



TWITTER ~ CONTENT IDEAS AND EXAMPLES

Use this document as a guide to kick off foray into Twitter social media.

CONTENT IDEAS

It's easy to be thrown by the different language and speed of tweeting. You may feel like a deer in headlights (or a first-time driver trying to get on the freeway from the on-ramp). It can be intimidating.

Gather ideas on what types of tweets are successful and garner attention by watching others. This document contains several examples of successful tweets that get retweets, mentions, valuable content and so on. Here's a short list of categories to consider as you build your own catalog of tweets:

- Copy another's tweet or reword it – GIVING ACCREDITATION
- "How to..."
- Numbered headline "10 Ways to..."
- Combine hashtag topics with commentary, links and great content
- Promote your own products or sales
- Top Stories Today!...
- Run a contest and/or competition (or promote someone else's)
- Running commentary (like radio play-by-play)!
- Publish photos (to Instagram and to Twitter)
- Geo Location announcements (Foursquare)
- Current wine you're drinking
- Book reading recommendations
- Gimmicks (#FF, #WW, #TT, etc.)
- Ask questions
- Tell a story
- Issue an invitation
- Quotation
- Inspiration

EXAMPLES

PROFILE INFORMATION

Let's start with a highly successful tweeter. Jeff Bullas is a very respected social media expert with a huge following. Note his profile cites all the social media sites he can squeeze in his profile (like keywords but without the hashtags to squeeze more names in and no spaces around the commas).



Jeff Bullas

@jeffbullas FOLLOWS YOU

Social Media Marketing for Business, including Blogging, Facebook, Twitter, YouTube, LinkedIn, Google+, Search, SEO and Content Marketing
Sydney, Australia · <http://jeffbullas.com/>

Following



95,899 TWEETS

104,024 FOLLOWING

94,583 FOLLOWERS

FEATURE OTHERS' WORK MORE THAN YOUR OWN



Jeff Bullas @jeffbullas

5h

Word of Mouth Still Most Trusted Resource Says Nielsen; Implications for Social Commerce goo.gl/JYd62 via @ScottScanlon

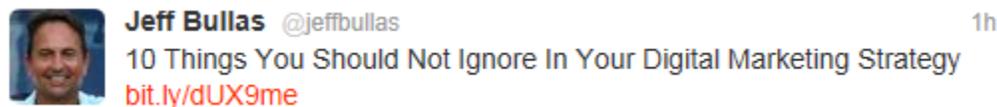
I can't be sure that Jeff tweets more in volume about others than he does about his own work. However, this is a good example of his shoutout to others' work. ("Via" is a phrase that gets a great deal of Twitter response traffic.) The content is valuable, and you know he's citing the article's headline by his use of Title Caps in his tweet.

WISE USE OF HASHTAGS and “How To” headline



This tweet not only makes great use of the magical “How to” phrase to attract click throughs, but it also employs great hashtags for searchability.

USE NUMBERED Headlines to Grab Attention and Garner Click Throughs to Links



This is a highly popular and effective headline technique to generate click throughs and retweets. It's content rich.

COMBINE VALUABLE CONTENT with hashtags, links and comments



Choose a topic for which you have expertise. Comment, hashtag, build it for click-throughs and cross promotion (Pinterest).

PROMOTE YOUR OWN PRODUCTS



Martin does a great job of commenting on others' tweets, retweeting and so on 90% of the time. His offers (as above) are infrequent, but genuine. Furthermore, his business model includes give 10% of profits to charity.

TOP STORIES TODAY! Is a common attention grabber (usually via Paper.li)



Pam is a social media expert who pre-programs a considerable amount of her traffic. However, she is present and responsive to retweets, comments and questions. (She also hosts a weekly social media tweet chat Q&A.) This tweet is an example of a popular form of daily content activity. She finds new blog material from these Tweeters and highlights them for others by referring to them as “Top stories today via....”

RUN A COMPETITION OR PROMOTE ONE



In this tweet, Fast Company is promoting another's competition and awards program. Use contests and competitions to build followers through retweets.

PERSONAL/PROFESSIONAL COMMENTARY



Alder Yarrow @vinography 20m
Sad to be missing Hospice du Rhone, as I'm stuck on daddy duty in San Francisco. Y'all have a great time for me! #hdr2012

In Alder's tweet he's projecting his personality, a note about his schedule and encouragement while participating in the hashtag event (Hospice du Rhone 2012).

FOLLOW FRIDAY (#WW WineWednesday, WeddingWednesday, TravelTuesday, FoodFriday, etc.)



Sara Altshul @CravngCocktails 16m
#FF @LaurieHanan @LaurieSandefur @LaydenRobinson
@LeadByGreatness @LeezaMonay @lena_asri @LennieJarratt
@leonmann11 @letsrollforums
from Los Angeles, CA

Many consider the #FF (Follow Friday) hashtag to be a hollow/shallow way of building new followers. Essentially Sara is making a list of followers she likes and sending them out for others who don't follow them to check out. It's up to her followers to see if they want to check out these new tweeters they're unfamiliar with. But as you can see, you don't know anything about them. It may be a complete waste of time. On the other hand, with several names consolidated together, it's easy to check them all to see if their topics appeal to you.

On a personal note, I see Sara's tweets often ganged together with upwards of 4-6 #FF tweets of names in a row. The names lose value when so many are presented at once. I consider this technique on the border of spamming.

ASK QUESTIONS for great engagement of followers



crushpad winemaking @crushpad 33m
THREE QUESTIONS. 1. Do you like sharing wine? 2. Do you have a camera? 3. What are you doing this Sunday?
Expand

Asking questions is a great method to engage followers. Tricky part is doing it well so you receive several responses. You may wish to use a hashtag to tie together a series of comments.

WRITE TO MATCH YOUR PERSONA create mini-stories



Furever Dachshund @4EverDoxiRescue 1h
My name is Cole. I a happy lil doggie. I is furry playful & enjoy people more than other dogs. Will u take me home wif u? ow.ly/aRdnQ
Expand

Is it silly? Yes. Does it paint an unusual picture not ordinarily seen in a Twitter stream? Yes! The fun use of language variations draw in the viewer.

ISSUE AN INVITATION when you're throwing an event!



Rick Bakas @RickBakas 1h
Social Media geekery to the max — Pls consider joining me at Inbound Marketing Summit - June 12-13, 2012 in SF bit.ly/lwuSzT
#IMS12
Expand

Once programmed for automation, you can run your invitation (with varied language) for weeks on end. Be careful not to put off your audience with too much repetition. Reword and revise!

TWEET GREAT QUOTATIONS if they match your strategy and style



While considered by some to be 'junk' tweets, many LOVE reading fun, inspiring, humorous and sage quotes from famous people. They also are great candidates for retweeting if a Follower particularly likes one.

PROVIDE INSPIRATION



Inspiration and guru advice gets heavy traffic. Choose wisely if tweets contain religious references. (This rule also applies to retweeting political opinions!)

ORGANIZE YOUR TWITTER STREAM

Tweetdeck:



Use Tweetdeck or Hootsuite to organize your Mentions, Follower stream, Facebook traffic, Scheduled Updates, Other Searches and notifications. Use Third-Party software to review, tweet, retweet, send direct messages, reply and schedule updates. You may also Follow, unfollow, report spam and other activities from Third Party software.

NOTE: Do not cross post to Facebook from Hootsuite or Tweetdeck. Posts made from Third Party software is unshareable on Facebook. Further, identical messages on both platforms make you look lazy and that you don't care about fans on the other platform.

Reword tweets to 'full length' to post on Facebook. Posts on Facebook must be edited and reworded to fit on Twitter and to appeal to this different audience. Use one platform to leverage on the other.