

# Social Media Community Training

Twitter, Facebook and Network Etiquette

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# Tags and @Replies

The following information is focused on increasing your knowledge about Twitter community building.

You already know how to tweet and the power of building an audience. Now let's focus on specific techniques for reaching out to new connections. There are many simple but effective ideas we will explore.

Please email me directly - [joe@joemescher.com](mailto:joe@joemescher.com) - with your questions, suggestions and comments.

Thank You,  
Joe Mescher

# Twitter - Hash Tags 101

- A hash tag is a way for people to search for tweets that have a common topic
  - For example, if you search #OilSpill, you will be shown recent tweets related to the Gulf Oil Spill
  - If you forget to include OilSpill in the main message, it will still appear in search results because of the tag
    - Ex. "So sad about the Gulf of Mexico! #OilSpill"
  - However, if you search using a tag, and someone wrote about it without using the tag, their tweet won't appear in your search results
    - Ex. "Do you think the OilSpill will be contained soon?"

# Hash Tag Search Results



#OilSpill

Search

[Advanced Search](#)

Results for #OilSpill

[« Top results](#)



**JENin140**: RT [@jonmcclellan](#): RT [@suzannepacheco](#): RT [@patmcguinness](#): "Don't send a Lawyer to do an Engineer's Job" [#oilspill](#) response <http://j.mp/9a4JA5>  
half a minute ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**RaysTechLawHash**: smell of gas in fairhope alabama also rain smells like gas [#OilSpill](#) <http://bit.ly/cqqIQk> ([expand](#))  
half a minute ago from *SocialOomph* · [Reply](#) · [View Tweet](#)



**bmangh**: RT [@birdgarden](#): Mississippi Gov downplays oil spill <http://huff.to/ahDEF4>  
Oil, what oil? [#politics](#) [#epicfail](#) [#oilspill](#)  
less than a minute ago from *TweetDeck* · [Reply](#) · [View Tweet](#)



**cschwartz**: RT [@neontommy](#): [#politics](#) of an [#environmental](#) [#disaster](#) what the [#oilspill](#) means for [#CA](#) <http://tinyurl.com/2fxe6yu> ([expand](#)) [#oilspill](#) [#bp](#) [#obama](#) [#gulfcoast](#)  
less than a minute ago from *web* · [Reply](#) · [View Tweet](#)



**LifeORiley**: [.@JeanetteJoy](#) when are celebs going to do something for [#oilspill](#) like when catastrophe hits outside US?//Like FarmAid? or NewOrleans? etc...  
less than a minute ago from *web* · [Reply](#) · [View Tweet](#)

[Feed for this query](#)

[Tweet these results](#)

Show tweets written in:

Any Language

Trending topics:

- [#socceraid](#)
- [#completethetweet](#)
- [#mtvmovieawards](#)
- [BAFTAs](#)
- [James Avery](#)
- [MTV Movie](#)
- [Summer Jam](#)
- [Rutte](#)
- [Uncle Phil](#)
- [Oil Spill](#)

Nifty queries:

- [cool filter:links](#)
- ["is down"](#)

# Where Do Hash Tags Come From?

- Hash tags are not an invention of Twitter
  - They were created by users and adopted by Twitter
- Anyone can create a hashtag - some become popular, others don't catch on
  - For example, when Flight 1549 went down in the Hudson River, someone on the flight began tweeting photos from the plane
  - Soon, people began using #flight1549 in their tweets and the hash tag caught on, going viral

# Twitter - Hash Tag Resources

- Twitter Search
- What the Trend?
- Trending Topics
- Search *Twitter* hash tags and trending topics in realtime - see what the world is doing right now
- Find out WHY terms are trending on Twitter
- Twitter user who sends automated tweets about current trending topics

# When Should I Create a Tag?

- Before you create a tag, investigate the community you want to bring together
  - For example, say you're interested in basket weaving
  - Go to Twitter Search and look up the phrase "basket weaving"
  - Look through the first few pages of results
    - If I notice no one using hash tags in their tweets, I may want to create one

# How Do I Create a Useful Tag?

- Keep in mind that tweets have a limit of 140 characters, so the shorter the tag, the better
  - However, your tag must also be descriptive
- Back to our 'Basket Weaving' example
  - #Basket isn't descriptive enough - it could refer to basketball
  - #BasketWeave is better because it describes your interest
    - Remember, hash tags are NOT case sensitive, so whether someone searches #BasketWeave, #basketweave or #BASKETWEAVE, the same search results will appear

# How Do I 'Activate' My Tag?

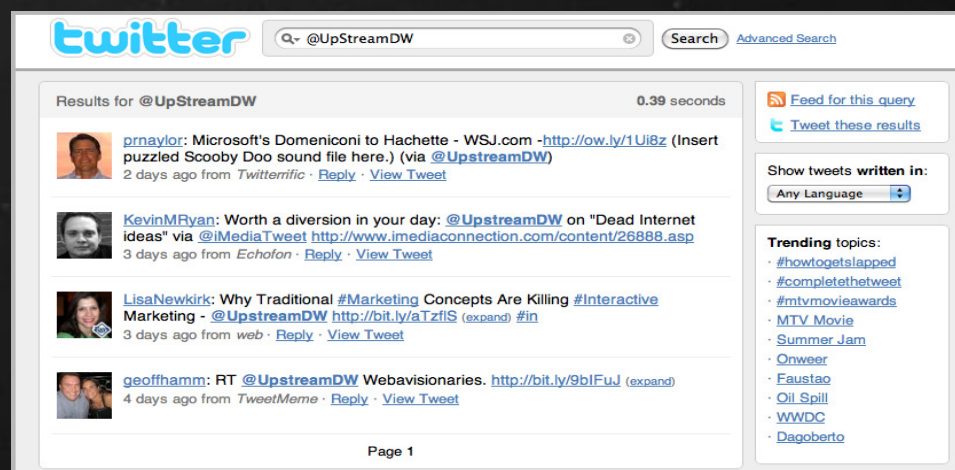
- All you need to do to set a hash tag live is write a Twitter update that includes the hash tag in the message
  - Ex. "My basket club meets tomorrow! #BasketWeave"
- Create your own tags for blog posts
  - Ex. "Digital Ads: New Blog Post #UpStreamBlog"
- Research trends and add tags to your own tweets to boost exposure
  - Ex. #iPad, #Media, and niche tags for professional communities like #u30pro (Under 30 Professionals)

# @Replies

What They Are and How To Use Them

# @Replies are Public 'Shout Outs'

- The @reply is a useful feature on Twitter
  - They allow you to draw the attention of a specific Twitter user to a message, while letting the entire Twitterverse in on it as well
    - As opposed to a Direct Message (DM), which is private, but can only be sent to a user who follows you on Twitter



# @Replies In Action

- Here's an example of how people use @replies in their updates:
  - @MSUScottW Great to see you at the Michigan State football game last Saturday
  - @ScottMonty Could you please DM me your email address?
- Warning: @replies can become annoying when people use them as extended back and forth conversations that 'pollute' an otherwise interesting Twitter stream
- Make the @reply about the person it mentions
  - Ex. I see that @GuyKawasaki is plugging AllTop pretty heavy -- slow day in CA?
    - It's ok to poke fun at friends and can be a good way to prove a point about 'oversharing'

# Curating a Cooler @Reply

- It should be clear now that @replies shouldn't be used for spamming
  - If you want to start a conversation, follow someone and then DM them if you are followed back
- Don't start an @reply with @reply
  - In other words, work the @reply into the message, so it doesn't read like "Dear Steve..."
  - Starting a tweet with @Steve will send the message to other users to ignore your message
  - Ex. of a good message:
    - No kidding, @ChrisBrogan just updated his blog design? Check out an analysis [www.YourSite.com/Blog](http://www.YourSite.com/Blog)

# @Reply Etiquette

- Don't have extended conversations that are meaningless to your audience
  - Here's an example:
    - @KeggerDude64 I think that's a stupid idea
    - @KeggerDude64 Are you taking into account the P/L?
    - @KeggerDude64 Yeah, when pigs fly!
    - @KeggerDude64 Nope, can't make it today
- If an @reply doesn't enhance your message, don't use it
  - Ex. @webmasterworld Have an awesome day!
  - How is that any better than simply 'Have an awesome day!'?

# Audience Outreach

Growing Numbers and Meaningful  
Connections In Unison

# How Do I Grow My Fan Count?

- Nearly every business, brand and entrepreneur wants more fans
  - The question you need to ask yourself is: Why?
  - Who are you targeting and what can you offer them in return for their attention?
  - What is your understanding of social behaviors?
    - Ex. Producing and sharing content that reaches users at their 'Moment of Relevance'

# SEO: Social Engine Optimization

- Learn to connect with people in the places most relevant to them
  - Twitter, Facebook, YouTube, Blog
  - Cross-promote your profiles
    - Ex. Facebook 'Like Box' on your blog



# Creating Inbound Interest

- "Link It Up!" - Gary Vaynerchuck
- So you want more followers?
  - Link to your Twitter profile everywhere
    - Blog, Digg, Facebook, Email Signature
- Import your blog to Facebook (via the Notes Tab)
- Bring your Twitter account into the physical world (Kevin Rose)
  - Display it every time you broadcast
    - Speaking, video, business cards

# Going Viral

- Create a contest!
  - You can easily gain followers by appealing to their own self-interest
  - Offer to ship someone an Apple iPad or other tech toy if you reach a certain amount of followers
    - Jason Calcanis gained thousands of followers by offering to give away a MacBook Air

# Be Ubiquitous To Get Noticed

- Google's latest updates to their search algorithm place a premium on relevant, high quality information
  - Take advantage by optimizing your website and blog for search
  - Use Posterous as a secondary blogging tool, because you can automatically post by email
- Remember, your SEO optimized website is a platform for encouraging realtime conversation on social networks
- Use social networks to link to your own content
  - Learn how 'shareable' people find your links

# Search Engine Marketing

Paid Search: Google AdWords  
and Facebook Advertising

# Advertise...Yeah, You!

- Google AdWords

- Bidding on your business, personal and brand names can assure Google Page One dominance
  - Also provides the opportunity to 'curate' the specific marketing message you want people to see when they Google specific key words and phrases

- Facebook Ads

- Gain followers and convert these people into Twitter, blog and website fans
- Target your potential fans by demographics like age, location and interests

# Increase Ad Effectiveness

- So you're bidding on keywords using Google AdWords and acquiring new Facebook fans with custom ads
  - How effective are these ads?
  - Just because you're targeting relevant users, doesn't mean much if they don't perform a specific, predetermined action
    - Following you on a social network
    - Signing up for a newsletter
      - Opt-in submissions, like signing up for a newsletter, are valuable because users are giving you permission to contact them

# Landing Pages = Conversions

- It's important to make sure people 'land' on a page that is built to convert
  - In other words, make sure when people click on your ad, they come to a website page designed to achieve your specific goal
  - Best Practices suggest including a clean, descriptive purpose for users and a 'capture form' where people can sign up to receive more information (newsletter)
    - I use Aweber to send auto responses - other service providers include Constant Contact

# Follow-Up Instantly

- So you've invested in online marketing and people are beginning to sign up for your newsletter
  - If you don't have an auto responder set up to ping people with a welcome message instantly, you risk losing a valuable lead
  - Follow up with an introductory email explaining how you will contact the user going forward
    - Send newsletter updates on a predetermined basis or 'blast' people with a broadcast
      - Newsletters are set up and scheduled in advance
      - Broadcasts are generally more spontaneous

# Track, Convert, Adjust

- Google allows you to use something called 'conversion tracking' to test the effectiveness of your ads
  - This way you can tell exactly how many users respond to the ads you're paying for
- Facebook has an application called FBML that lets you add forms to your tabs
  - Land users here if your goal is to gain newsletter sign ups or fan submissions
- When you learn how people respond to your different ads, adjust them based on what has succeeded

# Recap

- Conversation is good, but make sure to be mindful of your audience
- Identify rising trends using Twitter Search
- Utilize hash tags and @replies to boost engagement
- Track using free services like bit.ly
- Invest in Social Engine Optimization
- Advertise with the end in mind