

# Unlocking the Power of Twitter

## Hands-On Workshop

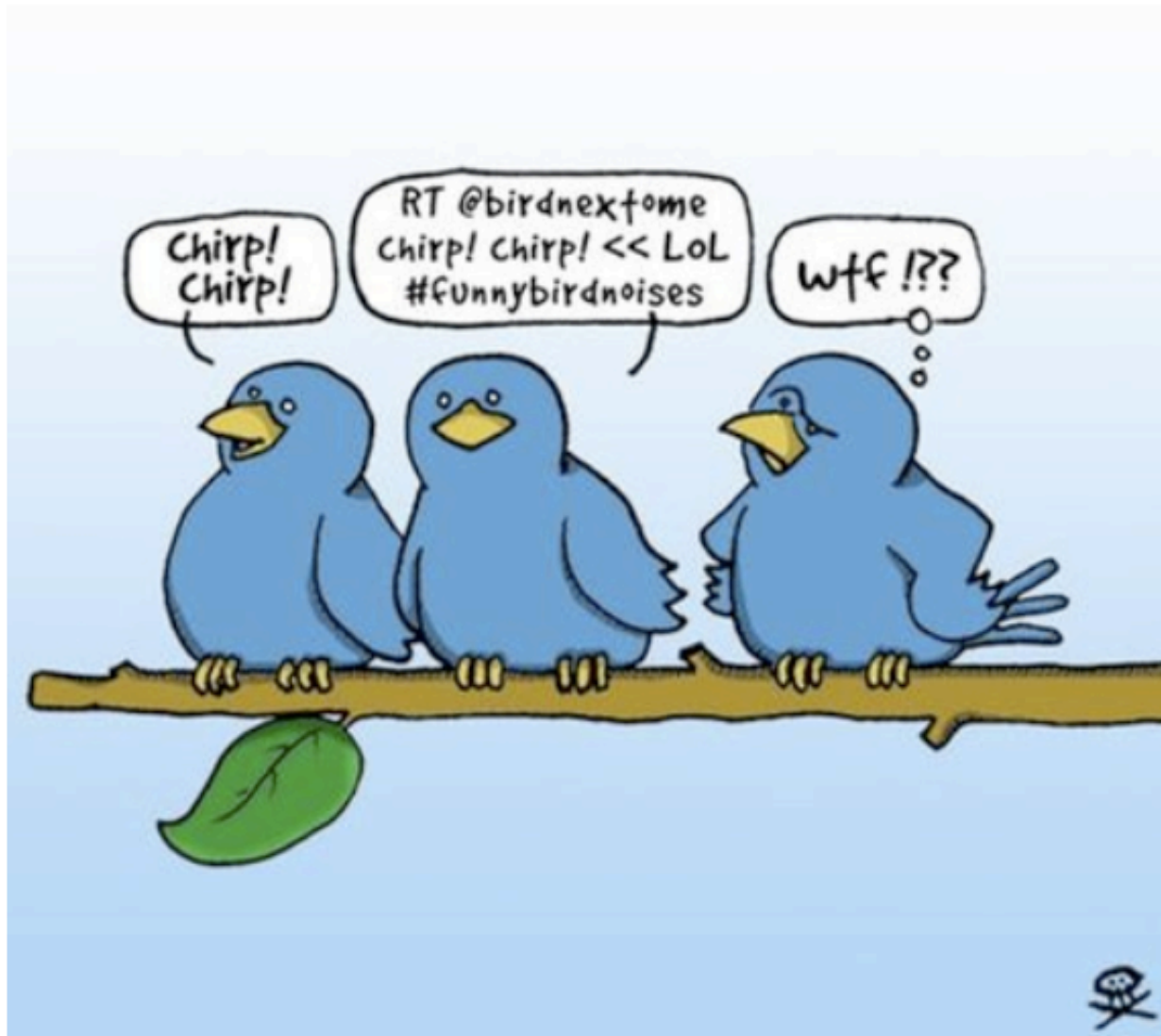
# Core Goals on Twitter

- ❑ Send more traffic back to your website
- ❑ Create more leads, sales and email signups
- ❑ Solicit and join conversations
- ❑ Establish yourself as an expert in your niche
- ❑ Discover what your competitors are doing
- ❑ Use the right “netiquette” when interacting

# How to Make it Happen

**Step #1:**  
**Learn Your Lingo**

# Learn to Interpret the Lingo



# Does This Make Sense to You?



Win a trip to ARIA Resort & Casino in  
**#Vegas!** Follow **@Orbitz** & RT this msg  
to enter. <http://ow.ly/3M9XN> - Erin  
**#giveaway**

# How About Now?



**Step #2:**

**Write Better Tweets**



# Use @ When Referring to Someone



**usweekly** Us Weekly

According to **@KhloeKardashian**, her sister **@KimKardashian** is "always" complaining "about her cellulite." <http://bit.ly/fAThQR>

5 hours ago



**EW** Entertainment Weekly

'The Host's Leaderboard': **@EWAnnieBarrett** chats with DWTS' **@Tom\_Bergeron** in new weekly series <http://bit.ly/liiiiiiiiive>

8 hours ago ☆ Favorite ↻ Retweet ↩ Reply



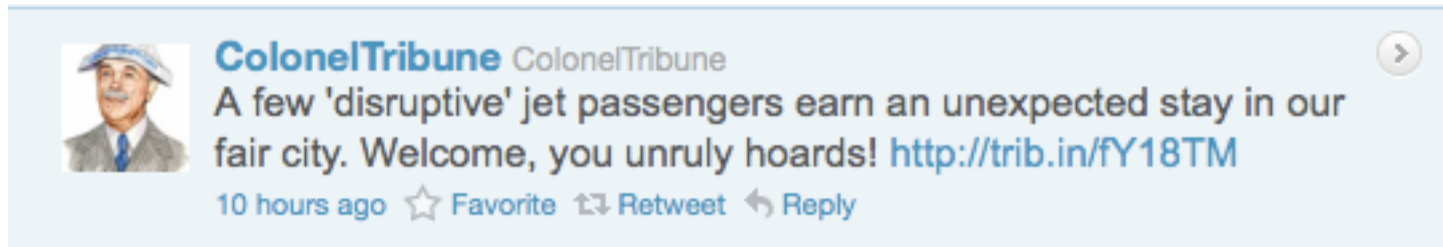
**SI\_24Seven** Sports Illustrated

Today on SI.com: **@SI\_MLB**'s 2011 preview, **@Andy\_Staples** reacts to the Fiesta Bowl, **@LukeWinn**'s Final 4 scouting report & **@donbanks** Mock Draft

# Write Better Headlines

**Article title:** Plane diverted to O'Hare for 'disruptive' passengers

**Tweet:**



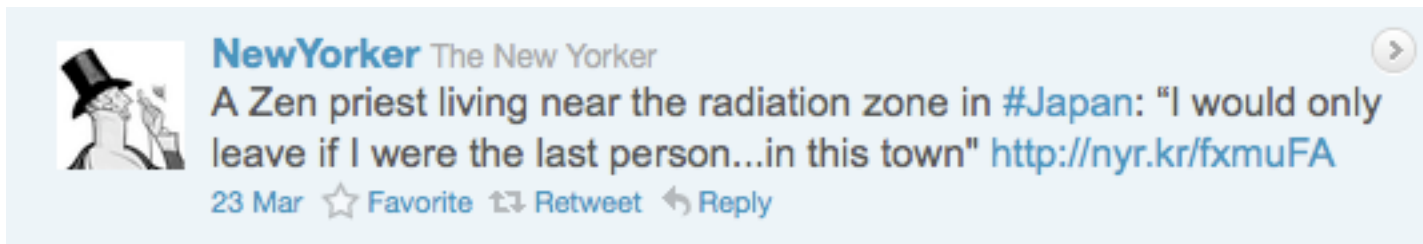
**Article title:** The Morality of Mealtime

**Tweet:**



**Article title:** Japan: The Reactors and The Temple

**Tweet:**



# Use Hashtags



**TVGuide** TV Guide

#NCISLA: Will Kensi's undercover mission draw Deeks closer?  
@DanielaRuah offers some hints: <http://bit.ly/hBAGVB> (by @adam\_bryant)

29 Mar ☆ Favorite ↻ Retweet ↩ Reply



**wired** Wired

While #Libya Rages, Navy Sends Its Newest Warship to... San Diego?!? [bit.ly/ig55tR](http://bit.ly/ig55tR)

11 hours ago ☆ Favorite ↻ Retweet ↩ Reply



**HarvardBiz** Harvard Biz Review

Following the #Walmart case? Check out our slideshow exploring the pay gap and the reasons women get less. <http://s.hbr.org/dRcZNK>



**goodhealth** Health magazine

Not all low-carb, low-sugar meals have to be tasteless. Check out this collection of #diabetes-friendly recipes: <http://bit.ly/fOYcsQ>

7 hours ago ☆ Favorite ↻ Retweet ↩ Reply

# It's OK to Be Personal



**NylonMag** Nylon Magazine

So excited to see @thesartorialist shooting by our office today. Spring wardrobes, get ready!!!

8 hours ago ☆ Favorite ↻ Retweet ↩ Reply



**TIME** TIME.com

RT @bryanwalsh: #Obama has been talking nearly an hour and hasn't touched on the most important issue facing U.S.: the delay of #MadMen



**NatGeoSociety** National Geographic

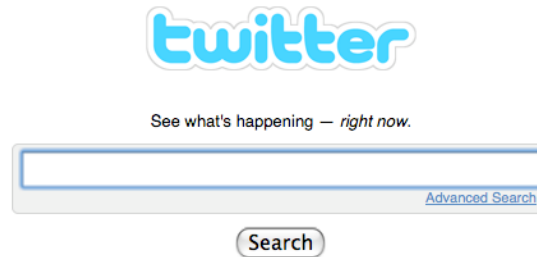
Another day at #NatGeo HQ. Coffee? Check. Photos? Check. Giant sea monster in the courtyard? ...Check. <http://yfrog.com/h4ar7vxj>



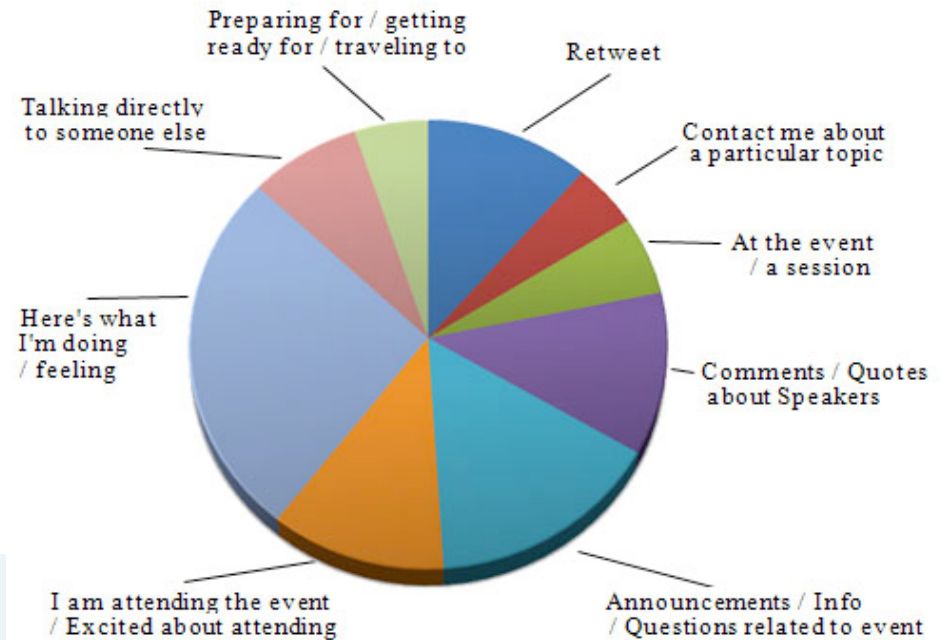
**Step #3:**

**Use Twitter Search**

# Use Twitter Search



1. See who's talking about you
2. Hashtag your events
3. Pay attention to other event hashtags
4. Come up with topic ideas
5. Create new contacts
6. Answer questions



**SESConf** SES Conference

Only 4 days left til #sesny. If u havnt signed up yet - time is running out. Save 15% w/ our twitter code: 15TWTR <http://bit.ly/eqnqGz>

**Step #4:**  
**Participate**

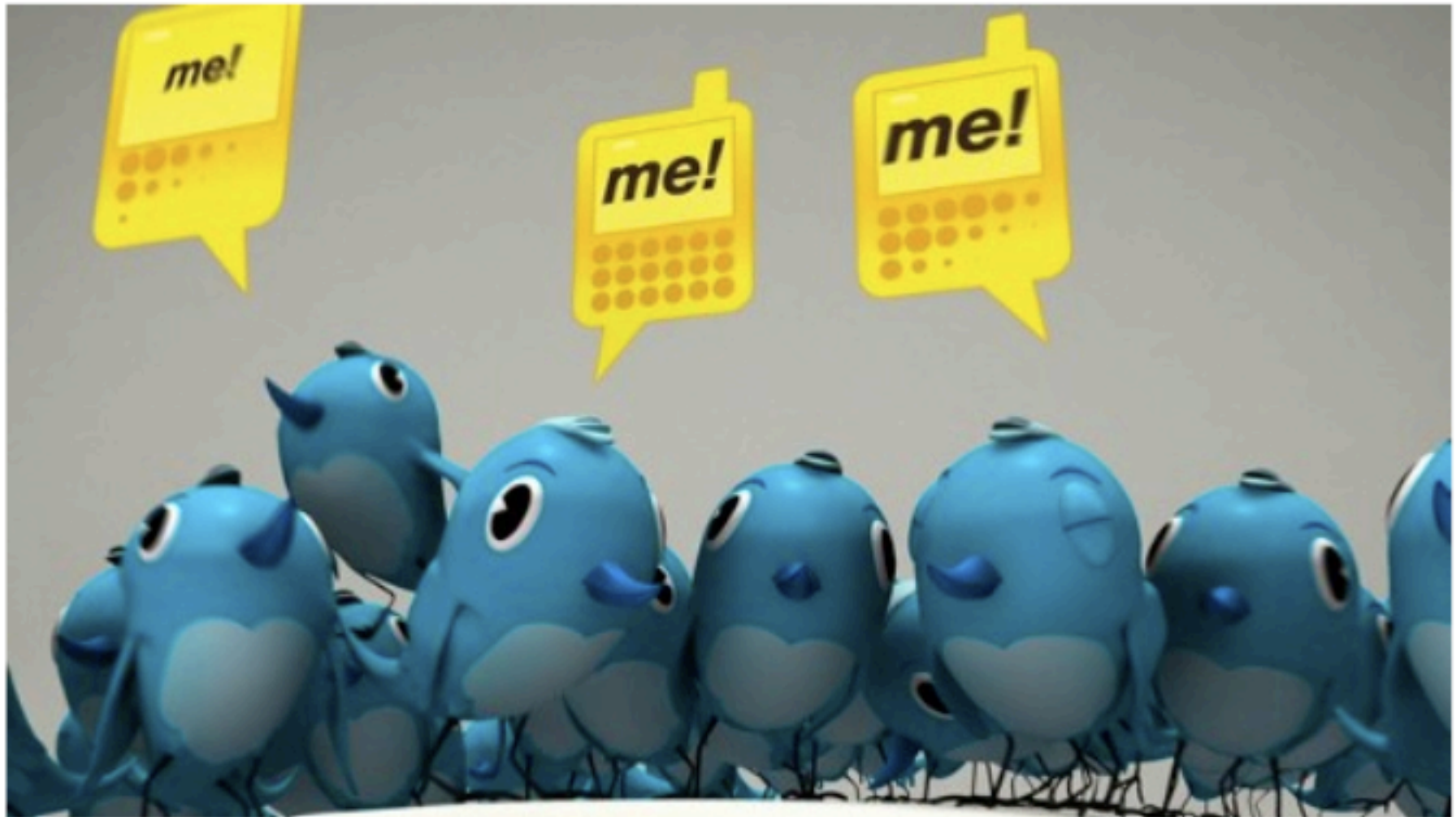
# Use Twitter Search

- Respond to every @
- Use Search.Twitter.com to respond to questions
- Participate in chats



**Step #5:**  
**Organize**

# It's All About Them



# TweetDeck

- Create, read and send all tweets



**Step #6:**

**Get More Followers**

# The Top Three Accounts

## #1

**People** HOT NOW: [Elizabeth Taylor](#) [Beach Patrol](#) [Star Pregnancies](#)

HOME NEWS PHOTOS ROYALS STYLE BABIES TV WATCH GAMES CELEBS VIDEO Search

Get 4 FREE Issues! Give the Gift of PEOPLE

People.com: 6,970,618 UV/mo | @PeopleMag: 2,466,108 followers |

## #2

HOME U.S. POLITICS WORLD BUSINESS TECHLAND HEALTH SCIENCE ARTS TRAVEL PHOTOS VIDEO SPECIALS MAGAZINE NEWSFEED

TIME IN PARTNERSHIP WITH CNN

Get TIME Magazine for just \$1.99 SUBSCRIBE

Thursday, March 31, 2011

NEWSLETTERS MOBILE APPS ADD TIME NEWS

Time.com: 3,511,114 UV/mo | @Time: 2,436,484 followers |

## #3

INSTYLE.COM

Kate & William Wedding Look of the Day Hollywood Makeover Subscribe to InStyle

InStyle

Thursday, March 31, 2011

NORDSTROM SHOP WORK APPAREL

InStyle.com: 1,140,719 UV/mo | @InStyle: 1,943,661 followers |

# The Top Three Accounts

People.com: 6,970,618 UV/mo | @PeopleMag: 2,466,108 followers |

The screenshot shows the People.com website homepage. At the top, there is a banner for Suave Professionals hair products. Below the banner is the 'People' logo and a navigation menu with categories like HOME, NEWS, PHOTOS, ROYALS, STYLE, BABIES, TV WATCH, GAMES, CELEBS, and VIDEO. A search bar is located on the right side of the navigation menu. The main content area features a 'Top Stories' section on the left with articles like 'Donald Trump Will Be a Grandfather Again' and '5 Things to Know About Kevin Federline's Pregnant Girlfriend'. The central article is 'Meet Rachel Zoe's Baby Boy' by Dahvi Shira, dated Wednesday March 30, 2011. To the right of the main article is a social media sharing section with icons for People, mobile, RSS, daily email, Twitter, and Facebook. The Twitter icon is circled in red. Below the main article is an advertisement for 'Buy One. Get One FREE\*'. On the left side, there is a 'TV WATCH' section with articles like 'Sara Ramirez Is 'Amazing' in Grey's Musical Episode, Says Costar' and 'Mike Catherwood Prefers Never to Dance Again'. Below this is another social media sharing section with icons for People, mobile, RSS, daily email, Twitter, and Facebook. The Twitter icon is circled in red. At the bottom, there is a 'Most Read Stories This Week' section with a featured article 'Fashion Faceoff' and a 'A ROYAL WEDDING' banner with 'Days to the Altar!'.



# The Top Three Accounts

Time.com: 3,511,114 UV/mo | @Time: 2,436,484 followers |

The screenshot shows the TIME.com website interface. At the top, there is a navigation bar with categories like HOME, U.S., POLITICS, WORLD, BUSINESS, TECHLAND, HEALTH, SCIENCE, ARTS, TRAVEL, PHOTOS, VIDEO, SPECIALS, MAGAZINE, and NEWSFEED. Below this is the TIME logo and a search bar. The main content area features the 'EcoCentric' blog header with the tagline 'A blog about all things green, from conservation to Capitol Hill'. The article title is 'Has Fukushima's Reactor No. 1 Gone Critical?' by Edin Harrell, dated Wednesday, March 30, 2011 at 7:37 am. Social media sharing options are visible: 'Submit a Comment', 'Tweet' (23), 'Like' (212), 'Print', 'E-mail', 'digg it', 'Twitter' (circled in red), and 'LinkedIn'. At the bottom, there are icons for Facebook and MORE.

rolWonk. The paper makes clear

and while such a possibility poses minimal danger to Japanese citizens outside of the 20km exclusion zone, it means the emergency workers at Fukushima are operating in even more dangerous conditions than anyone realized. "It is important for TEPCO to be aware of the possibility of transient criticalities when work is being done; otherwise workers would be in considerably greater danger," the paper concludes. "This analysis is not definitive proof but it does mean that we cannot rule out localized criticality."

The paper is now open for comments at the ArmsControlWonk website and can be found [here](#).

**Update:** Edwin Lyman, a nuclear safety expert at the Union of Concerned Scientists, told EcoCentric that he is skeptical of Dalnoki-Veress's thesis, not because the math or physics was faulty but because he does not trust the accuracy of TEPCO's reporting of high levels of CL-38. In an email, he wrote, "I think, given the error they committed in Unit 2 (first reporting a huge concentration of I-134, which wasn't actually there), I'd be wary of attributing too much significance to a single anomalous measurement."

**Update 2:** The IAEA has said that the Fukushima nuclear power plant may have achieved re-criticality. "There is no final assessment," IAEA nuclear safety director Denis Flory said at a press conference on Wednesday, according to Bloomberg News. "This may happen locally and possibly increase the releases."

## On Twitter: TIME.com

**TIME** Have a Samsung laptop? Your passwords could be jeopardy | <http://ti.me/h5nFCU> (via @Techland) - 3 hours ago

**TIME** The president who cried "Al-Qaeda!" | <http://ti.me/h8a4Qj> - 4 hours ago

**TIME** Three songs you have to download this week | <http://ti.me/tNnhhm> (via @Techland) - 5 hours ago

[Follow TIME.com on Twitter](#)

## Most Popular

[ON TIME.COM](#) [ON BLOGS](#) [ON ECOCENTRIC](#)

1. Arlington's Burial Mix-Ups: Will the Army Fix the Problem?
2. Freedom Is Too Good for Hinckley
3. Why Exercise Won't Make You Thin
4. Charlie Sheen and 'Apocalypse Now': A Lasting Obsession
5. Plagued by Prostitution. California's Vallejo Fights

# The Top Three Accounts

InStyle.com: 1,140,719 UV/mo | @InStyle: 1,943,661 followers |

INSTYLE.COM

Kate & William Wedding ▶ Look of the Day ▶ Hollywood Makeover ▶

[Subscribe to InStyle](#)

# InStyle

Thursday, March 31, 2011



- CELEBRITY
- FASHION
- BEAUTY
- SHOPPING
- HOLLYWOOD MAKEOVER
- DESIGNER CENTRAL
- SEARCH

## Today's To-Do List

1.

Check out Lady Gaga's most outrageous hairstyles ▶



2.

Click through photos of the Glee cast in high school! ▶



InStyle Like 117K



**TODAY'S COLOR: YELLOW** Road-test one of spring's hottest beauty trends for only \$10! ▶

GET INSTYLE EVERYWHERE:

- RSS
- FACEBOOK
- TWITTER
- MOBILE

SUBSCRIBE ▶ GIVE A GIFT ▶



ADVERTISEMENT

**NORDSTROM**

THINK LESS  
BUTTONED-UP.  
IT'S A NEW 9 TO 5.

Digital Strategy for Publishers

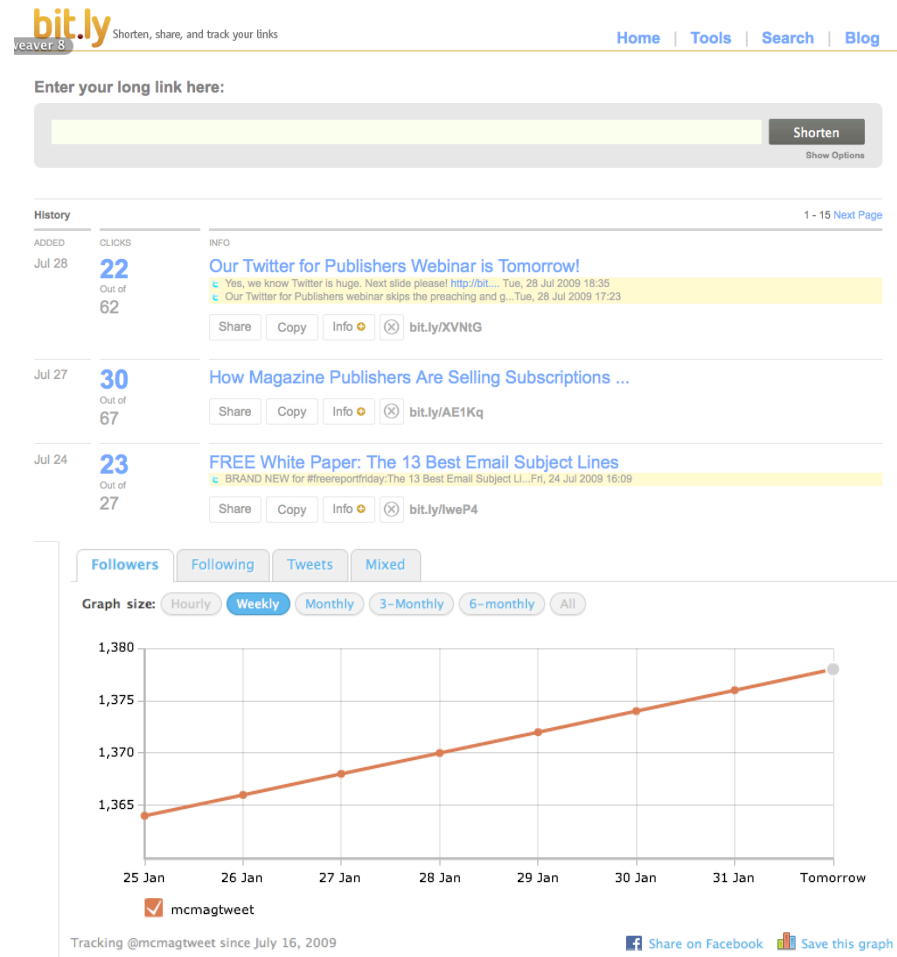


**Step #7:**

**Track Everything**

# Things to Track

- @ replies
- @ mentions
- Retweets
- Followers
- Click-through rate
- Subscribes
- Sales



- Social media is a long-tail approach.

# Daily Goals

# Everyday Goals

- **Promote your content**
- **Respond to @ replies**
- **Thank frequent re-tweeters**
- **Retweet your competitors**
- **Look for conversations to be a part of**
- **Follow your target audience**
- **Maintain hashtags**
  
- **Social media isn't a "you come to me" environment.**
- **Spend 1 hour a day in conversation. Then... maintain.**

# Hands-On Workshop

- **Write a Tweet Promoting the Free Article You Wrote Yesterday**

# Thank You

Don Nicholas

Chief Executive Officer  
Mequoda Group, LLC  
[Don@Mequoda.com](mailto:Don@Mequoda.com)  
(508) 358-9689

Kim Mateus

Chief Content Officer  
Mequoda Group, LLC  
[Kim@Mequoda.com](mailto:Kim@Mequoda.com)  
(571) 313-8779

[www.mequoda.com/dpb12](http://www.mequoda.com/dpb12)