



Guide

Twitter for Community Organisations

How Twitter can support community communications

Twitter is a free platform for real-time conversations and can be used to keep followers up-to-date on what's happening in your community and within your organisation.

40% of the Irish population (over the age of 13) use Twitter representing 1.61 million users.

Twitter is also a platform used for news, sport, politics, events and world events.

The hashtag # was born on Twitter and it is now widely used across all social networks. The hashtag symbol allows you to start, join or search for a conversation and is a powerful tactic to increasing reach and engagement.

For community organisations, you can use Twitter to achieve 5 key goals:

1. Build brand awareness of who you are and what you do;
2. Build relationships and expand your online network;
3. Promote local activities, people and campaigns;
4. Generate media interest in your work; and
5. Advocate for issues in your community.

Ask yourself, are there other goals you want to add here?

Perfecting your Twitter profile

- Twitter name e.g., Sligo PPN
- Twitter handle / username e.g., @sligoppn
- Logo of your organisation as your Profile Picture 400 x 400 pixels
- Header / banner photo 1500 x 1500 pixels
- Bio: 160-character description of your organisation and what you will Tweet about - include a hashtag e.g., #SligoPPN to let people know that they can search your branded hashtag, emojis are also fun to use even as bullet points
- Location
- Website

How to use hashtags effectively on Twitter

- People use the hashtag symbol (#) before a relevant keyword or phrase in their Tweet to categorize those Tweets and help them show more easily in Twitter search.
- Clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag.
- Hashtags can be included anywhere in a Tweet.
- Hashtagged words that become very popular are often [trending topics](#).

Hashtag Tips:

- You cannot add spaces or punctuation in a hashtag, or it will not work properly.
- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet.
- We recommend using no more than 2 hashtags per Tweet as best practice, but you may use as many hashtags in a Tweet as you like.
- Type a hashtagged keyword in the search bar to discover content and accounts based on your interests.

Do and Don'ts of Hashtags:

Do

- **Make it easy to remember – and spell.** Don't leave room for possible typos, which will make your Tweet undiscoverable.
- **Be realistic.** Don't expect people to start using your brand slogan or other one-sided hashtags in their Tweets if it doesn't fit naturally and there is no incentive for them to do so.
- **Do your research.** Check and see what hashtags people are already using when talking about your brand, and capitalize on those. Also, make sure to check if your desired hashtag is already being used. If so, ask yourself if it's still relevant to your brand.
- **Give people a reason to use your hashtag.** Whether it's an actual prize or just recognition in the form of a Retweet, your audience will respond better when it's a mutually beneficial relationship.
- **Partner with influencers.** [Influencers](#) can help gain exposure and visibility for your hashtag.

Don't

- **Over hashtag.** One to two relevant hashtags per Tweet is the sweet spot. Remember: character count matters.
- **Expect your brand slogan to translate to a hashtag.** A hashtag is meant to be inclusive, shareable, and discoverable. If it doesn't organically fit within a Tweet, it'll feel forced and lose its intended purpose.
- **Expect people to use your hashtag without a reason or incentive.** The best hashtags have the ability to draw people in and invoke curiosity to explore and join in on the conversation.
- **Neglect to educate on what it is and how to use it.** Make sure you're clearly communicating the hashtag and more importantly, why someone would want to include it in their own Tweet.
- **Use all CAPS LOCK.** Unless it's an acronym, this feels like shouting and also adds unnecessary work.

Tweets with impact

Tweets that have impact are very well crafted:

1. They have value: pose a question, provide an answer, offer an opinion, share an insight, tell a story, they are entertaining, they are informative
2. They have a piece of media included: a photo, a graphic, a website link, a GIF, a video
3. They use emojis for effect
4. They tag another person or organisation: only if relevant
5. They include a Twitter poll

NOTE: You don't have to include all of these elements every single time!

Engagement on Twitter

Engagement on Twitter means that you are conversing with other people and organisation on the platform. Here's how to engage with effect on Twitter:

- Engage daily with other accounts - like, reply, quote Tweet, Retweet, click, watch
- Respect other views even if you disagree
- Mind your language
- Be careful what Tweets you share, ask yourself, is it factual?
- Don't engage in trolling or abuse
- Don't engage with trolls
- Don't share confidential information
- Promote others
- Be seen as a valuable sharer of information

Videos on Twitter

- Videos on Twitter can't be longer than 2 minutes and 20 seconds.
- You can post a square, landscape or portrait video.
- If uploading a video from your smartphone for the first time, you need to give Twitter access to your 'camera roll' to access photos and videos.
- You can also share videos that are shorter and they may get higher engagement because you can retain people's attention for a shorter period of time.
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Adding lists to listen to key people and organisations

Lists on Twitter allow you to include create a list of Twitter accounts (individuals and organisations) that belong to a single category e.g., media in Sligo, public representatives in Sligo, Sligo PPN members.

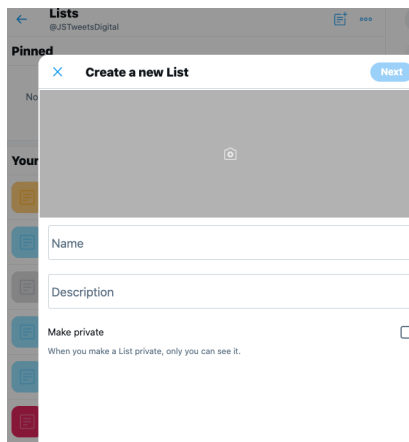
The value of these lists allows you to click on the list and only see the Tweets from the accounts you can included. This is very valuable as there are 8,000 Tweets published every second and Twitter is a fast-paced social network.

By creating relevant lists, you can listen to what is being said that matters to your organisation.

To create a Twitter list:

1. Click on Lists in the navigation bar.

2. Click the **Create new List** icon at the top.
3. Choose a name for your **List**, and a short description of the **List**. ...
4. Click **Next**.
5. You can then search for people and add people to your **List**.
6. Click **Done**.



Twitter Threads


Twitter Threads are a series of connected Tweets which allow you Tweet about one topic in more than one Tweet and keeping them linked together.

1. Click the **Tweet** button to draft a new Tweet.
2. To add another Tweet(s), click the highlighted **plus** icon (the icon will highlight once you have entered in text).
Note: If you go over the character limit, the text that is over the limit will be highlighted for easier editing before you post.
3. To delete any of your Tweets, click the **delete** button
4. When you have finished adding all the Tweets you'd like included in your thread, click the **Tweet all** button to post.

Audio Tweets

Twitter is testing the option to Tweet audio messages on the Twitter for iOS app (iPhone users only - not all users might have it yet and in fact it seems organisation/business accounts are getting priority over personal/people accounts).

How to create and share an Audio Tweet:

1. Tap the **Tweet compose** icon
2. Tap the **voice** icon 
3. Tap the red **record** button to begin recording your message, then tap **Done** when you're finished.
4. You have the option to add Tweet text and/or start a thread with multiple Tweets. You can record up to 2 minutes and 20 seconds for each individual voice Tweet. If your message is longer than that, it will be automatically threaded up to 25 Tweets.
5. When you're ready, tap **Tweet** to send.

Fleets

Fleets are like Stories on Instagram and Facebook and delete after 24-hours.

- Fleet authors can see who views their Fleets, including accounts with protected Tweets, by clicking into their Fleets and tapping on the **Seen By** text at the bottom.
- Fleets can only be created and viewed on Twitter's mobile app.
- They don't get Retweets, likes and are not open to public replies.
- A Fleet can include text, videos, GIFs, or photos. People can reply to your Fleet by tapping on **Send a Message** or the emoji icon at the bottom of your Fleet.
- If you have open DMs anyone can react to your Fleets. If you have closed DMs, only people you follow can react to your Fleets.
- People with access to Fleets can see your Fleets in two ways:
 - If they follow you, your Fleets will appear in the new bar across the top of their Home timeline.
 - Anyone who can see your Tweets can view your Fleets from your profile by tapping on your profile photo.
- If you protect your Tweets, your Fleets will also be protected.
- To delete a Fleet select **Delete Fleet** and it will remove the post.

Note: When you view someone's Fleet, the Fleet author will be able to see that you viewed it using the **Seen By** feature, even if your account has protected Tweets.

Your Twitter plan to grow followers

Growing followers requires you to be active on Twitter here's a plan to grow your account:

- Tweet every day
- Tweet with value and insight
- Engage **with** others every day: replies, retweets and tags
- Use Polls
- Include Video
- Share Fleets
- Share Audio Tweets (if it's available to you)
- Optimise **your** posting time i.e. 8am-10am and 9pm-11pm are the busiest in Ireland
- Post visual content
- Utilise hashtags
- Create an inviting profile
- Identify followers within your network
- Draw in followers outside of Twitter

Twitter analytics

- To get an understanding of how your Tweets are performing you want to review your Twitter Analytics.
- There are two ways you can see analytics.

1. You can click on an individual Tweet and tap the 'bar chart' icon

Tweet Analytics

Joanne Sweeney @JSTweetsDigital
 Now Open!
 Membership of @PublicSectorPro
 12 months
 18 hours of live coaching
 12 masterclasses
 12 guest experts
 4.5 hours per month of live content
 Access to A-Z of digital marketing & social media
 Watch the launch webinar
<http://bit.ly/PSMIMembership> pic.twitter.com/fODIM8bVUH

Impressions 2,567
 times people saw this Tweet on Twitter

Total engagements 77
 times people interacted with this Tweet

2. For more detailed data go to: <https://analytics.twitter.com/> and make sure you are logged into the Twitter account you want to get the analytics for

- You will get a 28-day view or a 7-day view and it will tell you how each Tweet performed along with an overview of your performance*
- An engagement rate is the percentage of followers who view your Tweet that actually engage with it i.e., like, reply, click, watch, Retweet, Quote Tweet
- A good engagement rate on Twitter is 0.2% but you might find your Tweets get more than that

28 day summary with change over previous period

