



Getting started on social media: Twitter basics.

Training notes

1. Before you get started:

Social media sites are online places where you can share pictures, words or video with other people. Social media is not going to go away, its an essential part of how we communicate and share things today and it's worth you getting involved if you want to tell people about your business, to make contacts or just to link up with friends. But before you leap in, it's worth establishing what you are aiming to get out of social media, what you want to do and where your customers are. Look into each type of social media, how it works and decide which would work best for you.

This film lays out a lot of the facts and stats about social media

<http://www.youtube.com/watch?v=IFZ0z5Fm-Ng>

Do you want to share pictures, videos or start discussions? Different sites are best for different things. The ones listed below are currently the most popular and are free. For more information and helpful tips **Mashable.com** is a great site

The Big Five:

These are currently the five biggest social media sites:

- **You Tube:**
The number one place for sharing video with over 1 billion users every month. Over 6 billion hours of video are watched each month on YouTube – that's almost an hour for every person on Earth, and 50% more than last year. 100 hours of video are uploaded to YouTube every minute – so it's pretty big!
- **Facebook:**
Still the number 1 social media site with over 1 billion users. Founded in 2004 originally as a site for students at Harvard University. Is popular with an older demographic than Twitter. Figures suggest teenagers are leaving the site.
- **Linkedin:**
Was one of the first social media sites, launching in 2003. It has over 250 million users now and is a useful way to connect with people professionally. Each user has a profile which acts as an online C.V. Users can ask their connections to introduce them to people they are connected to creating an online networking function.
- **Twitter:**
Twitter is a free micro blogging service founded in 2006. At its heart are 140-character bursts of information called tweets. Users can include links to other content in their tweets, and broadcasts can be public or private. Celebrities, journalists, politicians and other public figures have established significant

followings on Twitter. Media outlets in particular use Twitter as a way to broadcast breaking news. It has a fairly young demographic.

- **Google+**

Google+, a social network operated by Google Inc., launched in 2011 and has around 235 million users. Its main feature is Google Circles, groups of people that you share your content and updates with. Google hangouts allow users to video chat with friends in their circles.

The next most popular:

- **Flickr:**

87 million users

If you want to share photos this is an excellent way to do it. It acts as a gallery for all of your pictures and you can easily link to it from your Twitter or Facebook account. It's a great way to simply and cheaply supplement your website or replace one totally.

- **Pinterest:**

Is growing all the time about 70 million total users, 2 million in the UK

Pinterest is more about curating images from the web, which is useful if you want to blog or be an expert on a particular subject. It's very big in America but still growing in the UK.

- **Instagram:**

Has over 100 million users.

Instagram is a very popular way for teens to share photos. It's more of a social tool, in that you follow your friends' feeds.

You can also use it to make short 15 second videos.

It's an App more than a website – it's designed to be used on a mobile.

- **Vine:**

13 million users.

A video-sharing App owned by Twitter

Videos are made and shared on smart phones and can only be 6 seconds long.

- **Snapchat:**

Users receive 400million photos a day

For sharing photos that then are destroyed after 1-10 seconds.

- **Tumblr:**

Over 150 million bloggers

A social blogging site with sites on any subject you can imagine. Its useful for sharing thoughts, photos and video so can be a good simple alternative to a website.

Thinking about your personal social brand:

Exercise 1:

What's your strategy?

Have a think about your story and what you want to achieve

1.What's your story?

What are you interested in?

What do you want to talk about?

What qualities do you want to be known for?

What do you want to be asked to comment on?

2. What do you want to achieve?

Connection with supporters?

Help your charity reach a wider audience?

Get to know MP'/journalists other stakeholders?

Find out what people are saying about your charity?

3. How will you measure success?

More likes/followers/engagement?

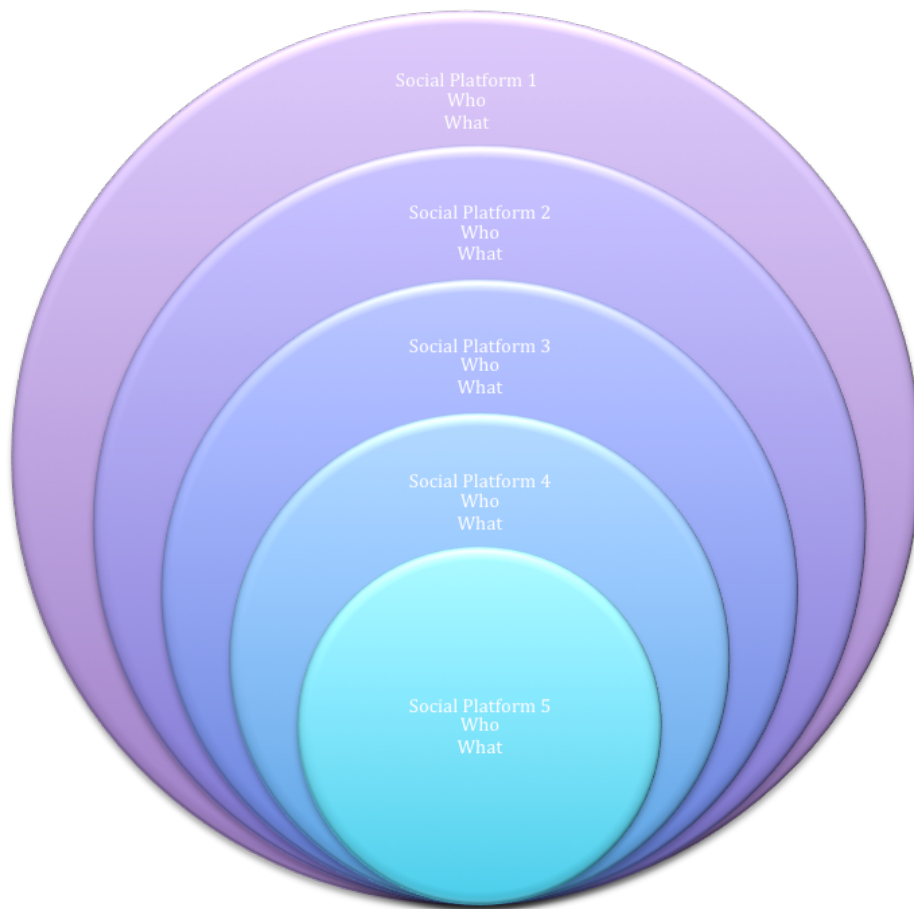
Exercise 2:

How will you achieve your strategy?

What platforms can work best for you?

Who do you want to talk to on each one?

What about?



2. A bit more on Facebook:

A lot of people are on Facebook, so if that's where your audience is, then it may well be worth you sharing your content and updates there.

One of Facebook's advantages for a small business is its Pages option.
You can create a Page for your business and use it like a simple website



- Create your page, add your logo and pictures and get some interesting content on there.
- Share pictures, videos and invite conversation.
- Then you need to invite everyone you know to *Like* your page.
- Page information is generally public and available to everyone on Facebook.
- If people *Like* your page, then your updates can show up on their timeline and their friends will see it- but they are only likely to see updates from pages that they interact with, so you need to encourage Likes, Comments and Shares.
- This is different to a *Group*, which is a closed place for a group with shared interests to communicate.
- With a *Group*, you can choose the privacy settings that you want.

3. Getting going on Twitter:

Twitter is a bit like a party, but like any party it can be great, or really dull. It's full of people but you have to make sure to find the people that you share an interest with. Like any party, you also have to make sure you listen and don't do all the talking, and that you are being really interesting.

So what's it all about?

- 140 characters micro blogging site.
- It's a platform to share links, news, pictures but only in 140 characters or less
- Because of the way Twitter works using hashtags and @mentions (more later) you can connect with new people who share your interests.
- You can follow anyone – not just people you know
- Profiles are public as is almost everything you share.
- There is a great guide here to give you more hints and tips
<http://mashable.com/guidebook/twitter/>

4. Your Twitter Profile:

The first thing you need to do is choose a *Handle*. This is the name you are known as on Twitter. It's best to use your real name or company name to create your credentials. Your profile is like your business card and sets out who you are and what you do.



- Now you need to write your profile in 140 characters or less.
- Then you need to add a profile picture and customize your site.

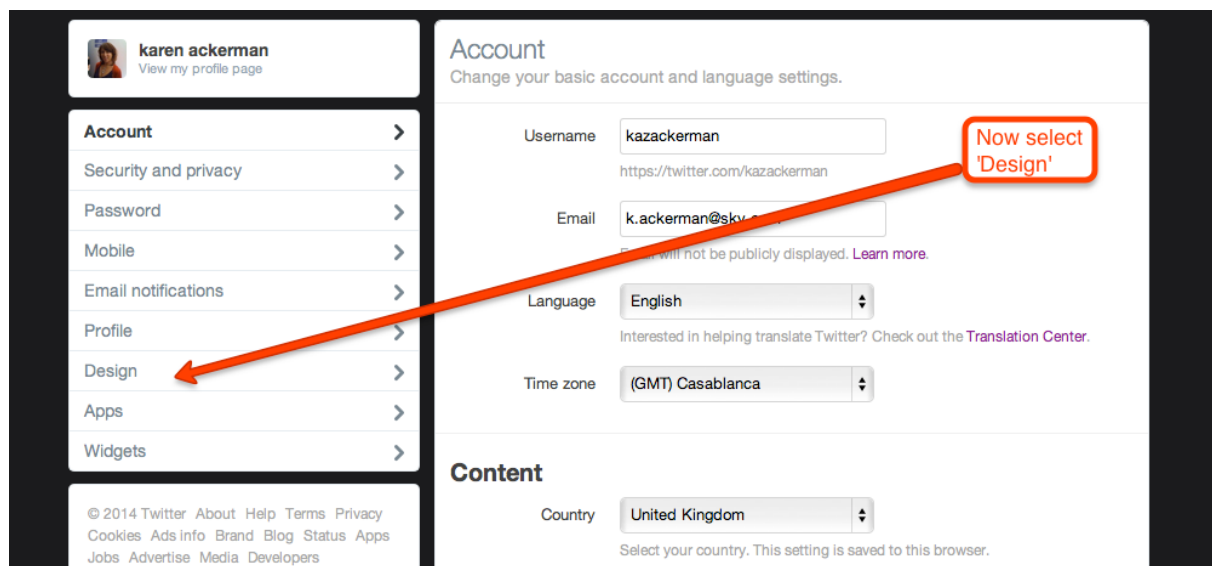
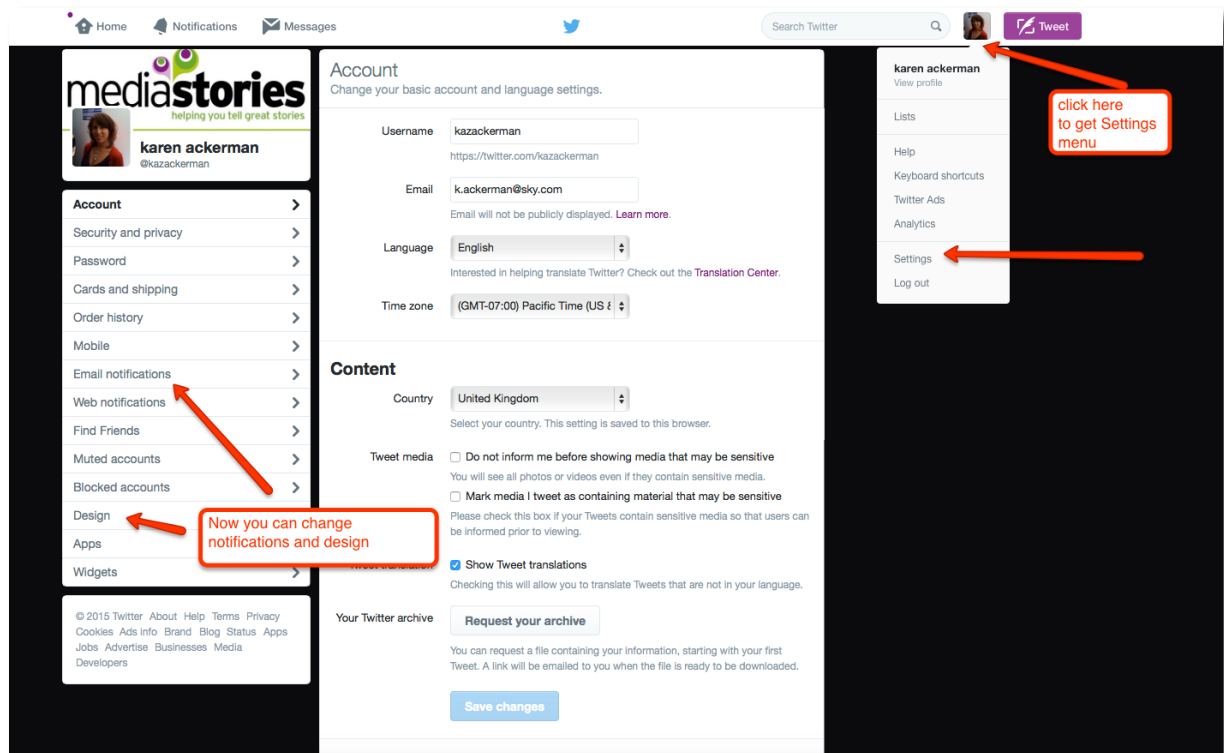
1. Edit your profile wording:

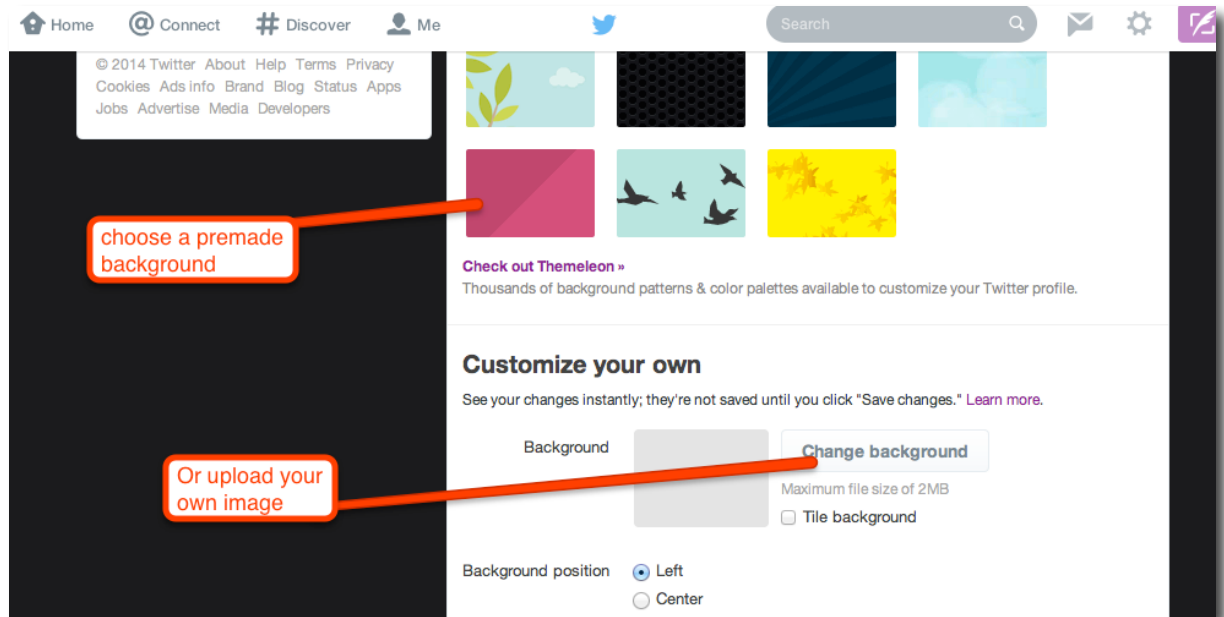


2. Customise the pictures and words on your page:



3. Change the design of the site:





Now your profile should reflect the image you would like to project.

There are loads more tips here to help you create exciting backgrounds
<http://mashable.com/2009/05/23/twitter-backgrounds/>

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retweet

tweet

mention

directmention

Twitter

message

DM

updates

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Now you have a fabulous looking profile, the next step is to understand and master the vernacular. There are certain words and jargon that are used on Twitter. You need to understand these and how to use them to become comfortable at the Twitter party.

- **Tweet:** A 140-character message.
- **Retweet (RT):** Re-sharing or giving credit to someone else's tweet.
- **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.
- **Handle:** Your username.
- **Mention (@):** A way to reference another user by his username in a tweet (e.g. @kazackerman). You will be notified when another user @mentions you. It's a way to conduct discussions with other users in a public realm.
- **Direct Message (DM):** A private, 140-character message between two people. You may only DM a user who follows you.
- **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #Xfactor, #charity). A hashtag is a marker that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.
- **Trending:** If a particular hashtag is very popular and is being used by a lot of people it is described as trending. Twitter lists current trends on its homepage.

Twitter has an online glossary that's really helpful if you get confused.

<https://support.twitter.com/articles/166337-the-twitter-glossary>

6. Getting tweeting:

Step 1: start following people and listen to them.

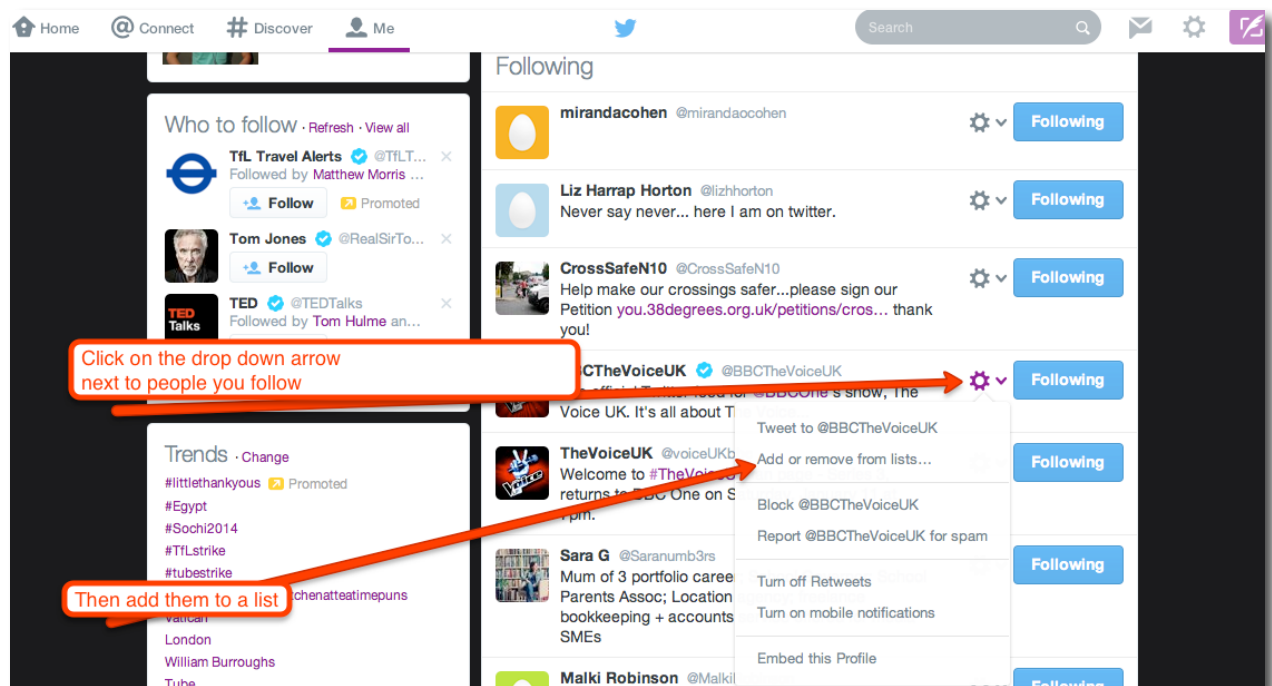
Now it's time to get started. Like a good party, it's worth listening for a bit and seeing what everyone else is up to and how they talk before you jump in.

Following people:

- Start following people you know – just find people and click on the Follow button
- Then see who they follow and follow some of those people
- Choose people who are in your area of interest
- As Twitter gets to know you better, it will suggest users for you to follow.

Lists:

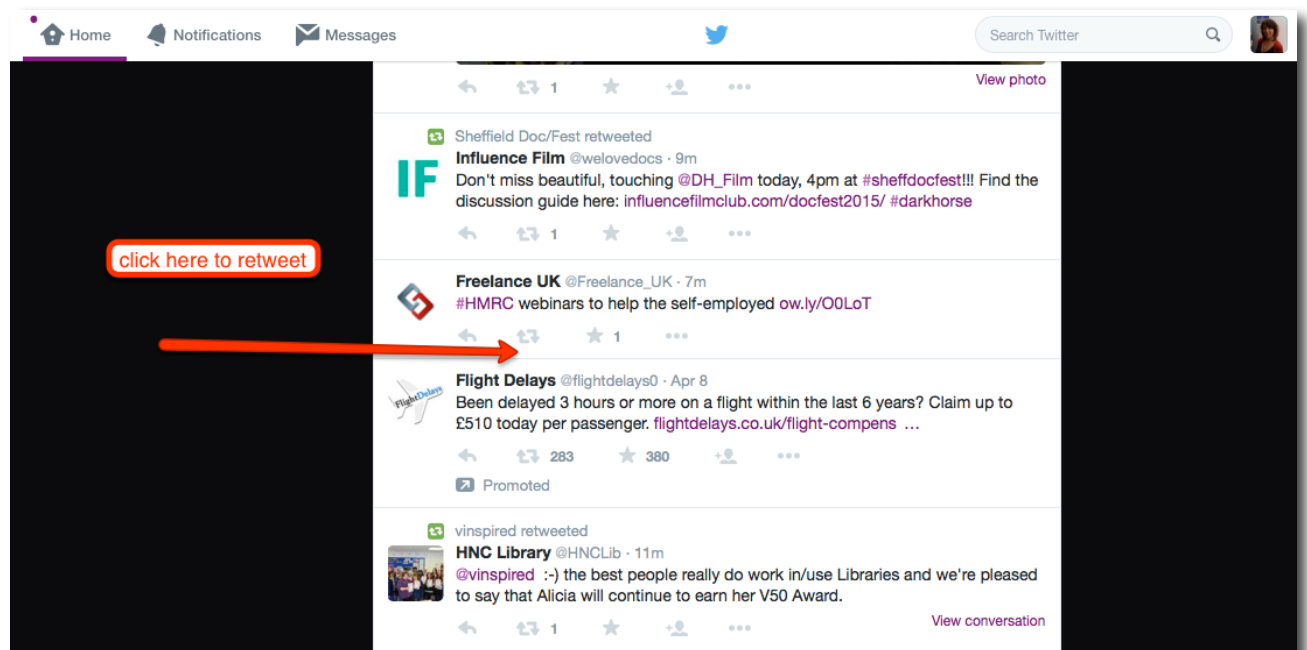
- You can divide the people you follow into lists so that you can look at any one time what a certain group of people are tweeting about.





Step 2: Retweeting:

- If you like what someone tweets, just click “retweet” to post it to your timeline

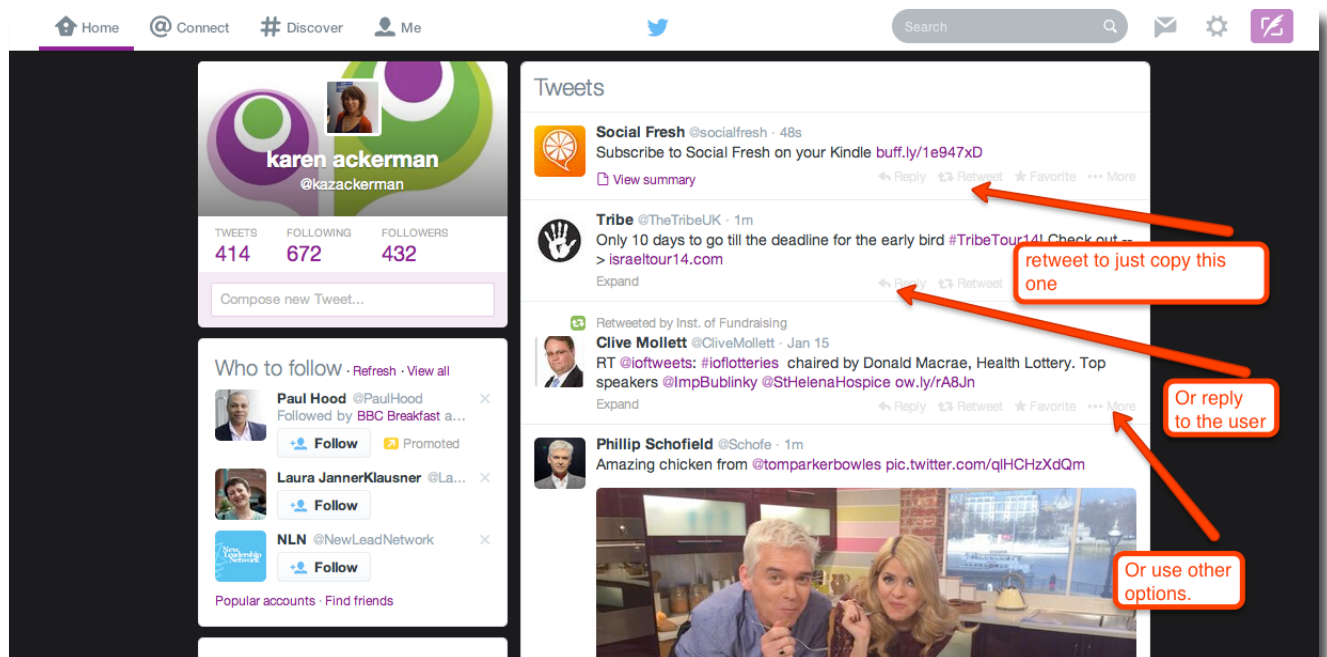


- Or you can cut and paste it, create a new tweet and add a comment – plus add the letters RT and the handle – to show you have taken it from someone else

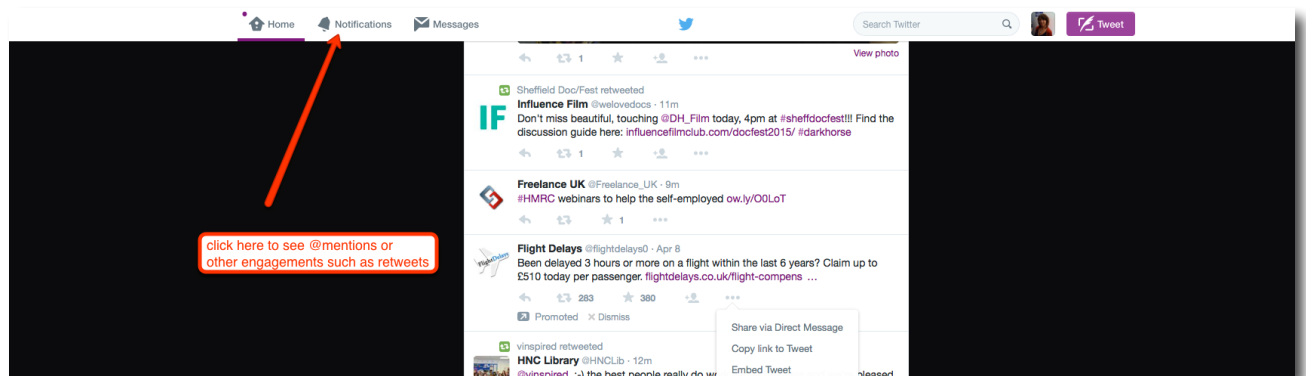


Step 3: Replying to people:

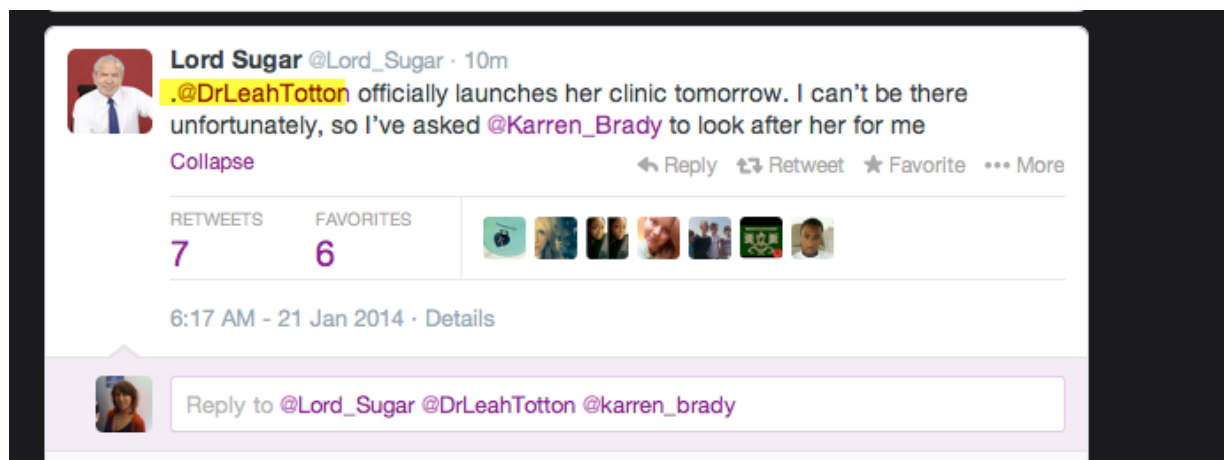
- When you're ready to try composing a tweet, start by replying to someone who has tweeted. Just get into a conversation with them.



- If you use an @mention then the person will see it in their Notifications area.



- It brings your tweet to their attention.
- If the @mention is at the beginning of the Tweet only they and the users who follow both of you will see it. Put a full stop in front of it make sure all your followers can see it.



Direct messages:

- You can send a direct private message to anyone that follows you.
- This is called a DM
- Originally you had to both follow each other to DM, but a new feature is being rolled out where you can opt to receive DMs from those you don't follow. If you go into Accounts in Settings you may have the option to select to DM people you don't follow but not everyone has this.

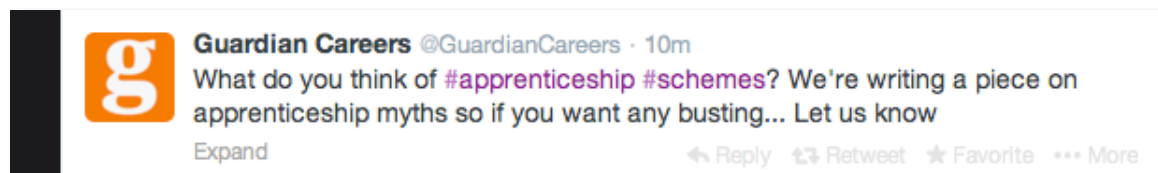
Step 5: Create your own content:

Hashtags:

- The hashtag is this symbol #
- The hashtag has become synonymous with Twitter, but what's it all about?
- It's a way of making information and tweets easily searchable.
- People will search for a particular hashtag e.g. #charity #yoga and all tweets using that hashtag will show up.
- It's often used at conferences and events to allow all the attendees to follow the tweets on the day.

What can I Tweet about?

To *crowdsource* information and ask for tips, advice or content:



To share information with your community:



To engage your community in conversation:



- To *engage* with leaders in your field
- To *engage* with your customers
- To *connect* with customers one to one
- To *monitor* how people talk about your brand

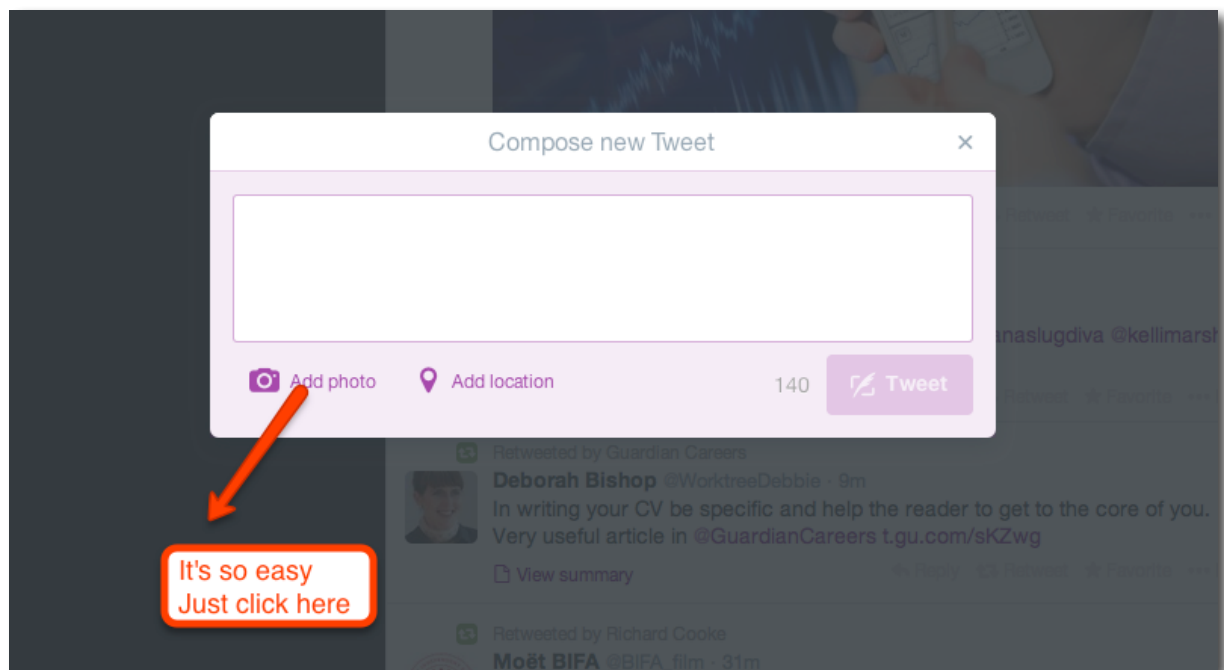


This is a Twitter conversation I had with Royal Mail.

7. Building followers:

Twitter only really gets fun when you have a community to follow and who follow you. So, how do you build followers?

- Use hashtags at events or conferences
- Put your twitter handle on your email signature, cards, website etc
- Be interesting
- Don't just plug your business
- Share interesting links, pictures, films, jokes
- To share a picture, just start composing a tweet, then click add photo



- To share a link, you can just cut and paste it
- Twitter automatically shortens links to 22 characters.
- Get the Twitter App for your phone, you really need to be able to use it on the move.

7. Getting more advanced:

Scheduling:

You can use tools such as Hootsuite or Tweetdeck to schedule tweets to go out at a time you choose.

Monitoring:

It's worth seeing what works best for you- Twitter has its own analytics tool at <https://analytics.twitter.com>

Facebook pages also have analytics- just click on 'Insights' at the top of the page.

A Few Final tips:

- Don't just keep pushing your products at people
- Be genuine, be yourself
- Tweet regularly
- But no need to over tweet...
- Get the mobile app – tweet on the move.
- Have fun.

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