Twitter Mechanics

Understanding Twitter’s mechanisms and how you can use them to your advantage.

Hashtags – Mark keywords in a topic and make your tweets searchable

- Example Tweet:
  “#EWU President Cullinan took @cathymcmorris’ #ALSiceBucketChallenge yesterday on the Inferno: go.ewu.edu/YXsjmD”

- When appropriate, use relevant trending topics in your post, such as the #ALSiceBucketChallenge.
- The #ALSiceBucketChallenge tag places the tweet categorizes it with all other tweets using the same hashtag, creating an on-the-fly community.
- Always test hashtags ahead of time to make sure they’re not already used for a different purpose.
- Use capital letters to make multi-word hashtags readable as in #ALSiceBucketChallenge.

Measuring Success – Identifying successful posting strategies

- Retweets represent an endorsement of your post and exposes it to the retweeter’s audience.
- Retweets build an associative network between you and your retweeters.
- Favorites are used to show approval and also to save a tweet to be accessed later.
- Followers, in large numbers, give legitimacy to your tweets, and increase the number of people seeing your posts.
- Consider using third-party service like Hootsuite or SproutSocial to deliver insights and metrics.

Content – Quality content is paramount to a successful Twitter post

- Combine self-produced content with existing content to generate a consistent stream of tweets.
- Tweet “behind the scenes” content your followers couldn’t get any other way.
- Statements get more retweets than questions, questions get more responses than statements.
- Grammar can be flexible so long as it is understandable, however use proper grammar whenever possible.

Structuring Posts – Use links, hashtags and retweets to get the most exposure for your 140 characters

- Include a call to action, encourage response.
- Link people, or groups mentioned, in your tweet to their own Twitter accounts, as this will help expose your tweet to their audience.
- Keep tweets under 130 characters to encourage responses and retweets.

Cross Platform – Play to Twitter’s strengths and use other platforms to achieve other objectives

- Use bit.ly to shrink URLs and track engagement with your linked content.
- Use Twitter as a broadcasting platform, update with real-time information.
- Do not connect Twitter and other platforms to automatically mirror posts. Write them separately and appropriately.
- Network between platforms by encouraging interaction between them (like linking Instagram pictures on Twitter).

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