Twitter Tune-Up for AHSC Account Managers

Online Media Group Meeting May 2015
Topics

• Twitter account health & hygiene
• Using #hashtags effectively
• Using Twitter Analytics
• Using Twitter lists
• General tips, tricks and pitfalls
• Suggestions and questions from the group
Account health & hygiene

• Make sure your account is compliant:
  – Properly registered
  – **Two** managers who both have access to the account, are comfortable on the platform & know their responsibilities
  – AHSC user guidelines posted
  – Understand all aspects of the Account Manager Responsibilities; Ask questions if needed

• Include a good bio, cover photo and profile pic

• Check your apps and other settings; revoke access from people who no longer need it and apps you are no longer using
Using #HashTags Effectively

• Hash tags can help you:
  – Aggregate or explore tweets around a topic or event
  – Find interesting accounts to follow
  – Monitor or join a conversation or trend
  – Create a campaign or series

• Do your research and be genuine! Don’t tag surf or hijack — and watch your timing.

Avoid mistakes like these: http://www.inc.com/rebecca-borison/twitter-fails.html

Warning: some of these examples include potentially offensive language
Using #HashTags Effectively

Types:
• Ongoing or time-pegged

• UA and local community (#UADiversity #GivingBackToAZ #UACOM2ndLook #UAMiniMed #Arizona #Tucson)

• Industry- and niche-specific (#TranslationalResearch #HealthDisparties #Myeloma #HCLDR #MedEd) Check out: http://www.symplur.com/healthcare-hashtags/

• Conferences and Twitter chats

• Timely and trending (use caution, don’t hashtag surf)
Twitter Analytics

Look for:

- Features of tweets that did well (consider timing, hashtags, media, mentions of other accounts, etc.)

- Your progress over time (growth in followers, reach and impressions)

- Info about your followers (demographics, interests, influence)
Twitter Lists

Use this feature to:

• Organize followers

• Monitor peers

• Find influencers

• Follow other accounts’ lists
Other Tips, Tricks & Pitfalls

• Always consider your audience and what they will find interesting before posting. Add value. Don’t be a robot or overly self-promotional.

• Beware of cross-posting and robo-posting. Being social cannot be automated, and each platform has different etiquette and features that make it unique.

• Don’t ignore others. This is social media after all. Start by following and interacting with colleagues.

• Don’t start a tweet with @ unless you want it to be a reply to a specific account that most followers will not see.
Other Tips, Tricks & Pitfalls

• Use ALL CAPS and exclamation points sparingly!!!!

• #Don’t #overuse #hashtags. #It #makes #posts #hard #to #read #and #reduces #engagement.

• Use a URL shortener, such as bit.ly.

• Generally, you don’t need say “click here” or “click on the link” to read the story.

• Test your links, and be sure they don’t lead to a paywall.