



TWITTER

Study Notes

Twitter

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LESSON 1: INTRODUCTION TO TWITTER

TWITTER CONCEPTS

What is Twitter?

Twitter is a social network that enables its users to send and receive short posts called tweets on a public platform. What differentiates Twitter from other social platforms is its fast-paced, real-time nature, and it's very conversational due to the real time dimension of user's timelines. Twitter also introduced hashtags into the social sphere, which makes it very easy to discover new content.

With short messages as its primary communication format, Twitter is the ideal platform to create and be a part of a conversation. Tweets can be replied to and users can engage with each other around a topic of interest. Because so many people are on the platform and share content every day about their passions, what's happening around them, and what's happening in the world, it's a vast source of information and entertainment.

The value of Twitter

While everyone experiences Twitter differently, here are a few key areas of interest that people look for on Twitter.

- **News and politics:** People want to find out the latest of local and global news, watch political events as they unfold, and take part in communities and social movements.
- **Sports:** With sports, from the Olympics to the NFL Draft, you can get real-time updates, see what the star players have to say, and connect with fans around the world.
- **Pop culture:** You can find out what your favorite celebrities are up to by following them on Twitter and joining in on the conversation.
- **Influencers:** You can see what thought leaders and experts in your industry are saying, and connect with creators, artists, and celebrities.
- **Utility:** Twitter provides a lot of utility. You can get commuter info and updates, receive disaster updates and support, and reach customer service agents without even having to call.

These are only a few categories of interest that make up the major conversations on Twitter, but you can actually find a conversation for anything that interests you. With so many people and interests, brands can leverage those instantaneous conversations to understand and share content to their target audience, even if their audience is niche.

Why do people use Twitter?

Twitter is born in the live dimension, which means people are on the go, sharing and reading things in real time, as they're moving throughout their day. So, what that also means is that people are using Twitter primarily on their mobile device.

And it's keeping up with the pulse of the world, evolving as time goes, with 280-character messages every second, telling us what's going on around us. Twitter is the prime platform to stay up to date on news and current events, get news and deals from brands, discover new content, such as videos, articles, accounts, etc., engage in live commentary around events like the Super Bowl or the Oscars or the World Cup, and give consumer feedback.

A lot of people use Twitter for customer service, so it's imperative that brands are paying attention in real time to service those customers.

The benefits of Twitter for digital marketers

Discover

You can first use the platform to discover what's happening around you. Brands need to stay up to date with world news, trends, and customer interests. So, Twitter is the perfect place to see these things as they evolve and take note of how your brand fits within this evolving landscape. For example, if you are a retail brand and you're looking for inspiration or insight on what your customers love, Twitter's a great place to find out what colors, fabrics, and celebrities that people are interested in, so you can target your tweets accordingly.

Brand management

You can use Twitter to manage your brand's reputation. Twitter is a place where people share all of their feelings. So, it's a good place to keep track of what the sentiment is around your brand, and manage any negative commentary before it spirals out of control.

Increase awareness

Twitter is also a great place to increase your brand's awareness. As mentioned, it's a great place for people to discover content. So, people there are active and curious and want to know new things. So, brands in this environment, as long as you're providing great content, it should be a great place to engage people with your brand and to spike interest.

Customer service

Twitter is a great place to provide timely customer service. People are on the go, and experiencing your brand throughout their day to day, and will use Twitter as a way to get immediate customer service. So, it's important to be checking these tweets and comments on a regular basis, so you can service them in real time, and prevent any negative backlash.

Research competition

Twitter is a great place to research your competition. You can easily find out what they're doing, what they're saying, how they're engaging their customers, and therefore find out how you can differentiate yourself and level up over the competition.

Connect

Twitter's also a great place to connect with customers, brand advocates, and influencers. These influencers tend to have really large audiences. So, if you win them over, you'll win their audiences over and it's a great way to humanize your brands and remain authentic.

Common misconceptions about Twitter

Even though Twitter's one of the leading social media platforms, there are some common misconceptions that persist.

Misconception 1: Followers are the only success metrics

That's definitely wrong. Brands can achieve much more than just getting their maximum follower count. It's about community management, building relationships with your followers. Some brands might have a few followers, but if they're very dedicated and engaged, that means way more than if you have millions of followers and they don't care about what you're doing or not engaging with your brand.

Misconception 2: Users only tweet

Actually, users are coming to the platform to discover content. It's worth reiterating. People are coming there to find out new things, to engage with things that interest them, and then to tweet and share the content.

Misconception 3: Twitter is only for business and tech people

That couldn't be more wrong. People there are interested in tons of different things, news and politics, pop culture, sports, live commentary on events. Anything under the sun, people can find on Twitter.

Misconception 4: Tweets are only text

That is not true. Actually, the best tweets that get the most engagement include photos, videos, gifs, you name it. So, if you really want to get people talking and engaging with your tweets, be sure to include images and video.

Setting marketing objectives with Twitter

With Twitter, you can achieve most of your marketing goals and objectives, including:

- Increasing video views and content engagement
- Driving traffic
- Sales
- App installs and app re-engagement
- Finding new customers
- Getting customer feedback
- Finding brand advocates
- Developing customer service
- Increasing brand recognition, brand sympathy, and brand awareness
- Growing your CRM data

So, before starting on Twitter, it's important to set your goal so each action, whether it be a tweet, following someone, or running an ad, has a very clear direction.

TWITTER TERMINOLOGY

Key terminology

Tweet

The tweet is the central communication tool on Twitter. It's limited to 280 characters.

Retweet

A retweet is a tweet from another user that you choose to share publicly with your followers.

Quote tweet

A quote tweet is essentially a retweet, but you get to add a little bit more in a comment before you share it with your followers.

Top tweet

Top tweets are those which are most popular and resonate with users, selected by the Twitter algorithm.

Profile

Your profile on Twitter is your public presence that any individual, brand, or organization has in order to communicate and engage with others on the Twitter platform.

Bio

Your bio is a succinct description of what you're about and your personal brand and your persona on Twitter. It must be 160 characters or less.

Handle

Your handle is a user name selected by you with a unique URL that must contain less than 15 characters.

Display name

Your display name is a personal identifier on your profile page with a 50 character limit used to identify you to your followers, particularly if your handle is other than your business name.

Hashtag

A hashtag is a word or a phrase preceded by the number symbol, used to categorize keywords or topics on Twitter, and allow people to easily follow topics of interest to them. It also enables tweets to be easily searchable in the Twitter search engine.

Reply

A reply is a direct response to another user's tweet, that begins with the @ symbol, followed by the user's user name, and then your response. Conversation replies are ranked from interest and not always shown in chronological order. This means that replies are grouped by sub conversations to show the best content first, based on several factors, such as interactions and likes.

DM

A DM or direct message is a private message sent on Twitter to someone who is following you, and cannot be sent to anyone that's not following you. Brands can change this default setting to include people that don't follow them, which is especially useful for customer service.

Follower

A follower is someone who subscribes to your updates and gets to see your tweets populate in their home time line.

Mention

A mention is a tweet that tags another user by placing the @ symbol in front of their user name.

Trending topic

A trending topic is a topic that people are tweeting about that are deemed most popular at any given time, and appear on the left-hand side of the Twitter homepage.

Unfollow

To unfollow means to simply stop subscribing to see somebody's tweets. This means that you will no longer see that in your home time line.

Verified account

A verified account is an account which certifies the owner's identity, marked with a blue checkmark on their profile page.

NOTES

LESSON 2: TWITTER SETUP AND FEATURES

PLATFORM FEATURES

For marketers

Timeline

Twitter home timeline is a news feed displaying a real time stream of tweets from accounts you're following on Twitter in chronological order. The Twitter home timeline is a great tool to understand your followers' interest, keep up with competitors, and get the latest insights in market research.

DMs

DMs are private messages supporting text, photos, links, emojis, and tweets sent between users in one-to-one private conversations or between groups. By default, again, DMs can only be sent to users who are following you on Twitter, but business accounts can opt to receive DMs from anyone. And this is a great way to take customer service one step further.

From a paid marketing perspective, you can also target your top followers with the specific DM campaign and contact users for copyright on tweets they created as you might want to showcase in a moment or campaign.

TweetDeck

TweetDeck is a very useful tool and interface to view multiple timelines and hashtag searches in one place. It's also great for scheduling tweets in advance, managing multiple Twitter accounts, and building tweets collections to feed in moments, or create user and press reviews.

Twitter Search

Twitter Search is a function that allows users to find tweets related to specific handles, keywords, and hashtags. Twitter search is a great tool to discover trends, customer queries, and competitive insights. You can also leverage Twitter search to understand the sentiments around your brand, campaign, event, and so on, based on specific hashtags and username.

Notifications

Twitter notifications are a function that alerts users when their handle has been mentioned, retweeted or direct messaged. You can use notifications to alert customers directly to get instant alerts around events, users, and conversations second by second.

Geo-tagging

Geo-tagging is the act of stamping the location details of where a tweet was created, which enables users to search for tweets within a given area. This can be enabled or disabled. Geo tags are a great way to give more information on the location of a tweet, offer, or event without impacting your character count. It also enables users to find your tweets when looking for content around them, thereby making your brand more relevant to a local community.

Moments

Moments are curated stories showcasing the very best of what's happening on Twitter, customized and edited to show the current topics that are popular or relevant to the user.

Moments are a great storytelling tool that you can use to highlight customers by showcasing your tweets in relation to your brand, which can potentially increase brand affinity, awareness, and engagement.

Connect

Connect provides a fast and easy way to connect you to your accounts you may be interested in or reconnect you with old friends on Twitter through your device's address book.

The Connect tab can be used to find new competitors and connect with influencers and partner brands.

Mute words

Mute words is a feature that allows users to start receiving messages for a specific word phrase, username, emoji, or hashtag. Mute words is very useful for filtering down notifications to only the most important matches that you say and ignoring any general noise around your account such as mentions from trolls. More on that later.

Trends

Twitter trends is a particular subject or conversation topic that is popular around a goal, or a specific area and is used to classify tweets on a platform and increase their visibility. Trends are a great way to collect insights on user interest at any given time. Marketers can use pay promoted trends to gain visibility and awareness, and brands can incite virality by participating in conversations focused around trendy hashtags.

Lists

Lists are curated groups of Twitter users organized by specific topics, interests, or locations. Lists are a great way to connect with influencers, industry leaders, and employees, stay up-to-date with competition and keep an eye on industry trends.

Block

Block allows users to remove followers, disabling them from re-following, mentioning, direct messaging, or adding you to Twitter lists ever again. Blocking sanitizes your followership so you can focus on a more valuable audience and it keeps Twitter a brand-safe environment.

Quick replies

Quick replies are a feature that prompts users with the best ways of replying to a direct message, whether it's choosing from a list of options or guiding users to enter specific text values.

Welcome messages

Welcome messages are messages that greet people and set expectations as they enter a direct message conversation.

Quick replies and welcome messages are both great tools for increasing brand sympathy by reducing customer wait time through automation until a service agent is actually needed.

Cards

Twitter cards are an enhanced version of a tweet that enables the attachment of media to tweet for the purpose of driving traffic to your website. There are four types of cards: the summary card, the summary card with a large image, the app card, and the player card.

By allowing users to preview your website and content Twitter cards can drive engagement and app installs. Twitter card analytics also show you how to optimize your cards' performance.

Social plugins

Social plugins are tools that other websites can use to provide people with personalized social experience. So when a user interacts with a plugin, they could share experiences from Twitter with their friends and connections.

These are the plugins available for Twitter: tweet and follow, message button, embedded tweets, moments, and timeline. It's important to choose the appropriate plugin for your brand's marketing goals. Plugins are a great tool for creating a relevant bridge between your website and Twitter and increasing engagement with your tweets outside of the platform.

Timestamps

Timestamps let anyone tweet a live or replay video starting from the exact moment that they want to discuss. So, when you tap to share a live video you can easily slide back to the exact time that you want your audience to watch. Timestamps are a great way to increase engagement on videos as it directs your viewers to the specific most relevant content.

APIs

Twitter APIs are a feature that allows third-party developers to build software and tools based on Twitter data and feature sets. APIs can help you centralize social media management tasks and gain time, get a quick view at your profile performance without switching accounts, and leverage extra features from the API that might not exist on Twitter.

Profile settings

Each social platform generally has three separate classifications for their account and post types and Twitter is no exception.

- **Public:** Public tweets are the default setting and are visible to anyone whether or not they have a Twitter account.
- **Private:** Private means that your profile can choose to protect its tweets and protected tweets are only available to those that you allow to follow you.
- **Verify:** Verify profiles are accounts on Twitter that let people know that an account of public interest that's authentic and it's marked by blue checkmark.

It's important for marketers to understand which profile type might be suitable for their business's goals and needs.

SETUP AND CUSTOMIZATION

Fundamental social assets

To create a Twitter profile, you'll need a:

- Handle
- Header photo
- Profile photo
- Handle URL
- Bio
- Location
- Website
- Theme color

And if you're a person not a brand, you'll have to include your birthday.

To customize you must fill in accurate bio information to the appropriate profile and cover photos, ad location data and your website's URL. Being concise and brief, is king on Twitter.

Handle

Be sure to keep your handle succinct, brand strong, and recognizable and keep your bio at 160 characters or less. Keep in mind that your Twitter handle is also used as a part of the Twitter URL which is used in promoting any Twitter presence.

So be very wise in selecting your handle as it will also be your permanent Twitter URL.

PROFILE PROMOTION

Benefits of organic promotion

Once your profile is up and running the next step is to get followers. You can do this in two ways, organically or with paid advertising. Organic promotion is a great way to start as it allows you to keep the financial investment very low while building community of genuine followers.

Let's look at the benefits of building an account organically:

- **Cost-effective:** First, you can use organic promotion to gain followers for no cost, and it's a less aggressive way of using your existing channels online and offline. This way you're promoting your account to an audience that's already familiar with your brand and will willfully connect with your brand as they did in other platforms.
- **Gain followers:** This will bring valuable followers with a genuine interest in your content. Because you're new on Twitter, people don't even know that you're there, so you'll need to use your organic platforms that already exist to promote your new presence on Twitter and get authentic followership. Because the followers that you have attained have come authentically to your profile, this will increase loyalty.
- **Increase loyalty:** Loyal followers will be that much more engaged and also give positive consumer feedback which will create a positive halo around your brand and ensure that other people want to follow your brand as well.

- **Increase brand image:** Lastly, you can increase your brand's image through working with influencers. As previously mentioned, brand influencers typically have large followings. So if you use these influential users to tweet about your brand and encourage people to follow you, this can incite curiosity and raise your brand's awareness and increase followership.

How to get followers

Let's look at some more online and offline methods of gaining followers that don't require paid advertising on the Twitter platform.

Online

First, you can **invite your friends** to follow your profile. It's that simple. Just invite the friends that are generally interested in your brand and business to like and follow your account. They can support you by interacting with your business, posts, and sharing your content. This initial audience will help you establish credibility, build your reputation, and spread the word about your business right away.

Website social plugins are also a great tool to increase Twitter engagement by inviting customers to engage with you directly by adding a tweet, follow, or message button on your website. Or you can just embed existing tweets, moments, and timeline for users to engage with and preview the type of content that you're sharing while not even having to leave your website environment. Since those visitors have already connected with you within your website or other platforms, they're likely to connect with you on Twitter as well.

You can also invite your friends to connect with you **via email**. Send personalized emails to your friends, inviting them to follow your account and it's likely to translate into followers. Email signatures are also a great low-impact way to invite users to your profile.

If you send emails to your customers, make sure you include a link and a CTA to your Twitter account to encourage them to follow you along with your website link which will help in driving engagement.

And the last online method is to use **cross-platform promotion**. If you have a presence on Facebook, Snapchat, Instagram or other social platforms, be sure to announce your new Twitter presence on these platforms and encourage people to follow you there. Again, if they already follow you on one platform, they're more than likely going to follow you on another platform. And if you can tell that you're going to be servicing them on that platform or providing deals, that's even more incentive for them to follow you.

Offline

So, now, let's talk about offline methods for increasing followership.

Television commercials are a great traditional way to increase awareness about anything related to your business. So, if you have a commercial where on your end slate you have your website's URL already, you can just simply add a CTA to follow your Twitter account as well and include your @ handle or just include the Twitter URL and encourage users to follow you that way.

Street marketing is a great grassroots way to increase awareness about your Twitter handle as well. You can create flyers, posters, and even t-shirts and pass them out in your community with your Twitter URL or handle which will increase awareness and hopefully followership as well.

Anytime you're doing **interviews in the press** about your brand or business, this is a prime opportunity to tell people to follow you on Twitter, give an explicit call to action and give your handle or your URL so that people know where to find you on the platform.

And finally, if you have any **brick and mortar retail locations**, you can again offer discounts on the spot for people following you, or you can simply include signage in-store, at the checkout, or just around the retail location with your Twitter handle or Twitter URL and encourage users to follow you and know that you exist on the platform.

PROFILE MANAGEMENT

Best practices

Now, that we've talked about how to build this great community on Twitter, here are some best practices for managing the community and making sure your followers stay with you.

Develop an authentic consistent brand voice

Communities appreciate honesty and authenticity, and so we'll dive deeper in how to find and define your voice in a couple of slides.

Be responsive

Responsiveness is key. Your followers should know that you care about their comments and that you are not only there to promote your own business objectives, that you're there to care about what they want and service their needs. Plus, the more that you engage with your followers, the more they feel appreciated and compelled to continue participating. Due to Twitter's real time nature, the customer response rate is expected to be much quicker and almost immediate as compared to other platforms.

Adapt the 80/20 rule

That means 80% of your content should actually be in service and valuable to your customers, and 20% should be pushing brands, objectives, or promotions. It doesn't mean that 80% of your content shouldn't still be tied to your brand's values, but it should still be very customer centric.

Use explicit CTAs to inspire action and conversion

This can be as simple as inspiring your audience to learn more about your company by clicking to your website or clicking to blog post content, or watching a video, but just make sure that you explicitly tell them to do so, and they're more likely to engage.

Use recurring post topics or a series of posts

Fans and followers will have something to look forward to on a regular basis and continue to engage with your brand regularly. Especially with customer service, it might be a good idea to use personal identifiers, such as your name or an initial, so it can help humanize your brand and know that somebody is actually behind the computer helping to work them through their problems and service their needs.

Pay attention to what content is resonating with your audiences

You can use Twitter insights and analytics – more on that later – to understand what’s really resonating with your audience, what they’re engaging with, what topics they enjoy. So basically, you can provide value to your followers by continuing to provide more of the same that they’re interested in and not just be in service of your business.

Multiples accounts

Before you can add more Twitter accounts to your device, those accounts must exist already on Twitter. For each Twitter profile that you want to be able to use, you will need a unique email address as well as a unique telephone number for verification. Refer back to the setup and customization fundamental assets slide for details on how to set up a new account.

On **desktop**, you’ll have to sign out of your existing account to create a new one and then use a third-party tool like TweetDeck to manage multiple accounts.

On **mobile**, however, you can manage multiple accounts with the official Twitter app. While logged in on the app, click on your profile photo, then click the ellipses to expand the account options. You should now see the options to either create a new account or add an existing account.

Select which one and then after you set up the new account or enter the existing accounts credentials, you will see the alternate profile listed under the previously logged in account. Moving forward, this is how you’ll be able to toggle between accounts.

Follower curation and lists

For every Twitter account, it’s important to curate who you follow to reflect your brand’s interest and following strategy.

Follower curation

Who you follow has a halo or who becomes aware of your profile via Twitter’s who to follow algorithm and who eventually follows you back. You should follow brands and people that are aligned with your brand’s values and whom your customers and target audience care about. Twitter lists offer a great way to organize and curate feeds and make it easier to digest the content that matters to you.

List curation

You can create lists organized by theme or topic, i.e., news, influencers, industry, brands, customers, community, etc. Create a private list of competitors or subscribe to other users’ lists to find and engage with influencers and others with relevant interests.

Targeting benefits

When crafting tweets, the intended audience is just as important as the message itself.

Your tweets will have a much greater impact if you focus on having the right message for the right person at the right time. Doing so increases engagement because the message will be more relevant to the target audience, and ultimately you can position your brand as an influencer in your category.

Finding your voice

Having a definitive editorial line on Twitter is just as important in order to be consistent across your entire timeline. Just as you would do for any campaign, try to identify your editorial line by answering some of these questions. “Who are you writing for?” “Where are these people going to read your content, and in what environment?” “When will they read it?” “What’s my brand’s tone of voice?”

“What’s my brand’s core message?” and “What are our values and personality?” Defining these points and sticking with them as best as you can will help define what you tweet, retweet, like, and any other content you create or interact with on the platform.

Editorial strategy

Content calendar

If you craft a content calendar based on your brand’s most significant moments, like product launches, new partnerships, special events, etc., you can review also cultural heat moments and holidays to assess which ones make sense for your brand to align with.

Editorial strategy

Twitter can be a part of a larger editorial strategy. You can adapt and syndicate existing content from your blog or website to fit into the Twitter format and then drive traffic back to your site. Use Twitter to increase repetition if your followers are also your customers and readers. Once a conversation starts around your content, you can ask for feedback or ideas about topics you’re writing about, and then use this knowledge to enrich your editorial strategy outside of Twitter.

Timing

It’s important to define when you tweet and how often in order to keep users interested. Too many tweets will be seen as spam, but too little will not allow your brand to be seen. Finding the balance and relevance of your content at different times of the day is key to keeping your audience engaged.

How to deal with trolls and abuse

Unfortunately, social media is not always a safe space. Sometimes users will try to bait brands and people into negative conversations, and this behavior is known as “trolling.”

If you experience a Twitter troll, here are the recommended actions:

- Report the abuse immediately.
- Never answer more than it’s necessary and beyond your brand’s voice. A
- If the troll’s comments are customer service related, relegate the exchange to DM or email.
- Avoid removing all inconvenient tweets and stay authentic.

HASHTAGS

Why should you use hashtags?

To reiterate, a hashtag is a word or a phrase preceded by the number symbol used to categorize keywords and topics allowing users to easily find and follow conversations of interest to them.

By clicking on a hashtag, it will display all the other posts shared with that particular hashtag included. So, it's a great way to discover, organize, and track conversations of interest.

Because they're such a great aid for discoverability, hashtags are a great way to help marketers increase their brand's recognition, expand their reach and target new customers, and create and join, and impact a relevant conversation.

Best practices

The hashtag has become one of the most valuable assets in any modern marketing campaign. Brands that haven't invested the time and thought carefully about their hashtags and how they're going to be used, will see far less impressive campaign results than those who do.

To decide what hashtags you should use, begin with the basics.

- Ask yourself why you're using a hashtag. Remember, good hashtags should be memorable so that your customers will easily recall them.
- SEO keywords actually make great hashtags because they're often short, memorable, and will increase discoverability.
- One way to make sure a hashtag is memorable is through media integration. The best hashtags are tightly integrated with other marketing activity, from TV advertising, to press ads, to direct mail material.
- If people are already using a hashtag and it's popular, part of your work is already done. All you need to do at this stage is ensure that when you join the conversations using this hashtag, you are adding value.
- Create a branded hashtag for your company and monitor your community's hashtag before implementing to ensure relevance and avoid any controversy.
- Do be sure to capitalize the hashtag in the appropriate places to improve brand recognition and readability, and keep them short because brevity aids memorability and leaves more space for other commentary and links.
- It's important to avoid using spaces or punctuation in a hashtag, as it will make it separate the keyword and make it unsearchable.
- Avoid using a lot of hashtags at once. The less hashtags in a post the better, as they take up space and can make your post seem spammy and less authentic.

Ultimately, the right hashtag can help you differentiate yourself from the competition.

Benefits

Differentiate from the competition

If you position your brand on hashtags that are not currently being used by your competitors, this will help differentiate your brand and get more attention from the users that are using that hashtag and less attention on your competitors.

Follow events

You could also use hashtags to follow events. Use existing event hashtags to follow and join the conversations around events that you support or that your brand plays a role in.

Create your own hashtag in relation to your own brand event to get users started on a conversation about what's happening during your event and incite real time commentary and impressions.

Engage with trending topics

Hashtags can also help you engage with trending topics. Interacting with trending hashtags allows your brand to be top-of-mind and generate engagement outside of your brand-focused tweets, taking part in a broader conversation that's important to the majority.

Promote thought leadership

You can use hashtags to add value and thought leadership to an existing conversation. Only join a conversation if the hashtag is relevant to your brand, and if you know for sure that you can add valuable insights. If you just tweet for the sake of tweeting, users will pick up on this and view this action negatively.

TWEETS

Qualities of an optimized tweet

Here are the qualities for an optimized tweet:

- **Succinct:** An optimized tweet, first and foremost, needs to be concise. Keep your tweets brief and within the designated character count or else your tweet will not be published.
- **Topical:** Your tweets should be topical and relevant.
- **CTA:** Have an explicit call to action.
- **Simple:** Keep your tweet simple and to the point for maximum impact. With regard to hashtags, aim to have no more than two. Again, the more hashtags used, the less space you have for other commentary, and the more spammy your tweet might be.
- **Media-rich:** Post with rich media, stand out in the home timeline environment. Just as we mentioned earlier, if you include more than just text, and you include GIFs, and video, and photos, this will make your tweet that much more engaging. A tweet can support the following media types: photos, videos, GIFs, links, emojis, polls, Periscope, moments, and cards. Tweets with visuals, like images and GIFs, performed so much more than just text-based tweets.

Best practices

Now that we know how to craft the optimal tweet, let's discuss some of the best practices for publishing on Twitter.

- Take care and **pay attention** when you're posting, as tweets are uneditable and will need to be deleted if a mistake is made, losing all the accrued engagement.
- Tweet in response to **existing conversations** using hashtags to increase discoverability and visibility.
- Add **geo-location data** to your tweets where appropriate to make your message more relevant to the local community.
- Leverage the **Tweet Activity dashboard** to track engagement in real time. You can compare your tweet activity and followers and see how they trend over time. Click on any tweet to get a detailed view of the number of retweets, replies, likes, follows, or clicks it receives and get detailed insights into who your audience is and engagers are, and even export your metrics.

- Character real estate on Twitter is crucial. So use **link shorteners** to maximize your tweet space.

PERISCOPE

What is Periscope?

Periscope is a live streaming social app acquired by Twitter which lets users broadcast and explore the world through live video and social interactions.

Pros and cons

As with anything, Periscope does have its pros and cons.

Pros

It's very simple to set up, making it ideal for impromptu streams on the go.

It's also very easy for followers to interact and like a video, comment, invite others, or exchange links, and you even have the ability to broadcast to specific people.

Possibly the best feature, you can broadcast for as long as you like with no limit on stream duration.

Cons

Sharing direct Periscope links on Twitter exposes the stream to a larger audience and increases the potential for spam comments and trolls.

The default viewing setting for Periscope is public. So this makes it very hard to control access to the stream.

There's also been many reports of technical glitches during the broadcast.

Streams are only available for replay for 24 hours after the initial broadcast ends, after which it's deleted from your channel.

Super Hearts (more on that later) provide a limited opportunity for monetization. And you're not even able to use your viewers from Periscope as a target audience for future paid media campaigns.

Platform features

So now, Periscope comes with its own set of unique features.

Sketch

Sketch is the ability for a broadcaster to draw on a broadcast in real time by using his or her finger on the screen of their smartphone.

Interactive viewing

Interactive viewing is the ability for viewers to heart the streams that they like and interact with the person streaming the video through comments and chat function.

Periscope Producer

Periscope Producer is a feature that allows Twitter partners to broadcast higher quality content through external cameras and software, also supporting the engagement elements found on Periscope and Twitter with minimal setup involved.

GoPro and drone integration

This is the ability to broadcast on Periscope from a GoPro or drone camera by connecting the two apps and devices through Wi-Fi.

Save

Saving is the possibility to copy broadcasts to your device automatically or manually.

Replays

Replays are videos broadcasted on Periscope that are saved automatically. You can choose to have them available indefinitely or up to 24 hours after the initial broadcast.

Map view

The map view is a feature for exploring videos being broadcast in different parts of the world through an interactive map, allowing users to search for videos by location and find streams of particular events taking place.

Broadcast search

Broadcast search is a tab used to discover broadcasts that are suggested or search specific broadcasts by tags, location, or username.

Super Hearts

Super Hearts are an interaction that viewers can purchase to monetarily support their broadcasters. When you give a broadcaster a super heart, they can accrue a star balance through Periscope super broadcaster program, and select broadcasters can redeem their star balance for cash.

How to set up and broadcast

To start broadcasting on Periscope:

1. Download the mobile app to your device.
2. Once opened, the app will ask you if you'd like to create a new account or login. If you select login, you will be asked to select which existing account you'd like to link to Periscope, the obvious choice being to link to your Twitter account.
3. Once you select which account, if you're already logged into that account in the corresponding app on your device, it should prompt you to connect and show terms language.

4. After you click Connect, click the center button in the bottom navigation toolbar and you will be prompted to enable your device's camera, microphone, and location before you can start a broadcast.
5. Once they are enabled, you can select your audience, type of description, select which social platforms you'd like to syndicate to. Twitter will be selected by default.
6. Then go live.

How to create a compelling live stream

So now, let's talk about the elements for creating a compelling live stream.

- Have a storyline.
- Make sure you're providing value.
- Show behind-the-scenes aspects.
- Have clear video and sound.

The best-case scenarios for broadcasting on Periscope include capturing live commentary around political debates, capturing live action demonstrations, doing live conversation around global events, community focus discussions, customer feedback and customer service, a product unveiling, fashion shows, car races, tutorials, and more.

How to build an organic presence

Live broadcasting requires special attention to the audience as they are the ones for whom you're broadcasting in the first place.

To keep them interested and entertained, follow some simple rules.

- **Create high quality on-brand content:** Make content that people want to see and that they will associate with your brand. At the end of your broadcast, they should be able to know exactly which company was broadcasting.
- **Go behind the scenes:** Excite your audience with behind the scenes content and interviews with key company stakeholders and influencers. Giving the audience a value proposition or unique reason why they should watch will create excitement even before the broadcast is started.
- **Run contests:** During your broadcast, you can interact with your audience. Running contests is a great way to engage them, especially with promo codes to redeem on your website. This can be made during the broadcast via comments section or by asking them to retweet your Periscope to increase engagement and organic impressions.
- **Use influencers and Periscope takeovers:** Invite celebrities or influencers from your industry to participate in your Periscope channel and broadcast special content for your brand. This will increase your brand awareness and drive traffic to your broadcast.
- **Cross-promote:** Announce your Periscope account on other social media platforms and websites with links to your account. In order to get a large audience, it's necessary to promote your Periscope on Twitter, but also leverage your other social media before it starts. For instance, you can plan a small one-week campaign to promote your upcoming Periscope broadcast telling people when and why they should attend and how to watch.
- **Integrate with offline marketing channels:** Using television, street marketing, mentioning the account name in the press, having signs with the account name and retail locations will be great ways to integrate into your offline channels. Just as for organically promoting your

Twitter account, promoting your Periscope account will increase your audience and followers ensuring people know that you're on Periscope and how they can find you.

NOTES

LESSON 3: TWITTER ADS MANAGER AND CAMPAIGNS

ADS MANAGER

What do I need to know?

Twitter Ads is the paid media platform offered and developed on Twitter.

Twitter Ads objective-based campaigns are designed to help you achieve results that drive action and add value to your business.

Managing Twitter ad campaigns

Twitter Ads Manager is an essential workspace to plan, manage, and report on campaigns, so marketers can easily view and optimize performance at multiple levels, campaigns, ad groups, or promoted tweets and other ads.

Twitter Ads can help businesses grow a social following, increase site traffic and sales, grow constant engagement, increase video views, increase app installs, generate app re-engagement, and develop brand awareness.

Restrictions

Take note of the following restrictions in place for advertising on Twitter:

- Ads for illegal goods and services are prohibited.
- Ads for products or services that are potentially unsafe or deceptive are also prohibited.
- Ads making misleading or deceptive claims are prohibited, such as Get Rich Quick offers.
- All advertisers should be honest and transparent about the products or service they offer.
- Ads for the following products or services are prohibited: adult or sexual products and services, drugs and drug paraphernalia, endangered species products, hate content, sensitive topics and violence, illegal products and services, spyware and illegal hacking, tobacco and tobacco accessories, unauthorized ticket sales, and weapons and weapons accessories.

Customizing your dashboard

Note that the Twitter ads dashboard can be customized to improve metrics visibility and focus using filters.

At the campaign ad group and ad levels, click on Metrics summary, chop down at the top chart, and select the metric that you want to visualize.

You can customize a list of metrics too, by selecting a custom metrics option with the same drop-down menu.

Sharing and restricting data

If you're working with an agency or different marketing teams for the same Twitter account, you might want to control who has access to it and what their permission levels should be: account administrator, ad manager, or analyst.

This can be done by clicking on your account name and that's at the right-hand corner of your dashboard and clicking, Edit access to account, from the top drop-down menu.

Media library

When creating a new tweet, you can upload a new piece of media such as a photo, GIF, or video. These will be added to your tweet and also stored in your media library. The Media Library is your collection of existing visuals from tweets you have posted, whether they're promoted or not. You can find it on [ads@twitter.com](https://ads.twitter.com) by clicking on the creator's Menu, and then select a media to upload.

ScratchReels

You can even transform your video into ScratchReels directly from this dashboard. ScratchReels are slidable GIFs, a new way for you to edit, engage your audience on Twitter. Users can control their animated GIF playback by moving their finger back and forth over the image. If left alone, ScratchReels will animate continuously just like a regular GIF.

Consumers love slowing down the instant replays or scratching dancers quickly back and forth. It lets them connect with the GIF in a personal way. And you can also download media to your media library in preparation for future tweets and centralize your visual content there.

AD FORMATS

Glossary

So now let's walk through each of Twitter's ad formats.

Promoted tweet

A Promoted Tweet is existing or newly created tweet, promoted to a large targeted group of people.

FirstView

First View is exclusive ownership of Twitter's most valuable advertising real estate for a 24-hour period. When users first visit the Twitter app, or login to twitter.com, the top slot in the ad on a timeline will be a promoted video from a brand who bought the first view of the day.

Promoted Account

Promoted Accounts are suggested accounts that people don't currently follow, which will appear in the home timeline or as a tweet, or as a recommendation of the who-to follow section in the search results.

Website Card

A Website Card is a promoted ad format used to drive website visits, conversions, and showcase an image giving a website preview with a short description.

Image or Video App Card

An Image or Video App Card is a promoted tweet format used to drive app installs or app re-engagement. It showcases an image or video, your app description, and a CTA button linking to your app, in the App Store or Play Store in a specific deep link within your app.

Lead Gen Card

A Lead Gen Card is a promoted tweet format that allows users to quickly and securely share their email address with you.

Conversational Card

A Conversational Card is another promoted app format that is used to create engagement, showcasing compelling images and video, and up to four CTA buttons with customizable hashtags, prompting users to spread your message to their followers choosing one hashtag.

Instant Unlock Card

An Instant Unlock Card is a promoted tweet format building on a conversational card, which prompts users to tweet by offering access to exclusive content like a film trailer or exclusive Q&A after the tweet is sent. These are the best ways to promote your brand's chat bot in the DMs to a broader audience on Twitter.

Direct Message Card

A Direct Message Card is a promoted tweet with a video or image and up to four customizable call-to-action buttons, each of which directs users to a different part of your chat bot via different welcome messages.

Amplify

Amplify is a promoted tweet using sponsorship deals between a publisher and an advertiser, showcasing the publisher's original content, a tweet with video preceded by the advertiser's ad.

Promoted Moments

Promoted Moments is a promoted tweet format including moment cards, leading to a brand's moment.

Quick Promote

With Quick Promote, it's never been easier to share your best content with a wider audience.

In just two clicks, you can promote a specific tweet without having to use a full Twitter ads campaign workflow. This is a great option to use for events and when you're on the go. Maybe you have a special promotion going on and you want to spread the word quickly, click on activity icon for any tweet in our timeline on your mobile phone or from your computer or select a tweet in your tweet activity dashboard, or one of your top performing tweets in account home.

Set a budget and Twitter takes it from there.

CAMPAIGN OBJECTIVES

Ads Manager

Let's talk about campaign objectives within Ad Manager. Campaigns can be created based on their specific marketing objectives. You will be prompted to select your audience, set your budget, and choose your creatives before setting your campaign live.

But the different campaign objectives available on Twitter ads include tweet engagement, video views, website clicks and conversions, app installs or re-engagements, followers, leads on Twitter, and awareness.

Awareness campaigns

Awareness campaigns on Twitter help you reach new customers, reinforce your positioning, and drive new users to your Twitter account, website, blog, and so on.

Best practices

When it comes to best practices for awareness campaigns, take note of the following:

- Select "optimize your campaign for maximum reach" in the budget setup.
- Focus on your brand message and not a specific offer.
- Leverage influencers' brand events and existing brand campaigns.

The most suited and engaging formats for awareness campaigns on Twitter include images, GIFs, and ScratchReels, poll cards, conversational cards, instant unlock, videos, and promoted moments.

Followers campaigns

A Followers campaign on Twitter helps grow your followers base, build your community, and increase brand recognition, brand awareness, and word of mouth.

When it comes to best practices for a follower campaigns:

- Include "follow us" in your tweet.
- Inform the user of why they should follow you.
- Craft a clear bio and use professional background image on your profile.
- Avoid extra links that distract from the Follow button.
- And avoid excessive hashtags that may distract users from following.

A promoted account is the most suited and engaging format for a Followers campaign.

Tweet Engagement campaigns

A tweet engagement campaign on Twitter is particularly useful for the following reasons. It promotes your tweets for a large and targeted group of people, and places your best content in front of the audience that matters to you at the time it will have the most impact. People can read tweet, reply, like your promoted tweets, and so on.

And promoted tweets appear in timelines on profile pages and on tweet detail pages.

When it comes to the best practices for a tweet engagement campaign:

- Produce compelling tweets to promote.
- Start conversations with customers.
- Encourage discussion around your new products or services.
- Develop a content strategy and playing your editorial calendar.

Poll cards, conversational cards, instant unlocks, ScratchReels, gifts, and images are all formats most suited to a tweet engagement campaign.

Video View campaigns

With video view campaigns, marketers find them useful because they increase video views, create engagement with your video content, provide insights on your video performance, and use the top growing media and digital advertising in terms of user consumption.

The best practices for video view campaigns are:

- Make a human first impression to draw consumers in.
- Highlight how your product delivers value to increase recall.
- Structuring your storytelling to drive purchase intent.
- Serving up high energy entertainment for engagement.
- Using influencers to drive earned media value from your large engaged following.
- Capture attention quickly. Human attention spans are now less than that of a goldfish, tapping out at eight seconds.
- Design for sound off. Content is consumed mostly on mobile without sound so you must design your video to communicate clearly in this format. The person watching this video is in a busy coffee shop, isn't likely to have their sound turned on, and even if they did, it would be hard to hear. So use text overlays and captions to illustrate the key points of your video story.
- Frame your visual story. Again, people are watching videos on mobile just inches from their face, and often in vertical orientation, rather than turning their phone to landscape. The way you visually frame your story matters. Include a resolution.
- Good video storytelling consists of a beginning, middle, and an end. Give your audience a chance to get to know your characters, introduce the main conflict in the story, and always show a resolution. A complete story arc is necessary to engage your viewers and keep them coming back for more, instead of turning their focus elsewhere.
- Think about brand presence. Give your brand a visually subtle role that is still impactful to the resolution of the story. So for engaging video view campaigns, try using TV commercials, Periscopes, niche created videos, and amplify formats.

Website clicks and conversion campaigns

Website clicks and conversion campaigns are great for driving traffic to your website. Driving conversion across devices and tracking it optimizing that user conversion path.

When it comes to best practices for a website clicks and conversion campaigns, take note of the following:

- Send users to a destination where they can take an action.
- Minimize distractions by focusing the user on your desired action by avoiding ad handles, hashtags, or competing calls to action.

- Convey a sense of urgency. Why should people visit your site right now?
- Deliver an offer, experiment with symbols and numbers.
- Check that your landing page is mobile friendly and consistent with the message in your tweet.
- Develop a cadence of refreshing new tweets.

Website cards and media with links are the most suited formats for this type of campaign.

App installs campaigns

Marketers who wish to grow their app audience, re-engage existing users, and reach a mobile-first engaged audience should choose app installs and re-engagement campaigns.

When it comes to best practices for app installs and re-engagement, take note of the following:

- Explain what your app does.
- Describe what the user will get from your app to set the user's expectations.
- Convey a sense of urgency.
- Call out the place when using geo-tagging. Use city-specific terms like be in town, windy city, and so on. when targeting specific cities and areas.
- Experiment with capitalization and punctuation.
- Display screenshots from your app. Include a text in the image to reinforce your message. Include texts such as "free," "optimized for iPhone," etc., to emphasize the key selling point.
- Align specific imagery with specific targeting and use color contrast to catch the user's eye.

Use image and video app formats for this type of campaign.

Leads campaigns

For those who wish to get leads, grow their email list and newsletter audiences, try our leads campaign.

When it comes to best practices for leads campaigns, take note of the following:

- Create new campaigns that are exclusive to the offer you are generating leads for.
- Include words like "get," "sign," "enter," "receive," "find," and "when" to inspire action from your target audience and exclude words like "exclusive" or "compelling".
- Use a short description and include a clear CTA.
- Try between five to seven different cards across 20 to 30 variations of a tweet copy.
- Make sure you include your brand's name and/or logo in the banner creative of your lead generation card.
- Make sure your tweet copy matches the offer or the content in your lead generation card and follow up with leads, after they submit their contact information.

The most suited and engaging format for leads campaign is, of course, a lead generation card.

Aligning objectives with KPIs

After you define your objectives, it's important to map your objectives to the right KPIs, especially those metrics related to spend. This makes the value and ROI of your social campaign much more tangible to business leadership.

Take note of the meanings of each of these metric acronyms:

- **CPM** is the cost per thousand impressions.
- **CPF** is cost per follow.
- **CPE** is cost per engagement.
- **CPV** is cost per view.
- **CPC** is cost per click.
- **CPI** is cost per install.
- **CPL** is cost per lead.

TARGETING

Options

It's important to know all of the demographic information that Twitter collects and offers for targeting options to deliver a user-centric paid media content campaign. Selecting the appropriate demographic targeting that is relevant to your campaign objective is essential for the success of your campaign. You can implement a targeting strategy on Twitter that focuses on region precision while eliminating waste.

The targeting options available on Twitter are:

- | | |
|-----------------|----------------------|
| ➤ Interests | ➤ Tailored audiences |
| ➤ Followers | ➤ Events |
| ➤ Tweet engager | ➤ TV |
| ➤ Language | ➤ Keyword |
| ➤ Gender | ➤ Geography |
| ➤ Interest | ➤ Conversation |
| ➤ Device | ➤ Behavior |

Best practices

To stay ahead of the curve on your competitors, you really need to take note of these advanced best practices and tactics associated with each campaign targeting option.

Follower-based campaign

For follower-based campaigns, expand your username list beyond the obvious and consider the overall lifestyle of your audience and what other brands and personalities will live within that ecosystem. For example, if you were a health and fitness specialist looking to sell subscriptions to an online coaching program, consider adding usernames of popular fitness performance apps or online communities of fit-minded people.

Twitter recommends adding about 30 usernames per follower-base campaign. Know that even if you're targeting base beyond followers, you can still refine target audience by adding additional criteria, by interest keywords or more.

Behavior-based campaign

For behavior-based campaigns, use this targeting option if you want to refine your larger audiences into more precisely qualified leads.

For example, if you're promoting luxury or more expensive products or services, try targeting users that have the behavior of shopping at high end retail stores or that have above average online shopping tendencies. Similar to adding negative keywords to a Google Ads campaign, you can add negative behaviors to help avoid people that don't fall within your ideal buyer persona.

Interest-based

For an interest-based campaign, know that if Twitter deems someone to be interested in a topic, it could also mean that they are positively or negatively interested. So if an ad is targeted at someone who expresses negative interest, they may react negatively to the ad as well. Think critically about how you target based on interests considering that if there are components of what they're interested in that can narrow the possibility of wasting ads, ban reaching leads who were disinterested from the beginning.

Also, make sure you limit the number of target categories per campaign. The 25 major interest categories are largely varied. So play around with the number of sub-topics, not categories targeted. You might have more than one category that's relevant, but consider running them as two separate campaigns to make your audience narrower.

Keyword-based campaign

And for keyword-based campaigns, keyword targeting is best used to advertise users experiencing in-the-moment pain points. So users who share their thoughts, feelings, highs, and lows on the go. For example, with this function an ice cream shop looking to get more food traffic in their store can advertise specifically towards users in their area who have been recently tweeting about something like hot weather, or pinpointed as "I want ice cream."

Pair this with a social media listening API, you'll be able to identify the perfect moment to strike or launch your campaign. Overall, think about keywords in the context of how people tweet about them, so you can better understand how your ad will be received and design your ad in the most relevant way.

AD AUCTIONS

Bidding models

Twitter ad prices are based on auction models, ensuring marketers achieve the optimal results while creating the best possible experience for users.

There are three bidding models available:

- **Automatic bidding:** This enables users to auto-optimize their bids for a given campaign objective, allowing budget to be optimized on the advertiser's behalf.
- **Maximum bidding:** This allows users to manually select how much a lead, click or engagement is worth to their business.
- **Target bidding:** This provides users the ability to average out a specific price per engagement.

Benefits

Now let's talk about the benefits of each bidding model.

Automatic bidding

For experienced Twitter advertisers, the automatic bidding option will allow them to drive a more cost-efficient campaign. Additionally, for new advertisers, automatic bidding provides the easiest way to quickly get a campaign properly serving and receiving impressions.

Maximum bidding

For advertisers that prefer more control over a campaign and have strict budget requirements, the maximum bid option allows advertisers to easily set a max cost per objective based campaign to ensure that they do not have to pay more than they are willing to. Additionally, the maximum bid option allows advertisers to manually set a higher bid which increases the likelihood of their ad displaying in front of the targeted audience.

Target bidding

For advertisers that select either the website visits or followers campaigns, target bidding is the default selected pricing option. Target bid pricing is likely to result in more link clicks while maintaining an average cost per link click that works for them. To manually set your bid, it's important to think about how much a certain objective will be worth to you over the lifetime of your relationship with that user.

Best practices for maximum bidding

If you are interested in using the maximum bid option, you will need to select this option from the pricing option drop-down.

Here are the recommended bids per objective:

- For a follower campaign, \$2.50 to \$3.50 is ideal.
- Website visit campaigns should range between \$1.68 to \$10.
- Tweet engagement campaigns range between \$1.50 to \$2.50.
- App installs or re-engagement campaigns range between \$1.95 to \$3.25.
- Awareness campaigns range between \$6 and \$8.
- For video view and lead campaigns, it depends on the type of campaign and the creative on how you should set your bids.

Nuances

There are also some nuances associated with target bidding that you should be aware of.

If you would change your target bid throughout the day, Twitter is going to optimize to the highest target bid you entered for that 24-hour period. On the following day, Twitter will optimize a target bid that was set at the end of the previous day.

And when changing from maximum to target bidding, there may be a slight delay until the platform is able to bring your average cost per link click closer to your target costs. In some cases, this delay can be over 24 hours.

Quality-adjusted scores and bids

To determine which ads to display, Twitter takes into account both the bid amount and the quality score of your ad.

The quality adjusted score helps Twitter determine how your ads are displayed, and how much you're paying when users engage with your ads. The higher the quality score, the less you'll pay for users to engage with your ad.

A quality score is based on a large number of inputs, but some of the primary elements you need to consider are the three R's:

- **Resonance:** Are consumers engaging with your tweet? Do they retweet, like, or reply often?
- **Relevance:** Is your tweet related to the things that the user is interested in?
- **Recency:** Is your tweet fresh? Twitter is about what's happening *now*, so fresher tweets get higher priority.

CAMPAIGN SETUP

Setting up a campaign

Now that we have a basic understanding of how Twitter Ads Manager works, let's create a Twitter ads campaign.

1. On desktop, from your Twitter home screen, navigate to the icon on the upper right next to the tweet button to open the profile menu.
2. Scroll down to Twitter Ads to open the Twitter Ads Manager dashboard.
3. As the Ads Manager dashboard populates, you'll be presented with the option to create a campaign.
4. The campaign creator offers you seven different ad objectives for your campaigns: app installs, followers, tweet engagements, promoted video views, website clicks or conversions, app re-engagements, or awareness.
5. In this case, select Awareness. You'll then be able to name your campaign whatever you like. So that's your Funding Source, Daily Budget, and when you want the campaign to run.
6. Next, you'll be asked to create your ad group. You can name the group, select a start and end time, total ad group budget, bid type, and optimization preference. You can, for example, optimize for reach and engagement.
7. Next, you'll be asked to select your creatives for the campaign. You'll be given a list of all your existing tweets starting with the most recent. For example, you can select the top three.
8. Next, you'll be asked to find your audience. You might decide to narrow the demographics just a little bit for this campaign. You can select English as a language if you know all your tweets are in English.
9. Then, you can add marketing as an interest, also a behavior. This is for people who are employed in sales and marketing. Add these two groups if you believe that they will be the most relevant to the tweets in the campaign.
10. You'll then be asked to review all your campaign details and tweet creatives.
11. And then you have the option to save for later or to launch the campaign.

NOTES

LESSON 4: TWITTER CAMPAIGN ANALYSIS AND OPTIMIZATION

ANALYSIS AND REPORTING

Twitter Analytics is a section of tools to analyze your tweets and understand your followers.

Within it, there are three main areas to focus your attention:

- Account home
- Tweet activity dashboard
- Audience Insights dashboard

Account home

Account home provides a summary of account activity that provides a 28-day summary for tweets, tweets impressions, profile visits, mentions, followers, and tweets linking to your website if you're using Twitter cards.

A monthly summary is also providing the same information for any given month.

The Twitter Analytics account home also provides detailed information on how your account is performing, how far you progress, and helpful tips on how to improve your account strategy.

Tweet activity dashboard

The tweet activity dashboard is the interface displaying suite data, such as impressions, hashtag clicks, app opens, link clicks, retweets, replies, likes, shares, and both paid and organic tweets and content.

The dashboard is separated into four sections:

- Tweets
- Top tweets
- Tweets and replies
- Promoted

This can help you see how people engage with your tweets in real time, compare your tweet activity and followers, and see how they trend over time. You can click on any tweet to get a detailed view of the number of retweets, replies, likes, follows, or clicks it has received.

Audience insight dashboard

You can also get detailed insights into who your audience is, especially those that engage with your tweets, and download your tweet metrics for report purposes. The audience insight dashboard provides you with a real-time look at the people who are most relevant to you, such as your followers or people that have engaged with your tweets.

You can learn about your audience's demographics, interests, lifestyle, and purchase behaviors, and leverage these insights to create the most relevant messages and help you identify new audiences to reach out to.

Comparison audience

Comparison audience is a feature that allows you to understand your audience's interests compared to that of Twitter users as a whole. To access this feature, click on Add a Comparison Audience underneath your account name, and your audience insights homepage. It lets you hone in on the content that reflects areas where your audience has significant differences from the rest of Twitter users. Using these insights, you can create content that reflects the unique consumer purchase profile and interest areas.

Campaign dashboard

The campaign dashboard is found within the Twitter Ads Manager, and is the place that you should go to gather your campaign data.

When you first open the advertiser interface on ads.twitter.com, you will first be directed to the campaign dashboard. The main dashboard defaults to the summary tab, showing total impressions across all campaigns for the specified date range. You can also view by engagements, spend, and conversions. Data can be filtered by delivery spent, campaign settings, or campaign objectives.

You can export and share your campaign data here, too.

Events dashboard

The events dashboard provides Twitter data on upcoming events and recurring trends.

It gives advertisers a fast and easy way to connect your brand to a live audience, and reach a target demographic that's actively interested in an event.

Brand hub

The brand hub is used for tracking all your brand's share of conversation across all advertising channels.

This feature allows you to see the demographics, engagements, and impressions of the audience talking about your brand compared to other brands.

Brand hub is only available to select large advertisers and medium size businesses in the United States. When advertisers log into their ads dashboard, a link will appear under the analytics tab that leads to brand insights.

For those without an ads account, you can just navigate to brandhub.twitter.com. Just note that users must be associated with the handle for that specific brand.

Twitter Cards

Twitter Cards come with a specific set of analytics.

- **Snapshot:** This provides a whole listing view and how your content is performing on Twitter, showing the number of tweets containing a link to your website or app.

- **Tweets:** This is the overall data, the larger circles, for tweets, impressions, clicks, app install, attempts, and retweets, and include all tweets containing a link to your website posted by anyone on Twitter.
- **Your tweets:** This is the inlay data, the smaller circles, including tweets linking to your website which originated from Twitter accounts that you own.
- **Change over time:** This is a look at how the overall data in your snapshot has changed over time.
- **Sources:** These are the most common platforms that are used to send tweets that link to your content.
- **Best practices:** These are where you'll find personalized tips and suggestions located in the gray boxes on the right, that give you ideas for boosting your performance of your content on Twitter.

Metrics

An important customizable option for reporting is on the campaign metrics view in Ad Manager.

1. Click on Metrics Summaries to customize the metrics you see in your dashboard.
2. By default, you will see all results, cost per result, and result rate by objective.
3. To create a customized metric set, click Customize Metrics, and add as many metrics as you want.
4. The metrics will be added to the right side of your table and can be viewed using horizontal scroll.
5. Save your metrics set so you can quickly review different reports in the dashboard.
6. You can create multiple sets of customized metrics.
7. Custom exporting means you can export any view you have created with the custom filters, campaign, and metrics.
8. After creating custom filters and metric sets, export exactly what you see in the dashboard, broken down by campaign lifetime, daily or hourly.
9. Click on Export. This will save you time and make campaign reporting focus on the right metrics without having to filter the Excel report yourself.

Communicating Twitter campaign data

Once you've understood how to use the different analytics tools and can find the appropriate data to determine the success of your campaign, you are now ready to build your reporting.

Reporting can be done for all of your promoted tweets campaign, but also for your overall organic content and profile in order to evaluate what were your successes, where you can improve based on the data collected over a period of time. Campaign reporting is about pulling out meaningful data, analyzing it, and taking action on your findings. These can be used for yourself or presented to your team to give an overview of your brand's Twitter effort, either organic or paid.

To begin, extract the data that interests you, depending on the KPIs and objective you will have set in the beginning of your campaign, or the objective and the KPIs that you define for your global Twitter strategy. To do so, you can use the Ads Manager dashboard by exporting the filter view that we discussed earlier. Therefore, you can then export only the data that's important to your specific report.

And for reporting based on your profile and tweet activity, use the relevant analytics and analyze them from the dashboard before gathering the information on your document. Think about who will

read this, and what are you trying to get out of it in order to frame the data that you're reporting on accurately. The key metrics and areas to focus on when creating a Twitter ads report presentation are: deliver KPIs on your overall campaign based on objective, soft metrics such as the number of impressions, engagements of the overall campaign, successful creatives (so which are the types of creatives that were visual assets that were most engaged?), and successful targeting.

What are the audiences that your content was most resonant with based on engagements?

CAMPAIGN OPTIMIZATION

Twitter campaign optimization is something that must be done in order to yield successful outcomes. You should test different tweets, different formats, targeting, etc., to find out what works best for your brand and business and your audience. Experiment with several campaigns for each marketing initiative and endeavor, to learn about which targeting and creative types perform best.

When we talk about Twitter campaign optimization, there are three key areas that you should focus on:

- Creative
- Targeting
- Bid and budget

Creative

Let's start with the key actions that you need to take in order to optimize your creative:

- Be **transparent and clear** about what you're offering, what your products are, and what users can gain by interacting with your ad.
- Have a **strong CTA** that clearly explains what the user can expect by engaging as well.
- Convey a **sense of urgency**. Why should users visit your site now? Is there a limited time offer?
- Include some sort of **rich media**. Using relevant and engaging images and video that are compelling and will encourage people to engage with your brand.
- Ask a **question** in your tweet copy. It helps users feel like they're a part of the conversation and compel them to engage with your ad.
- Test **different creatives**. Find the most successful, and then increase your bid on this creative to maximize the success.

Targeting

In order to fully optimize your Twitter targeting, take note of the following:

- **Target users who are similar to your followers:** Increase your reach by targeting those who are tweeting with specific keywords, and users who have visited your website.
- **Align your tweet copy with targeting:** For example, if you have one tweet copy targeting males and one targeting females, make sure the copy you use aligns with the different targeting parameters.
- **Run separate mobile campaigns:** Mobile is a fundamentally different medium than desktop, characterized by frequent, quick sessions and spur-of-the-moment spikes in purchase intent. As such, conversion rates may differ vastly on mobile versus desktop. Because of these differences, it's best to run separate campaigns on mobile and desktop. This will allow

you to test and learn the user's behaviors and make specific informed campaign changes, such as creative or bid changes. Mobile versus desktop should be your first split in all of your split tests. You may also want to further break out mobile to phone versus tablet.

- **Do not target the same users in multiple campaigns:** Performance can suffer greatly because you're essentially competing against yourself.
- **Pause under-performing campaigns:** Twitter Ads Manager gives you the ability to pause campaigns that are missing the mark on targeting, bidding, and creative strategies. So make sure you do that.
- **Remove under-performing keywords, interests, and handles:** Replace them with those that are similar to high performing keywords, interests, and handles.
- **Test your campaigns:** One of the most important things you can do to drive continued campaign performance is to optimize and test your campaigns. While it makes sense to run always-on campaigns, you may want to continually refresh and optimize your campaigns, given Twitter's ever-changing, real-time nature.

Bidding

Finally, to optimize your bidding on Twitter, be aware of each of the following:

- You may have to **increase your bid** to be more competitive with your targeting. Lower bids make it difficult to serve your ads and the engagement you receive may not be from the audience that you were hoping to reach.
- The best way to maximize a limited budget would be to use a **suggested bid and auto bid options**.
- **Modify your bids** for campaigns that are not quite meeting your goals.

NOTES

