites



PEW RESEARCH CENTER

SOCIAL MEDIA USE

US Twitter Users Overlap Strongly w/Facebook Users

Social media matrix

% of users of each particular site who use another particular site (e.g., 34% of Pinterest users also use Twitter)

	Use Twitter	Use Instagram	Use Pinterest	Use LinkedIn	Use Facebook
% of Twitter users who ...	-	58%	42%	47%	91%
% of Instagram users who ...	52%	-	47%	38%	94%
% of Pinterest users who ...	34%	43%	-	40%	88%
% of LinkedIn users who ...	39%	35%	40%	-	86%
% of Facebook users who ...	29%	34%	34%	33%	-

Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014.

PEW RESEARCH CENTER

TWITTER USE

Twitter users

PEW RESEARCH CENTER

Among online adults, the % who use Twitter

	2013	2014
All internet users	18%	23%*
Men	17	24*
Women	18	21
White, Non-Hispanic	16	21 *
Black, Non-Hispanic	29	27
Hispanic	16	25
18-29	31	37
30-49	19	25
50-64	9	12
65+	5	10*
High school grad or less	17	16
Some college	18	24
College+ (n= 685)	18	30*
Less than \$30,000/yr	17	20
\$30,000-\$49,999	18	21
\$50,000-\$74,999	15	27*
\$75,000+	19	27*
Urban	18	25*
Suburban	19	23
Rural	11	17

SOCIAL VS. TRADITIONAL COMMUNICATION



Traditional media: **one-way**
Marketing by interruption & intermission

Social media: **two-way**
Marketing by permission

VERNACULAR

- @Handle
- #Hashtag
- .DotHack
- DM
- Follow / Followers
- Following
- Flame
- Mention
- RT & MT
- Trends / Trending
- Tweet
- URL shortener

■ Flamingo

UNDERSTANDING TWITTER

- Why 140 Characters?
- Facebook vs. Twitter
Time & Place vs. Ideas
- Search.Twitter.com

MAIN USES FOR TWITTER

- Connecting with: customers, consumers, constituencies
- Community building
- News reporting
- Customer support
- Research - Always-on focus group
- Sales & promotion
- Information sharing
- Branding
- Search



@DavidGerzof

AHMED'S CLOCK

US & Canada

Ahmed Mohamed, 14, arrested over clock mistaken for bomb

🕒 16 September 2015 | US & Canada

A 14-year-old boy was arrested by police in Texas after a homemade clock he wanted to show his school teachers was mistaken for a bomb.

Ahmed Mohamed told US media that he had made a clock at home and brought it into MacArthur High School in Irving to show his engineering teacher.

Another teacher saw it and, concerned it looked like a bomb, alerted school authorities who called the police.

AHMED'S CLOCK



99 President Obama ✓
@POTUS



Following

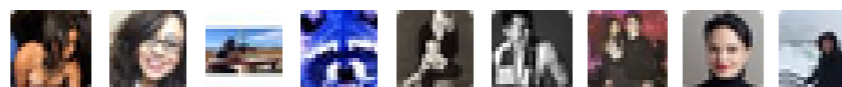
Cool clock, Ahmed. Want to bring it to the White House? We should inspire more kids like you to like science. It's what makes America great.

RETWEETS

137,379

FAVORITES

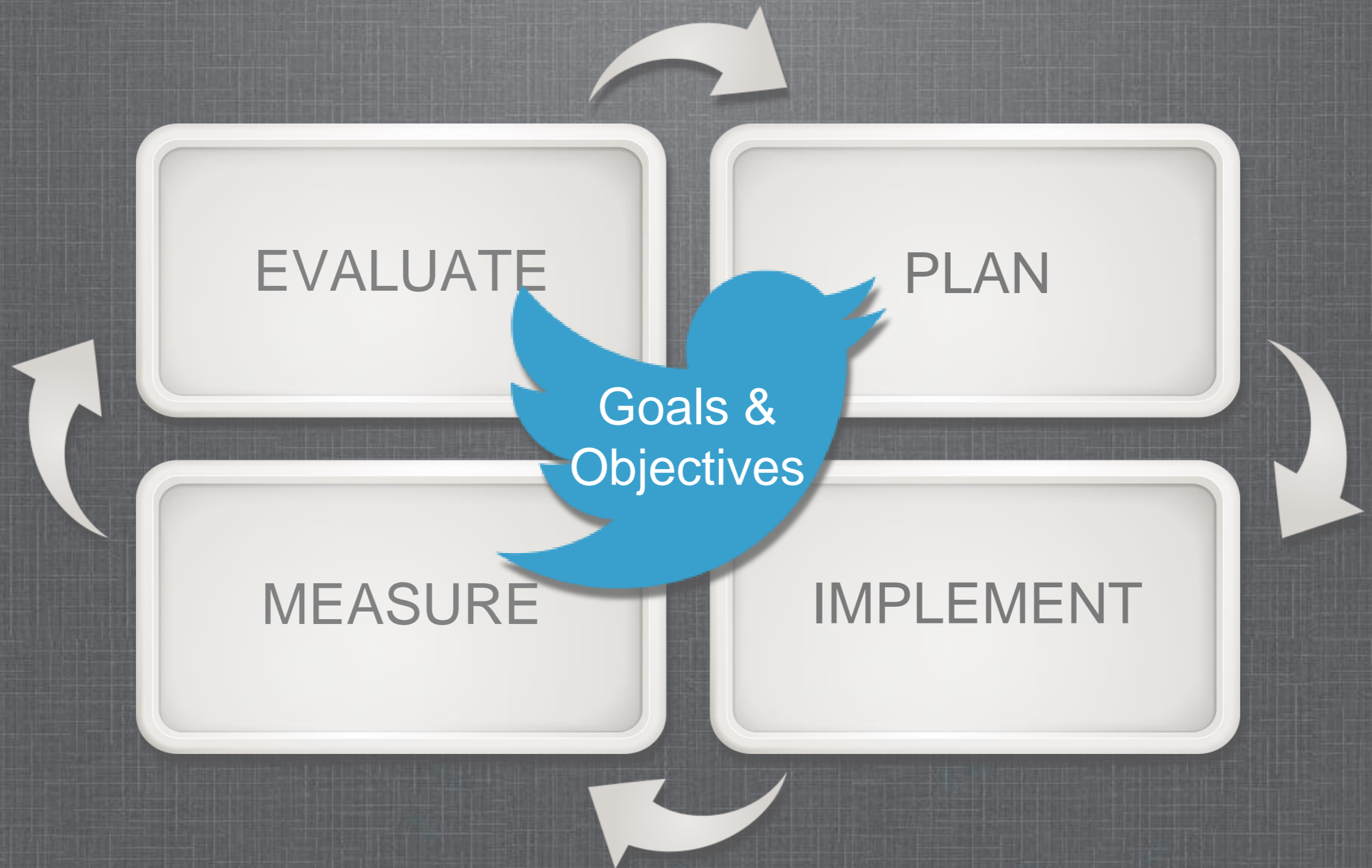
120,857



12:58 PM - 16 Sep 2015



RUN A “CAMPAIGN”



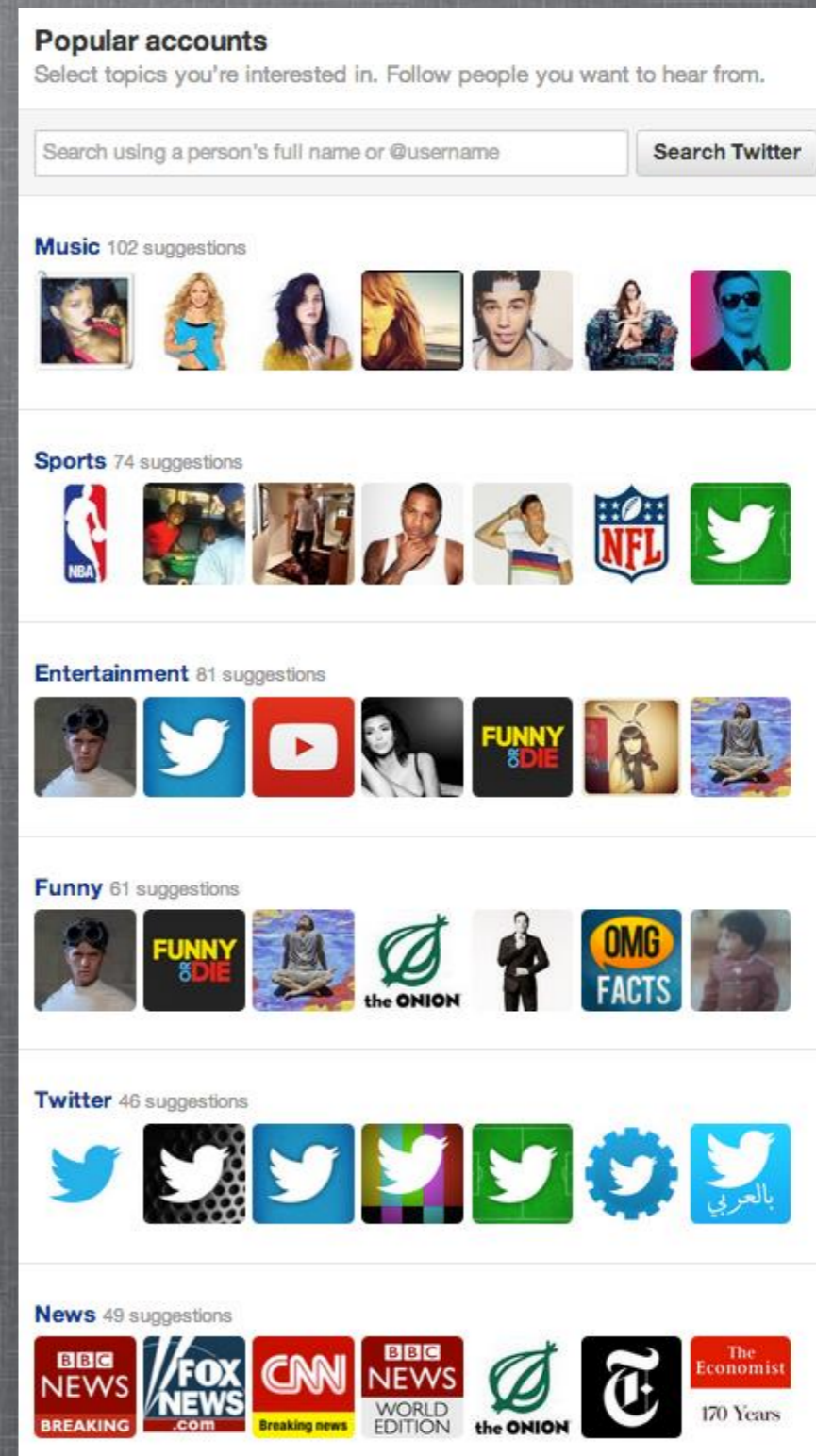


PLAN

- Determine who to follow
- Listen, set up listening posts
- Rules of engagement
- Content calendar
- Timing
- Voice and message

FOLLOW THE RIGHT PEOPLE

- Start with Twitter recommendations
- People whose opinions matter to you
- Leaders
- Colleagues
- Friends
- Influencers



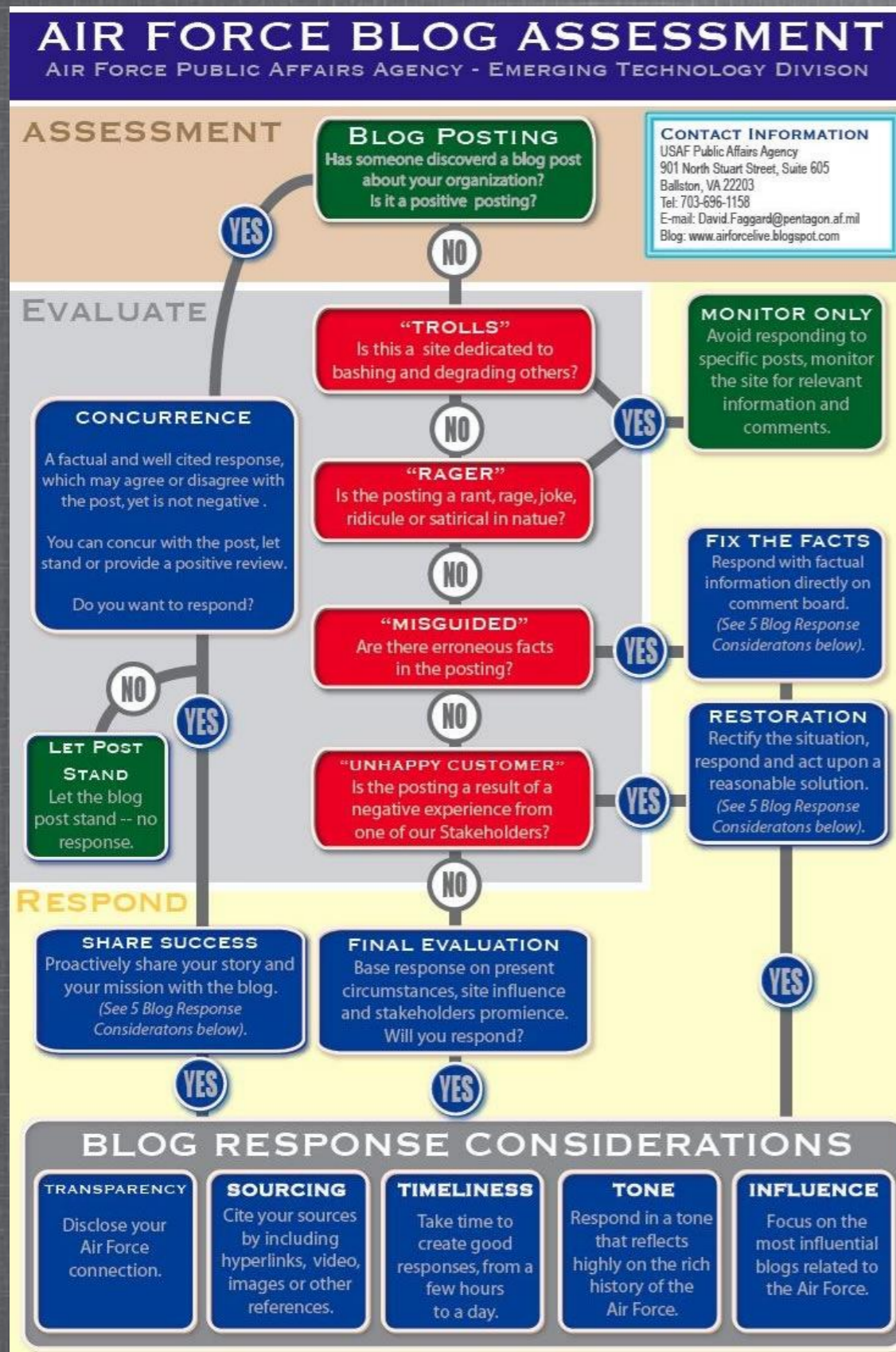
DISCOVER THE RIGHT PEOPLE TO FOLLOW

- Listen a lot - twitter can be your always-on, giant focus group
- Listening
- Use Twitter Search for keywords
- Track Hashtags
- Influencers of your Influencers



@DavidGerzof

RULES OF ENGAGEMENT



- Have a policy that works for you
- Make sure everyone knows it
- Stick to your rules

TWEETS & TIMING

- Establish what and when you're going to share (Content Calendar)
- \approx 4-5 Tweets per day is ideal
- General rules (made to be broken):
- Weekends are better than week days
- 7am-8pm is better than 8pm-7am
 \approx 30% increase in engagement
- Learn when the conversations you want to listen to or join are happening



VOICE AND MESSAGE

- Remember Twitter is bi-directional
- Define your voice, personality and what you stand for - stick to it
- Remain consistent with your voice and message






IMPLEMENT







- Tell people you're on Twitter
- Creating an engaging channel
- Build your army
- The 80/20 Rule
- "Share Tactics"
- URL shorteners
- Hashtags

LET YOUR NETWORKS KNOW YOU'RE ON TWITTER

- Add your @handle to your email signature and business cards
- Add a  Twitter button to your blogs, web pages, etc.
- Use Twitter's "Find Friends" tool

Find friends

Search your address book for friends

 Gmail	Search contacts
 Yahoo	Search contacts
 Hotmail	Search contacts
 AOL	Search contacts

Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone without your consent, but we may use contact information to make Who To Follow suggestions. You can [remove](#) your contacts from Twitter at any time.

Search Twitter for people

[Search Twitter](#)

Invite friends via email

[Invite friends](#)

CREATE AN ENGAGING CHANNEL

- Share your expertise & insights
- Add media: Vine, Instagram, pics, etc.
- Respond to everyone (within reason)
- Stay on topic
- Be human, get personal (within reason)

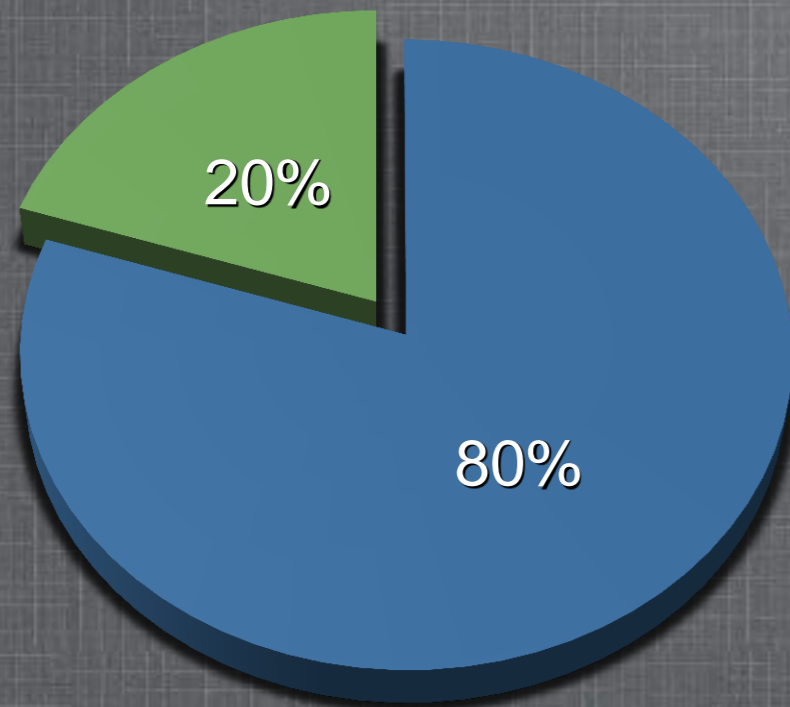


BUILD YOUR AUDIENCE & ARMY

- This doesn't happen over night
- @mention handles you want to engage with
- Tweet content that interests your target audience
- Follow the conversation, engage when ready



THE 80/20 RULE



- Vilfredo Pareto - Pareto Principle
- 80% of your Twitter content should help your community
- 20% can be self promotional

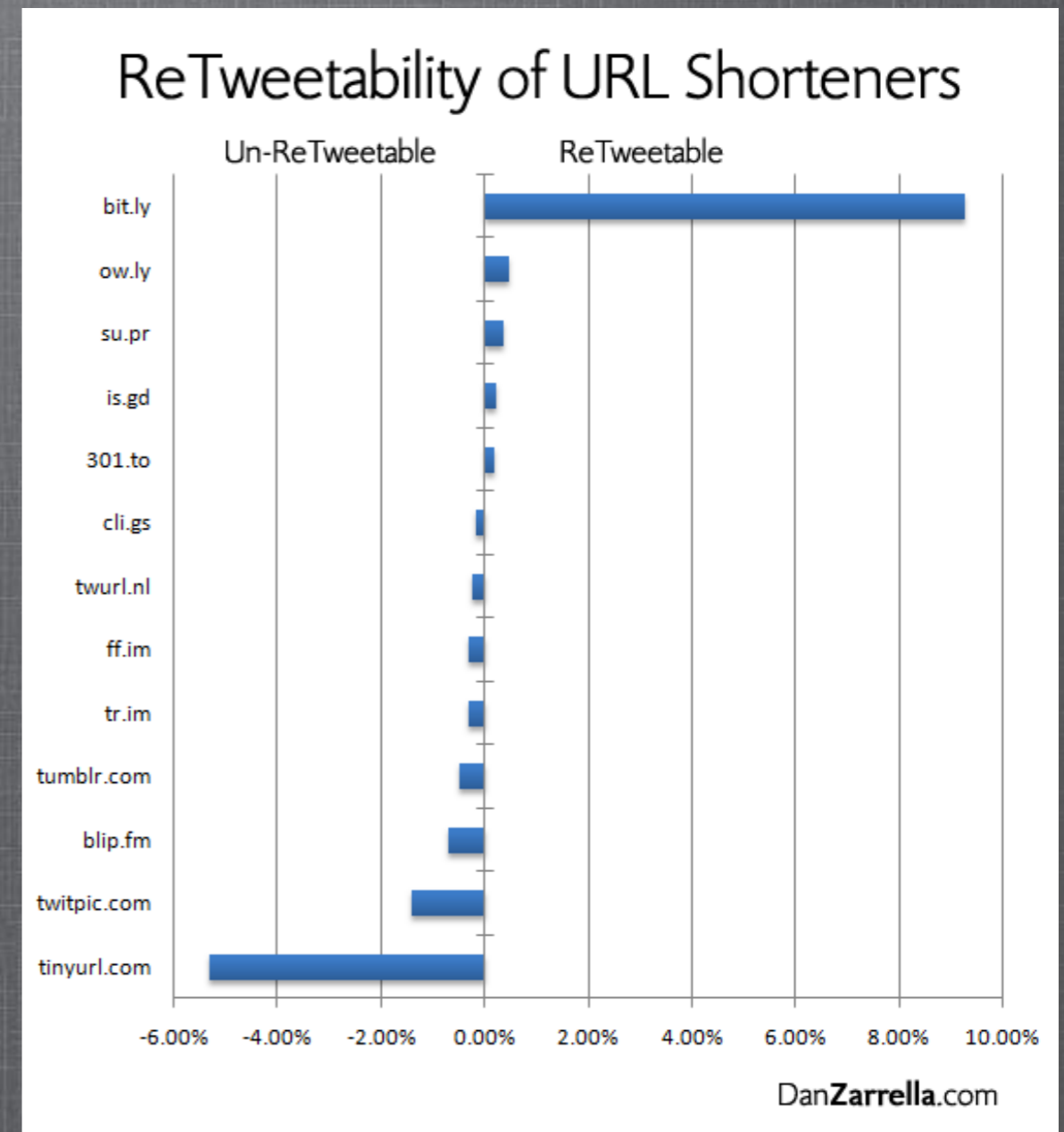
TWITTER “SHARE TACTICS”

- Compelling content - news, humor, wit, controversy, unique qualities
- Politeness - “PLS RT” $\approx 4X$
- The ideal retweet sweet spot number is 100-120 characters
- #Hashtags $\approx 2X$
More than 2 Hashtags $\approx .5X$
- Timing your audience



LINK SHORTENERS

- [http://www.hks.harvard.edu/news-events/events-calendar/using-twitter-effectively,-digital-communications-workshop-with-david-gerzof-richard,-professor-of-media-relations,-social-me/\(selected\)/1/\(date\)/1379304000](http://www.hks.harvard.edu/news-events/events-calendar/using-twitter-effectively,-digital-communications-workshop-with-david-gerzof-richard,-professor-of-media-relations,-social-me/(selected)/1/(date)/1379304000)
- 211 Characters, Use **bit.ly**
<http://hvr.d.me/1gfu0NB>
23 Characters



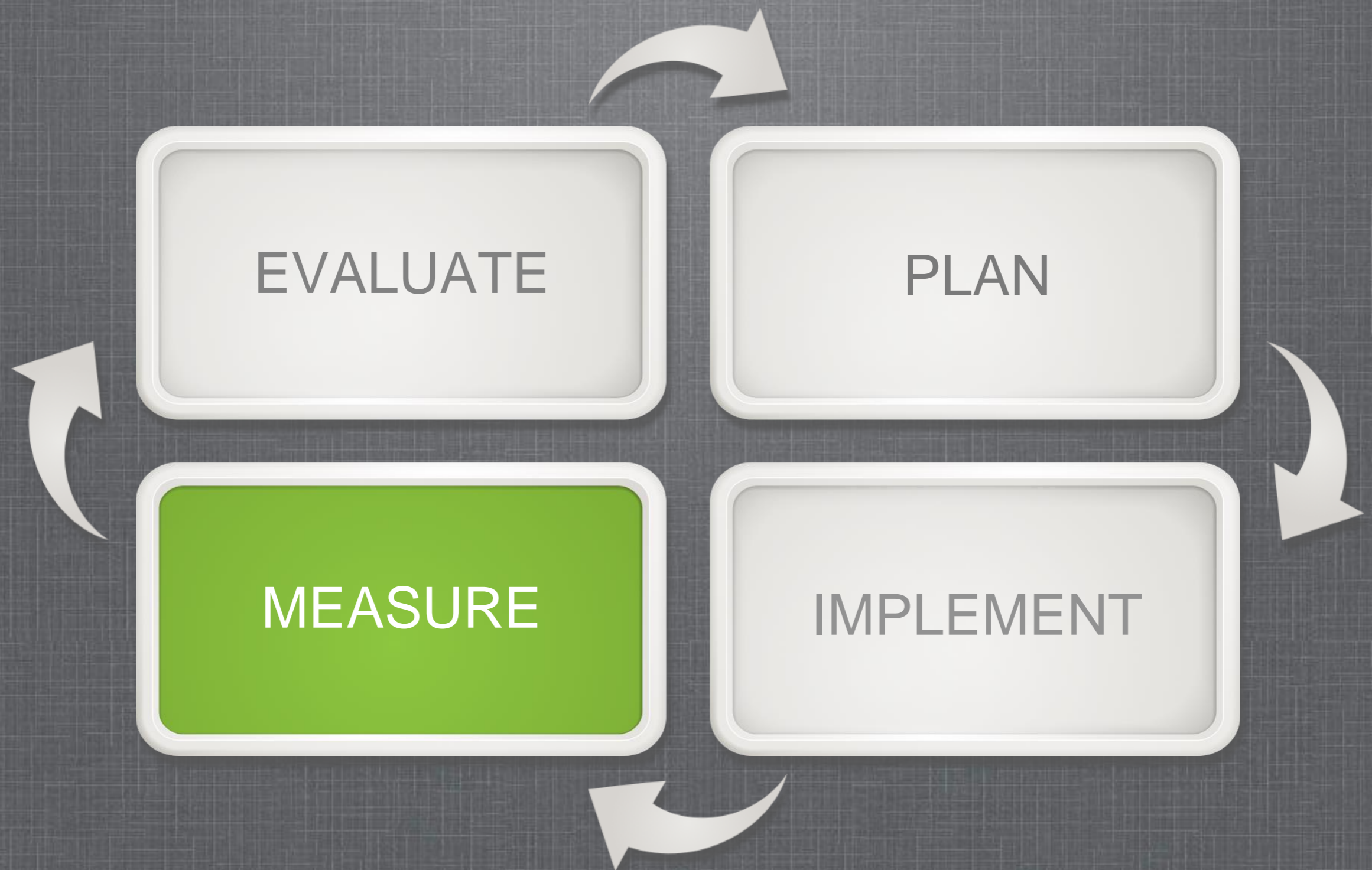
HASHTAGS

- Hashtags are used to identify specific topics or conversations;

#adding #a #Hashtag #to #generic #words #gets #you #nowhere #fast
- Use two Hashtags at most in any one tweet
- Know where your hashtag leads

#CatsStink





- RT tracking
- Follower growth
- Follower quality
- Reach
- Influence
- Sentiment
- Mention tracking
- Link tracking

MEASURE



REACH

tweetreach

TweetReach Report for
@davidgerzof

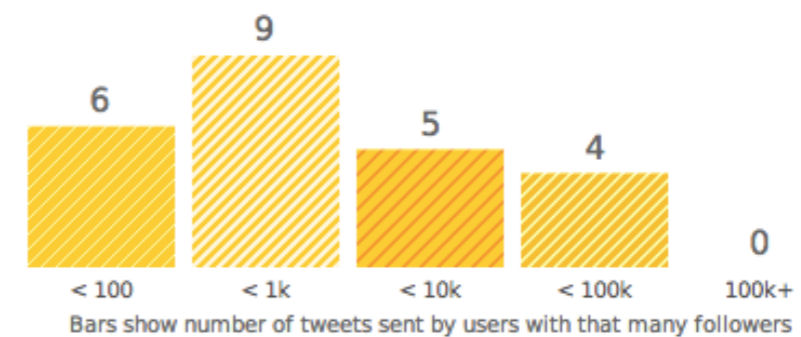
estimated reach ⓘ

126,266

accounts reached

exposure ⓘ

166,474 impressions

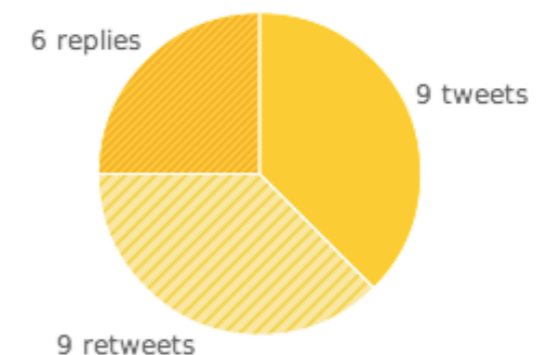
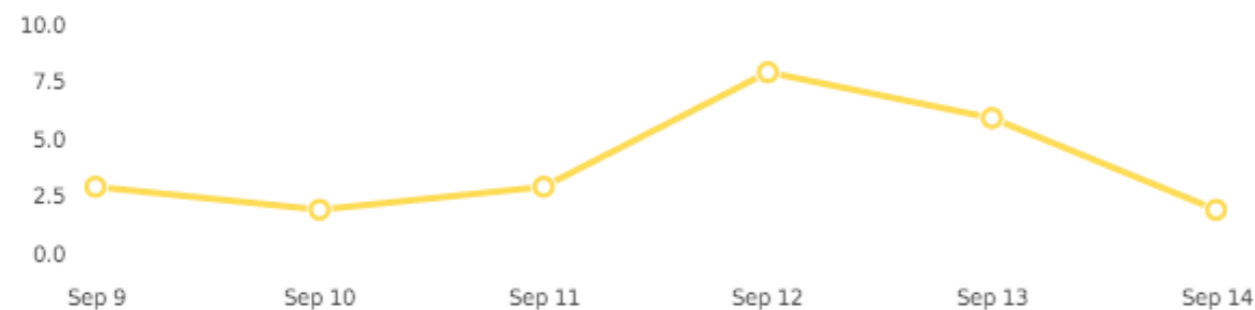


activity ⓘ

24 tweets

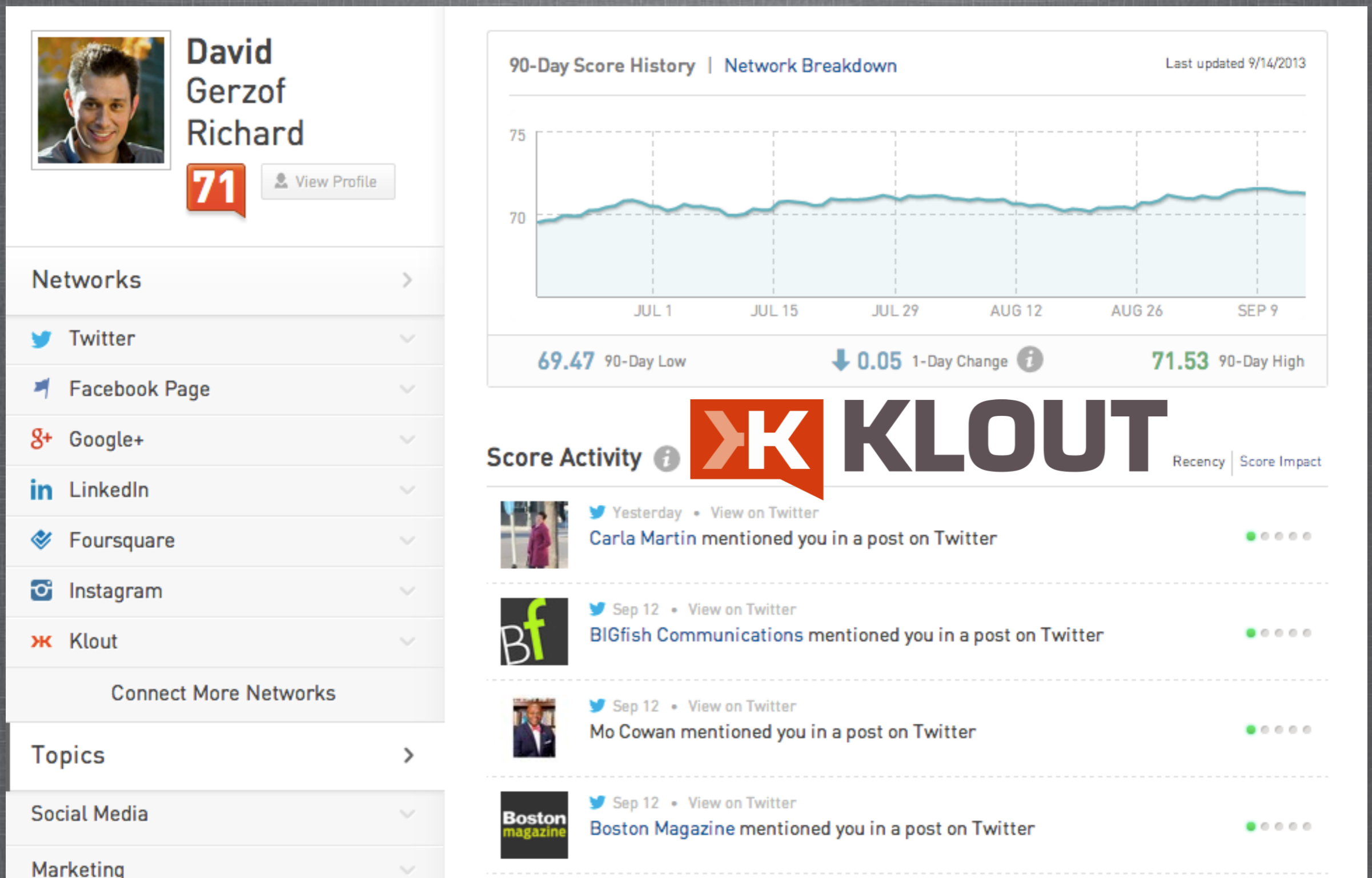
19 contributors

6 days



@DavidGerzof

INFLUENCE



SENTIMENT & MENTIONS

[socialmention*](#)

[Blogs](#) [Microblogs](#) [Bookmarks](#) [Comments](#) [Events](#) [Images](#) [News](#) [Video](#) [Audio](#) [Q&A](#) [Networks](#) [All](#)

Harvard University

Search

[Advanced Search](#)

[Preferences](#)

4%
strength

63:1
sentiment

54%
passion

27%
reach

55 minutes avg. per mention

last mention 54 minutes ago

94 unique authors

0 retweets

Sentiment

positive	<div></div>	63
neutral	<div></div>	250
negative	<div></div>	1

Top Keywords

Top Users

The Ernst Mayr Library	<div></div>	44
danielsfamilyphd	<div></div>	16
Harvard	<div></div>	12
abidmm	<div></div>	10
ClareLuk	<div></div>	10

Mentions about Harvard University

Sort By:

Date

 Results:

Anytime


Results 1 - 15 of 314 mentions.

f

Untitled Document

Ce qu'il y a de païen dans le christianisme de Rabelais Par Wilson Décembre Le problème de la religion constitue sans doute la thématique primordi...

www.facebook.com/permalink.php?id=1033267961&v=wall&story_fbid=566158060099303
54 minutes ago - by [Wilson Décembre](#) on [facebook](#)



Ask

Gurman, Dr. Alan S.

Capital Times - Found 2 hours agoNorthwestern University, the University of Wisconsin Psychology Clinic, and as a visiting lecturer at Cambridge Hospital of H...

c.moreover.com/click/here.pl?z9806761873&z=1600249751
3 hours ago - on [ask](#)

Ask

Report: Harvard basketball has below average APR scores for private ...

NBC Sports - Found 2 hours agoHarvard men's basketball has seen a rise in its on the court success.

c.moreover.com/click/here.pl?z9806731867&z=1650248821
3 hours ago - on [ask](#)

Ask

Analysis: Russia wants seat back at Mideast table

Dalton Daily Citizen - Found 2 hours ago"It was a brilliant tactical move" for Russia, said Jonathan Adelman, professor at the University of Denver Korbel...

c.moreover.com/click/here.pl?z9806717109&z=1600249751
3 hours ago - on [ask](#)

CLICKS



71 David Gerzof Richard @davidgerzof · Aug 24

Twitter shuts down 30 sites dedicated to saving politicians' deleted tweets
bit.ly/1hCXKvZ



Twitter shuts down 30 sites dedicated to saving politicians' deleted t...

Twitter has shut down a network of sites dedicated to archiving deleted tweets from politicians around the world. The sites — collectively known...
theverge.com

RETWEETS

6



1:08 PM - 24 Aug 2015 · Details



[Hide summary](#)

@DavidGerzof

CLICKS

Tweet Activity

David Gerzof Richard @davidgerzof

Twitter shuts down 30 sites dedicated to saving politicians' deleted tweets <http://bit.ly/1hCXKvZ>

Impressions	1,841
-------------	-------

Total engagements	18
-------------------	----

Link clicks	10
-------------	----

Retweets 6

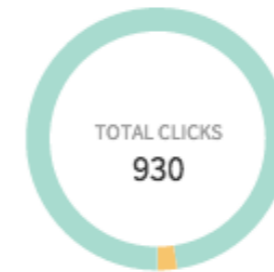
Detail expands	2
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Reach a bigger audience

Get more engagements by promoting this Tweet!

Get started

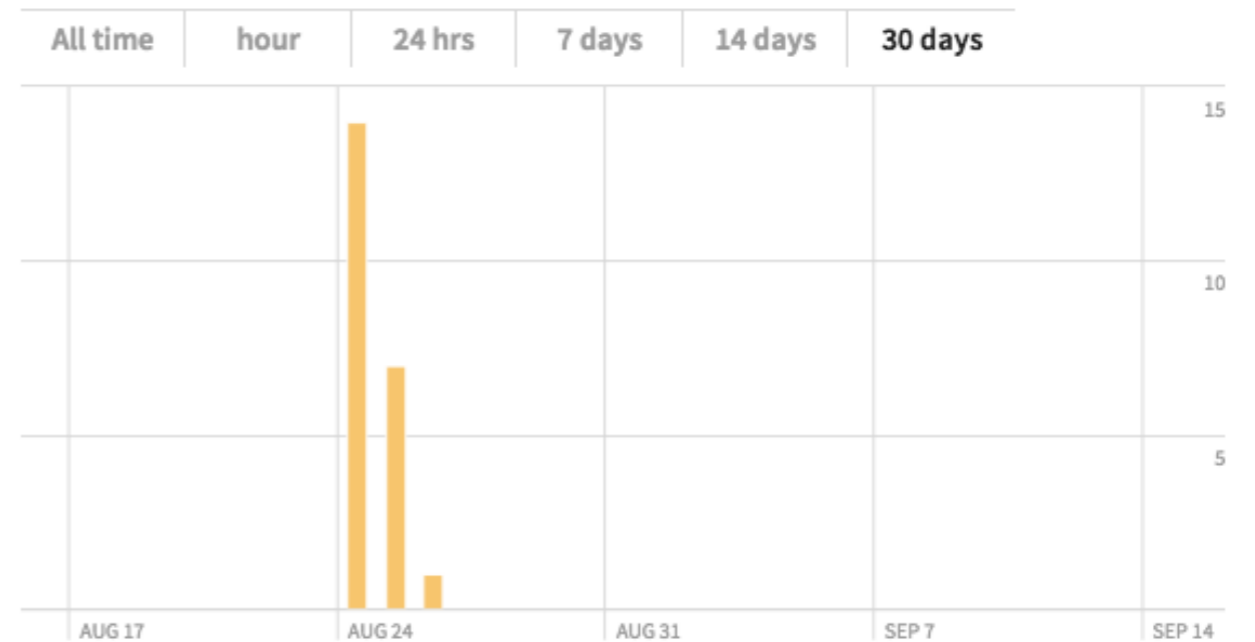


CLICKS ON THIS BITLINK

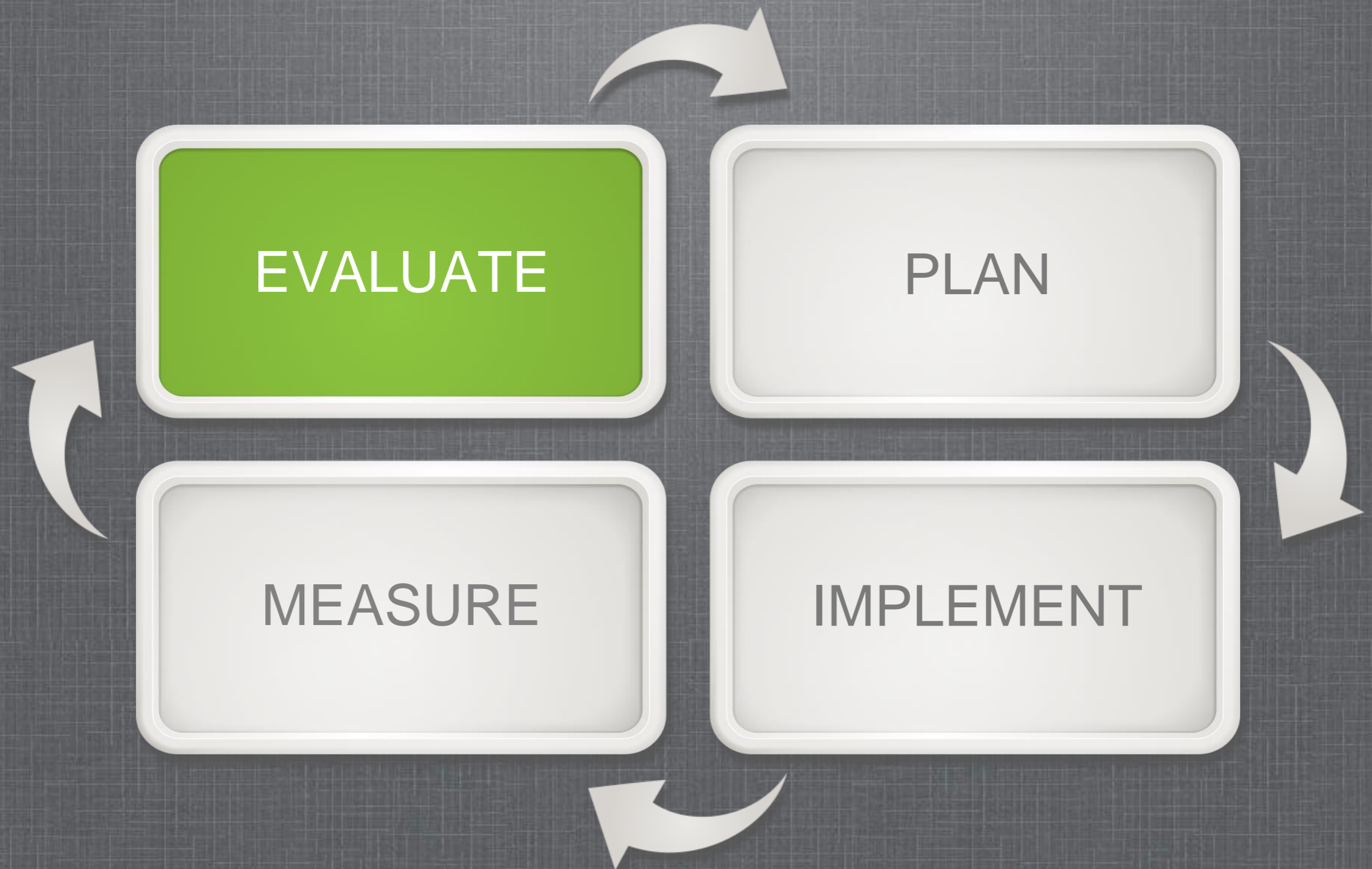
● **22**
2%

CLICKS ON OTHER BITLINKS

● **908**
98%



@DavidGerzof





EVALUATE



- Compare measurement data to goals & objectives
- Follower/following ratio $>100\%$ ideal
- Tweets/followers ratio $< 100\%$ ideal
- Mentionmapp
- Twitalizer

MENTIONMAPP



TWITALYZER



TWITALYZER

Serious Analytics for Social Business

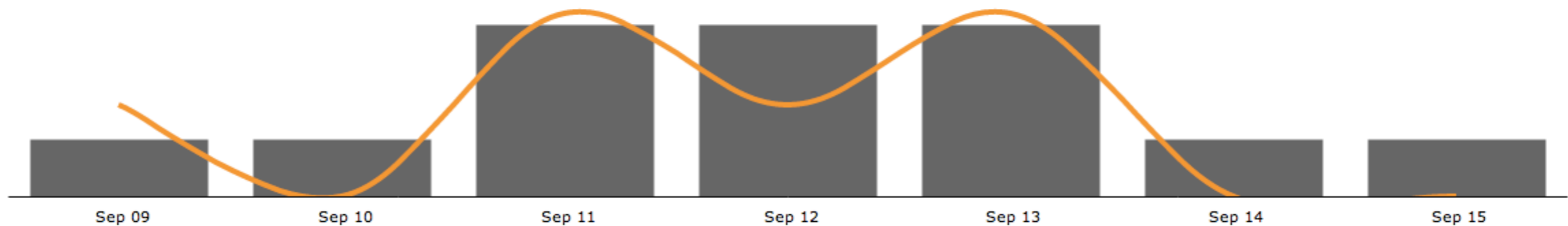
Sign In

Support

David Gerzof Richard @davidgerzof

Masquerading as a Social Media & Marketing Professor
@EmersonCollege. Founder of @BIGfishMarket. Please feed me great
design, tech, sustainability & science

Style
Reporter



4.7
Impact



71
Klout



23,347
Followers

@DavidGerzof

WHAT NOT TO DO

- Overshare
- Broadcast without listening
- Tweet without thinking
- Lock your feed with privacy settings
- Confuse your accounts
- Hashtag without thinking
- Auto-follow, auto-DM
- Ignore your community, Vanish



@DavidGerzof

BECOMING A @TWITTER POWER USER



@DavidGerzof
9.14.2015