



TWITTER

Practical Exercises

Exercise 1

Lesson Goal: Identify the basic concepts that you need to understand when using Twitter

Twitter is an excellent tool to help digital marketers engage in conversations with their audiences to drive action or get insights from what they are saying. In this exercise you will set up two Twitter profiles, your personal Twitter account and a business or brand Twitter account. If you already have two existing accounts, feel free to use them, otherwise follow the steps below:

- Log on to twitter.com/signup to create a personal Twitter account.
- Pick a handle (username) that will be recognizable to your contacts.
- Select your email account to integrate your existing contacts who are on Twitter.
- Verify your account via email and then login.
- Add your profile description, profile image, and a cover image.
- Add your location.
- To set up your account as protected (private), click on the profile icon and find 'settings'.
- Once in settings, click on 'security and privacy' on the left-hand side menu; in 'privacy' select 'protect my tweets' to make your account private.
- Look at the other settings and set up your account as you wish: for example, you can choose to be discoverable by phone number or email, allow any user to send you direct messages, or allow people to tag you in pictures.

For a brand/business Twitter profile:

- Log on to twitter.com/signup to create a Twitter account.
- Pick a handle (username) that is recognizable and unique to your brand in order to create better memorization and brand association.
- Add bio information that is succinct and serves to characterize your personal or brand persona on Twitter (maximum 160 characters).
- Edit the color of your text, links, and the button on your profile page in order to match your brand guidelines or personal preferences.
- Add your location and a link to your website.
- In relation to the 'Direct message' setting, set up 'receive direct messages from anyone' in order to ease communication with clients requesting private conversations on the platform.

You can use different browsers to log in to multiple accounts at the same time. You can use [Tweetdeck](#) to manage multiple accounts simultaneously.

To connect multiple Twitter accounts in your TweetDeck:

- Go to tweetdeck.twitter.com.
- Sign in with your Twitter account. We recommend that you use a Twitter account that is not shared with other individuals.
- Click Accounts in the navigation bar.
- Next, click 'Add another Twitter account'.
- Enter your Twitter credentials and then click 'Authorize'.

- Click on the '+' symbol in the navigation bar to add new columns, such as Mentions, Lists, Trending etc.
- Explore the columns by applying filters to search specifically for content and users relevant to that column.
- Use TweetDeck to manage your accounts. You can edit settings and create lists for each account in the Accounts tab of the navigation bar.
- Monitor ongoing conversations and keep track of mentions and notifications.
- Engage with users who have mentioned you or sent messages.

Exercise 2

Lesson Goal: Recognize how to analyze the performance of your Twitter account, and optimize it based on this data

To understand more about your followers, use Twitter Analytics to deep dive into your follower list.

- Log onto Twitter here: <https://analytics.twitter.com/>.
- See who your new followers are.
- See which tweets are getting noticed or driving engagement.
- Click the names of your new top followers and note what they have been tweeting about, and who their audiences are.
- Reflect and consider if the data you are seeing is what you expected in terms of what your most popular tweets are and the types of followers you are attracting.

Exercise 3

Lesson Goal: To grow your Twitter presence

In this exercise you will need a Twitter account with a history of posted tweets.

Part 1

- First take a look at your Homepage and take note of the following:
 - Who are my competitors?
 - What are my followers' interests?
 - Who are the influencers in my industry?
 - What are the latest insights and market research findings to come from this industry?
 - Who should I follow?
 - What is the main conversation in my industry?

Part2

These considerations feed into how you conduct your search into topical keywords, what it is about your brand that customers query, what the competitive insights are, and how you should leverage current trends.

- Use the search function to discover tweets that are relevant to your brand. Like, retweet, and reply to tweets that you find relevant to your brand and interesting.
- Search for your industry topic keyword, e.g. 'Wedding Photography'.
- Search for your competitors and see what they are doing. Follow how their event or product is being launched.
- Take a look at the trends section on the left side of the home page to see who is trending. Are they relevant to your brand? If not, change them so that trends are tailored based on your location.
- Depending on the current conversation taking place in your industry, search for it in the Twitter search bar to find the topical keywords and hashtags related to it.
- Search for your hashtag to see how visible you are on Twitter conversations.
- Look at the Moments guide, which is customized to show you current topics that are popular or relevant, so you can discover what is unfolding on Twitter in an instant.
- After collating research on the current trends, topics, and influencers in your industry, create tweets that will engage your audience, and inspire mentions, retweets, and people to follow you and your hashtag.
- Be sure to add your location so that you are visible to users within a given area.

Part 3

Create a moment to tell a story in more than one Tweet, collecting Tweets around one topic and putting them together to showcase user engagement or reactions.

- Click on the 'Moments' tab and click 'Create new Moment'.

- Create a title for your moment based on trends and conversations you have engaged in throughout your search.
- Add a description and set the cover with images or videos that best represent the moment.
- Populate your moment with tweets you've liked and tweets you have created.
- Involve your followers by showcasing their tweets in relation to your brand to increase brand sympathy.
- If you feel like you could collate more relevant tweets related to the moment you are creating, then click on 'Finish later'.
- Click on 'Publish' when you have completed your moment. Your Moments are editable so you can add or remove tweets if necessary. You can make Moments private, or unpublish them when you need to.
- Let your moment run for a day or two and then check the analytics to see how it is performing.

