Twitter
Social Media Workshop
Twitter’s Purpose

Twitter is a free public social networking service that allows registered members to broadcast short posts called tweets.

- Tell social engaging stories
- Retweet other campus handles and thought leaders
- Highlight student accomplishments
- Share/promote fun things
- Traditions
- Throwbacks

Twitter is powerful: 85% of users feel more connected to a brand after they follow that brand on Twitter.
Goals for Twitter handles

• Tweets should tie into your website content, therefore enhancing your message
  – 47% of Twitter users that follow a brand are more likely to visit that brand’s website

• Tweets should be engaging – conversation vs. updates?

• Tweets should support:
  – Recruitment
  – Retention
  – Reputation
  – Research
  – Advancement
### Twitter’s Audience

- WPI’s Twitter Audience
  - Current Students
  - Current Parents
  - Prospective Parents
  - Alumni
  - Peers
  - Corporations
  - News Organizations

<table>
<thead>
<tr>
<th>Age</th>
<th>WPI Twitter Followers</th>
</tr>
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<tbody>
<tr>
<td>18-20</td>
<td>5.08%</td>
</tr>
<tr>
<td>21-24</td>
<td>10.59%</td>
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<td>55-64</td>
<td>9.20%</td>
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<tr>
<td>65+</td>
<td>0.02%</td>
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<thead>
<tr>
<th>Income</th>
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<tbody>
<tr>
<td>Less than $30,000/year</td>
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<tr>
<td>$30,000 - $49,999</td>
<td>18</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
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<td>$75,000+</td>
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<tbody>
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<tr>
<td>Black, Non-Hispanic</td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>Some college</td>
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<tr>
<td>College+</td>
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<table>
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<tr>
<th>Gender</th>
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<tbody>
<tr>
<td>Male</td>
<td>59%</td>
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<tr>
<td>Female</td>
<td>41%</td>
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Smartphones: 76% of Twitter users access the network through a mobile device.
Your Profile - Best Practices

- Fill in your profile
  - Phone, email, website link (make sure it works!)
  - Description of page
  - Mission of department/organization
Tweeting – Best Practices

• Tweets
  – 140 characters! (with links, 120 characters)
  – Keep it short and snappy
  – Use a high quality photo
  – Tag people
  – Tag other community pages
  – Tag external partners
  – Schedule posts based on when audience is online (see analytics)
Hashtags – Best Practices

• What’s a hashtag?
  – the pound sign turns any word or group of words that directly follow it into a searchable link

• Why use one?
  – A hashtag allows you to organize content and track discussion topics based on those keywords

• What are WPI’s recommended hashtags?
  – #wpi
  – #livewpi
  – #hirewpi
  – #omgrobots
  – #wpialumni
  – #wpiathletics
  – #wpiadmissions
  – #stem
  – #womeninstem
  – #highered

• Have an event? Create a hashtag for it:
  – #wpimathmeet
  – #touchtomorrow
  – #wpi2015
  – #wpihomecoming2014
Twitter Talk

• Retweet
  – Someone retweeted your tweet

• Favorite
  – Someone liked your tweet.

• Reply
  – Someone tweeted back to you about your tweet

• Mention
  – Someone used your handle in a tweet or retweet

• Impression
  – When a user sees your tweet on Twitter

• Engagement
  – Number of times a use interacts with a tweet (all clicks, hashtags, links, avatars, usernames, tweet expansions, retweets, replies, follows, and favorites)

• Direct Message
  – When another user sends you a private message.
Tweet Frequency

• Tweet quality items
  – Best scenario is to tweet 3-5 times per day
  – Use analytics to determine when your audience is online
    ▪ Review periodically – is your strategy working?
  – Know your audience – what will they best respond to?
  – Again – conversation vs. updates

• Set a Schedule
  – Plan tweets in advance whenever possible to ensure consistency
  – Consider using HootSuite or Sprout Social to schedule
  – Use tools such as Bitly to shorten shared links in posts
Analytics – what you should be counting

• Followers
• Retweets
• Favorites
• Replies
• Engagement – conversation vs. updates
• People
  – Demographics of your followers – do you know your audience?

  • How much play are your tweets getting?
  • Are people paying attention?
  • Are your links getting clicked?
  • Are you photos engaging?
Online Social Media Toolkit: 

wpi.edu/+socialmedia

- Icons
- Backgrounds
- Cover Photos
- Don’t see your icon? Don’t see a photo you like?
  - Contact Stacie or Jacleen

Contact Information

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