

# Twitter - become a Top Tweeter & generate new sales

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Be Dynamic  
087 8348279

Oifig Fiontair Áitiúil   
Local Enterprise Office



Ireland's EU Structural and  
Investment Funds Programmes  
2014 - 2020

Co-funded by the Irish Government  
and the European Union



**European Union**  
European Regional  
Development Fund

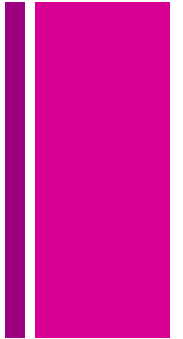


Comhairle Cathrach Chorcaí  
Cork City Council



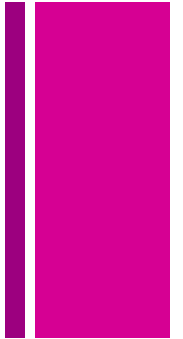
## A bit about me

- Digital Marketing since 2002
- Own business 2010
- Working with a range of training agencies public and private and private clients all over Ireland.
- Email:  
[shennessy@bedynamic.ie](mailto:shennessy@bedynamic.ie)



**BE:DYNAMIC®**  
WEB MARKETING & SOCIAL MEDIA

# + Today



At the end of today you will:

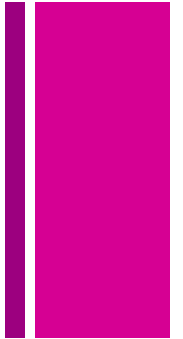
- Have a Twitter account set up for your business
- Understand how to use Twitter successfully in your business
- Be aware of and understand the importance of Twitter etiquette

## + How it differs?

- Quicker, no longevity
- It has become a source of news
- Shorter (280 characters)
- It's all about sharing and conversations
- No/little sales
- Great for (but not limited to) connecting to PR, Media, Influencers, Thought Leaders



# + The numbers



Facebook  
2.5billion

BE:DYNAMIC®

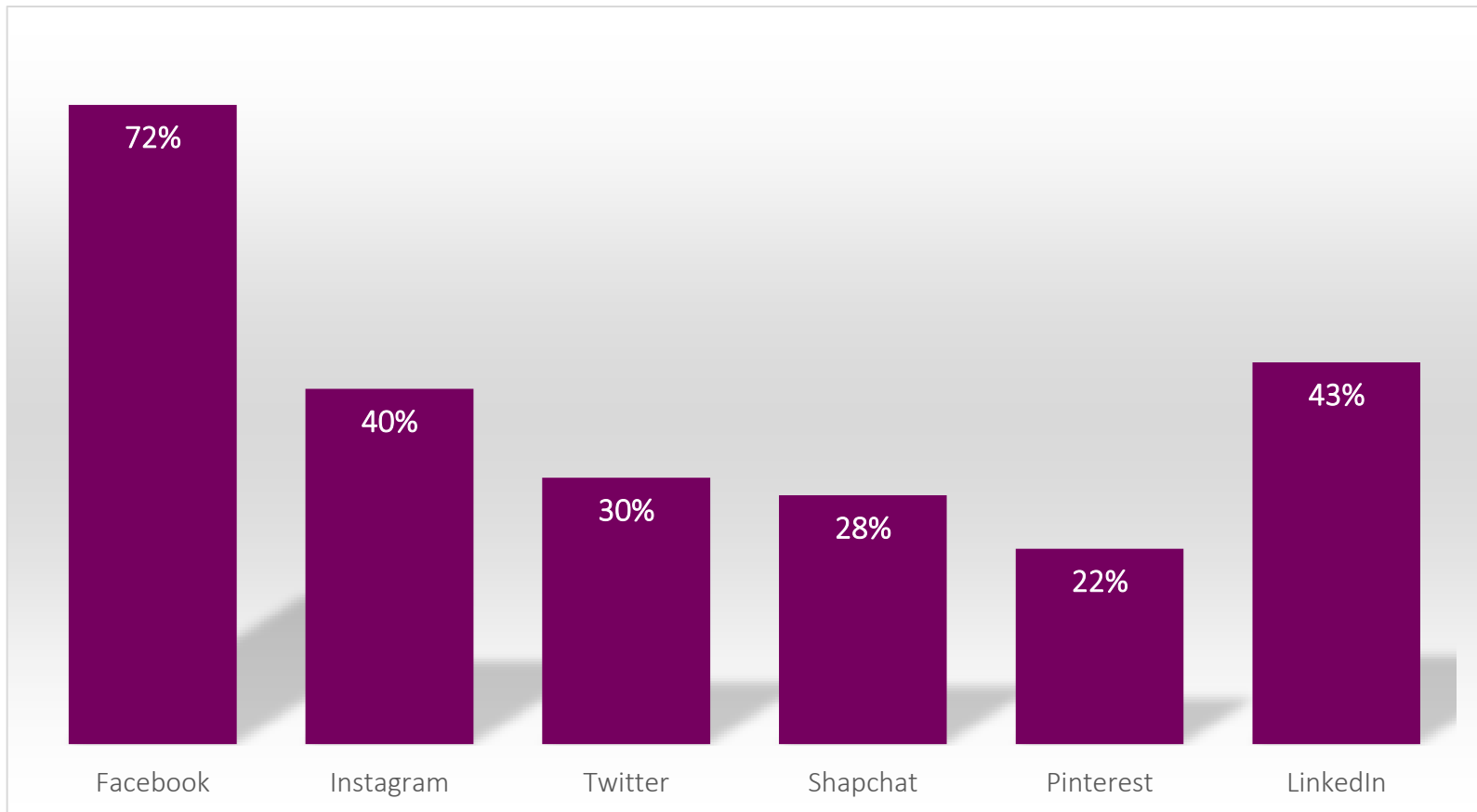
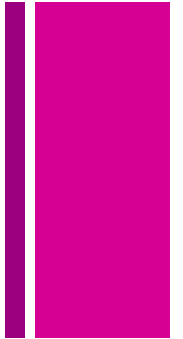


Instagram  
1billion

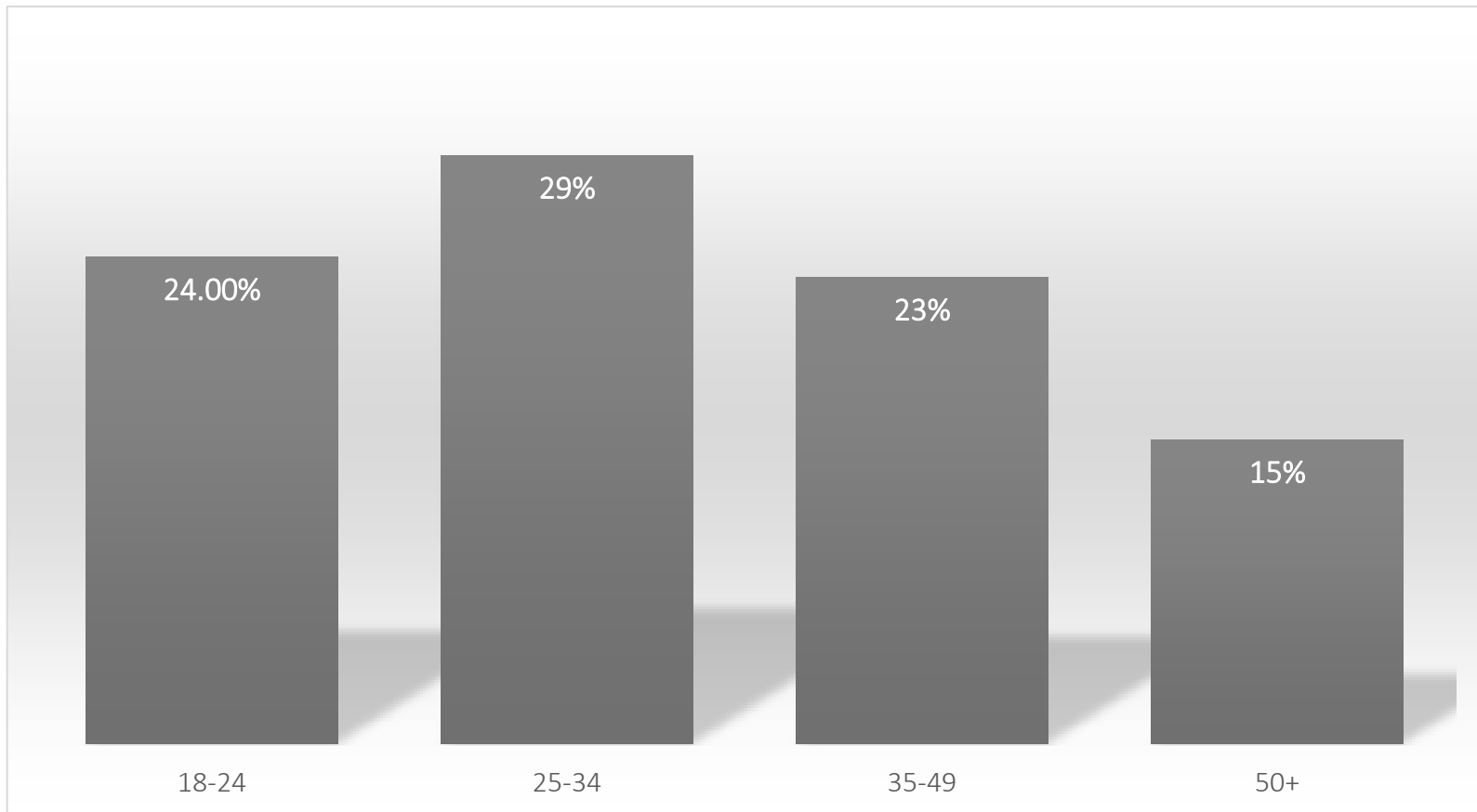
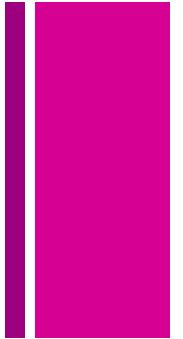


Twitter  
330million

# + Social media in Ireland

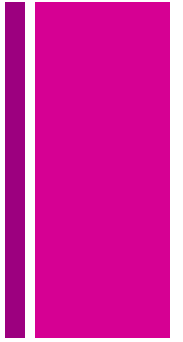


# + Twitter users by age - global





# Why use Twitter?

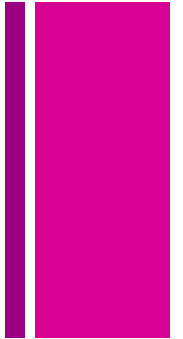


- Build & nurture relationships
- Build trust and credibility
- Connect with influencers/thought leaders
- Brand awareness
- Crowdsourcing
- Generate feedback and user generated content
- Customer services





# Be a leader



**Pól Ó Conghaile**  @poloconghaile · Mar 18

Irish travel agents and tour operators, how can the Irish Independent's travel coverage adapt to help you in the weeks ahead? As well as [#coronavirus](#) updates, we want to inspire our readers and support your industry. Let me know your ideas!

[#WeAreInThisTogether](#)

[@ITAATweets](#)



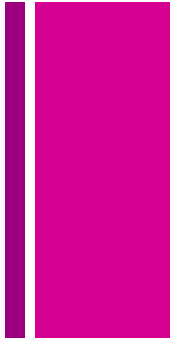
↻ 9

♥ 21





# Crowdsourcing



**Pól Ó Conghaile**  @poloconghaile · Jan 1

Flying visit to Limerick... any tips for places to eat breakfast, lunch and dinner? Many thanks!



 81





 21

 125





+ Share

Pinned Tweet



 **Mark Little**  @marklittlenews · Mar 17




Some really smart and experienced people on Twitter cutting through the **#COVID19** noise right now. Here's my list



 **List** · 127 Members

**#Covid19**

 **Mark Little**  @marklittlenews

1  24  58 



# Nurture

Respond to  
people – build  
relationships.





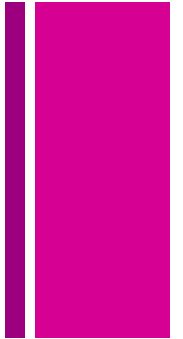
# Get Involved

## #RTEVirtualParade





# Customer services





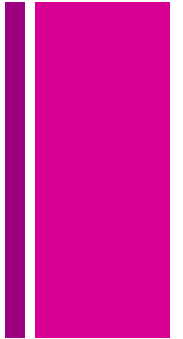
# + Share emotive content





# Changing tactics during Covid-19

Entertain, educate, advise, help & engage



**Dr. Pete Meyers** @dr\_pete · 14h

Tip: If you've got supplies for now, order online for the next round. We put in a Target order today and are looking at roughly a week for things to arrive. Do it sooner rather than later. Easier on the stores, too, I suspect.



**Dublin Zoo** @DublinZoo · 15h

Starting today, each weekday we will post an activity sheet themed around one of the animals at Dublin Zoo that your kids can work to complete using the information on our website.

So let's kick things off with the red panda. Download here:  
[dublinzoo.ie/news/dublinzoo...](https://dublinzoo.ie/news/dublinzoo...)  
[#dublinzoofun](https://twitter.com/dublinzoofun)



7 39 75

20



**Garda Info** @gardainfo · 20h

This Garda Dog is a bit ruff looking, give it some much-needed colour!

While schools are off perhaps children could colour in this picture, we would love to see the results. You can post them on the comments on Facebook - [facebook.com/angardasiochan...](https://facebook.com/angardasiochan...)

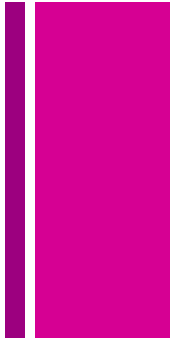


5 33 150





## Etiquette



- Self-promotion- don't over promote yourself
- Sharing opinions – do it with caution
- Be proactive not reactive

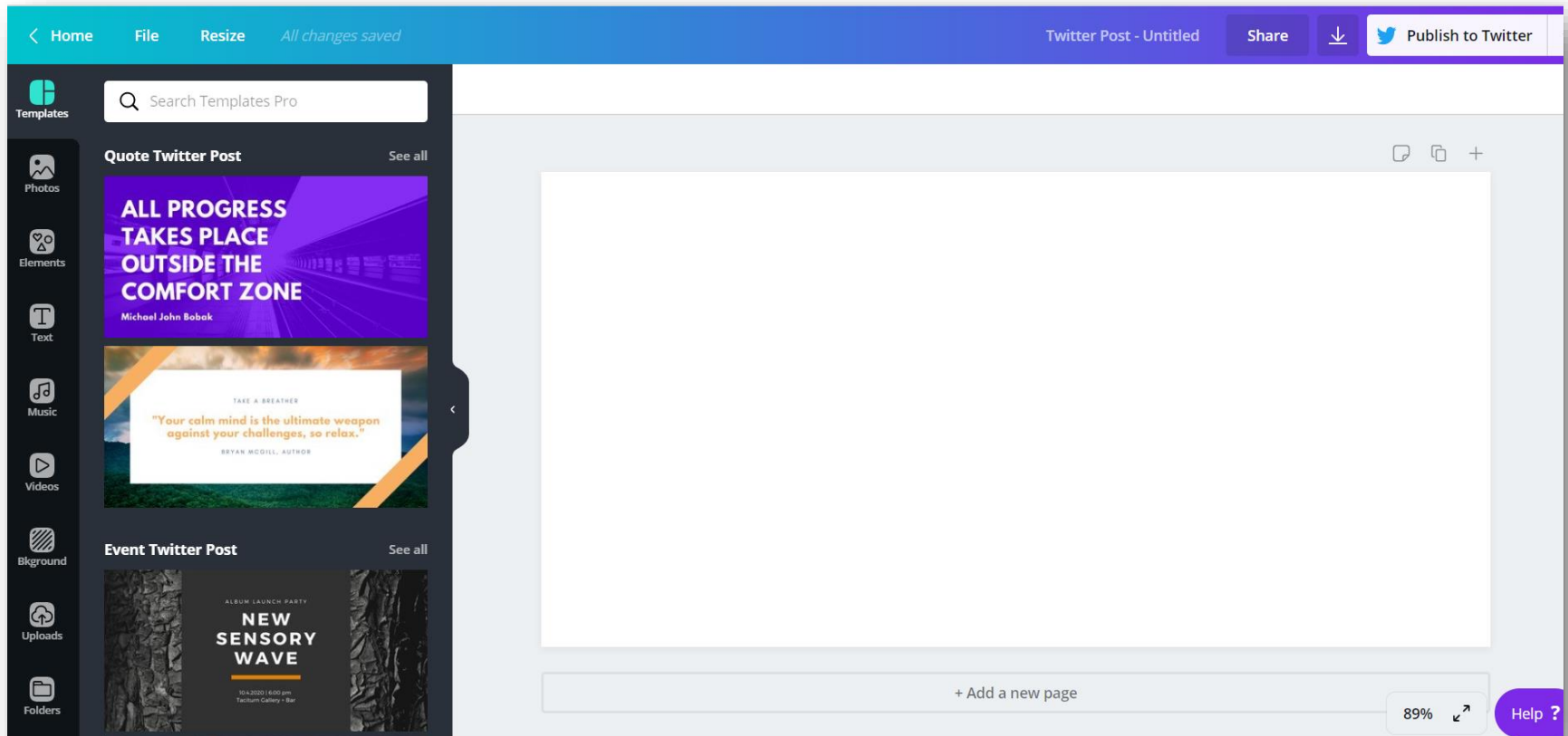
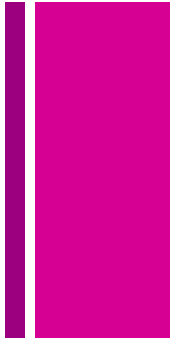


# Designing for Twitter



# Canva.com

<https://designschool.canva.com/courses/social-media-mastery>



# + Wordswag app

**ADD AWESOME  
TEXT  
TO YOUR  
PHOTOS  
— IN —  
SECONDS**

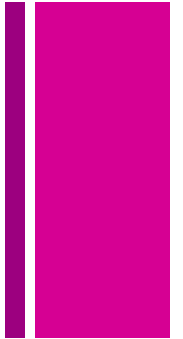


**FOR BOTH iOS & ANDROID!**



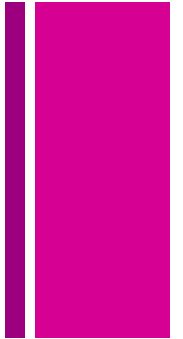
Download on the  
**App Store**

# + Wordswag app





# Ripl.com video

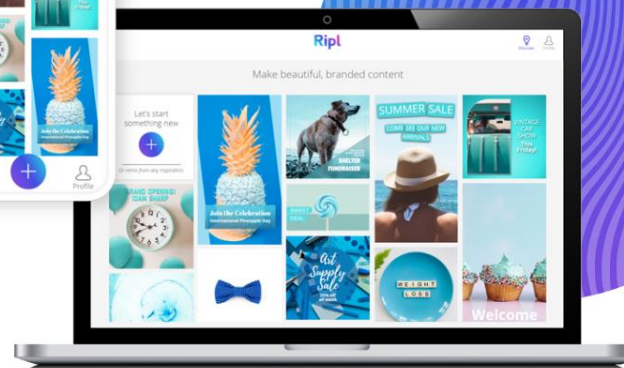
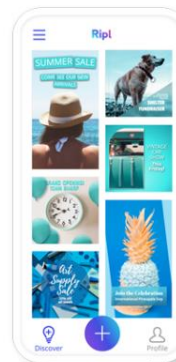
[Features & Pricing](#)[Blog](#)[Login](#)[Sign Up](#)

## The simplest way to build your brand on social media

Create branded videos and images in minutes, then instantly post to all your social media accounts at once.

[Try Ripl Now](#)

Already signed up? [Log in](#)



## + Image sources



pixabay

 Unsplash



Hashtags





“a word or phrase preceded by a hash sign (#), used on social media websites and applications, especially Twitter, to identify messages on a specific topic.”

Oxford Dictionary



# Using hashtags

- 2-3 per tweet
- Unique  
#beyondeverything
- Existing #DearIreland
- Event specific
- Give more context to  
the tweet  
#digitalmarketingtip





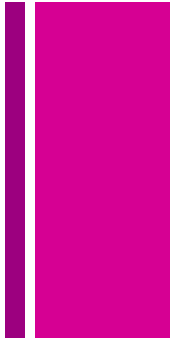
Strategy & Planning



Why are you using Twitter and  
what are you trying to achieve?



# Sample objectives & tactics



- Brand awareness: develop a content strategy
  - Share content that is useful to your customers
  - Stand out as a leader
- Build relationships: engage in conversations but be tactical with whom you engage with.
- Media contacts: connect to PR, local & national media journalists, marketing companies.
- Gain influence: surround yourself with influencers (be specific to your industry and people that influence your industry)



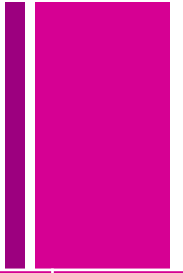
# KPIs

- What will you measure and what tools will you use?





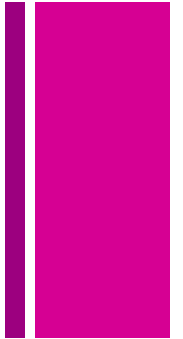
# Twitter KPI template



Objective	KPI	Targets	Baseline	Competitor	Competitor	Competitor	Month:	Month:	Month:
Social Authority	Followerwonk.com	50+/100							
Brand Awareness	Followers	1% m/m growth							
Brand Awareness	Impressions	50k p/m		N/A	N/A	N/A			
	% engagement	1% - 1.5%							
Consideration	Time on Site								
	Pages Visited								
Conversions	Leads/Sales								
Conversions	PM/DM								



# Followerwonk Social Authority



**@poloconghaile**

Dublin City, Ireland

Social Authority: 78

Followers: 22,541

Time on: 10.23 years

Retweets: 0.0%

@Contacts 79.0%

URL tweets: 40.5%

#WhenWeTravelAgain | Travel Editor, Irish  
Independent & <https://t.co/E5Ythvvsge> |  
Travel Writer w/ @NatGeoTraveller,  
@PatKennyNT et al. | Author, Secret Dublin

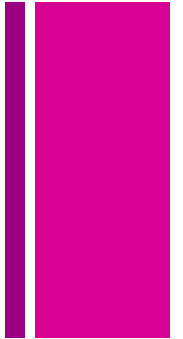
[facebook.com/poloconghailetravel](https://facebook.com/poloconghailetravel)





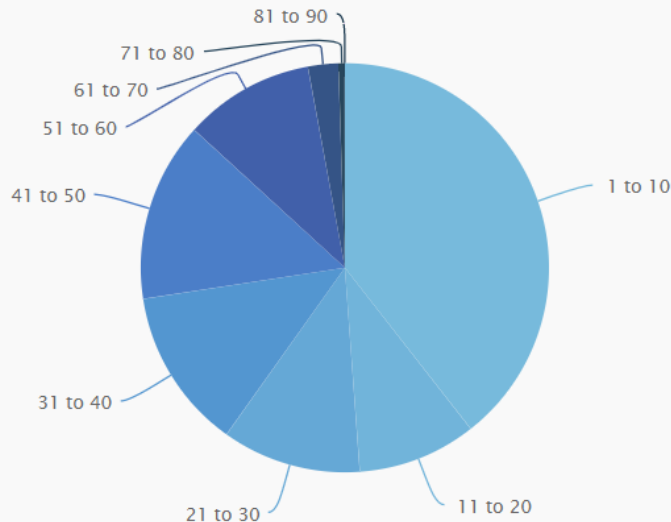
# Followerwonk.com

## Followers Authority



### Social Authority scores of ibec\_irl's followers

**Social Authority** is our rating of a user's influence and engagement on Twitter. It ranges from 1 to 100, where higher scores indicate a person with greater influential activity.



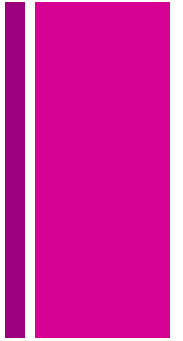
### Breakdown

6,492	39.4%	1 to 10 »
1,552	9.4%	11 to 20 »
1,808	11%	21 to 30 »
2,090	12.7%	31 to 40 »
2,341	14.2%	41 to 50 »
1,703	10.3%	51 to 60 »
398	2.4%	61 to 70 »
81	0.5%	71 to 80 »
4	0%	81 to 90 »



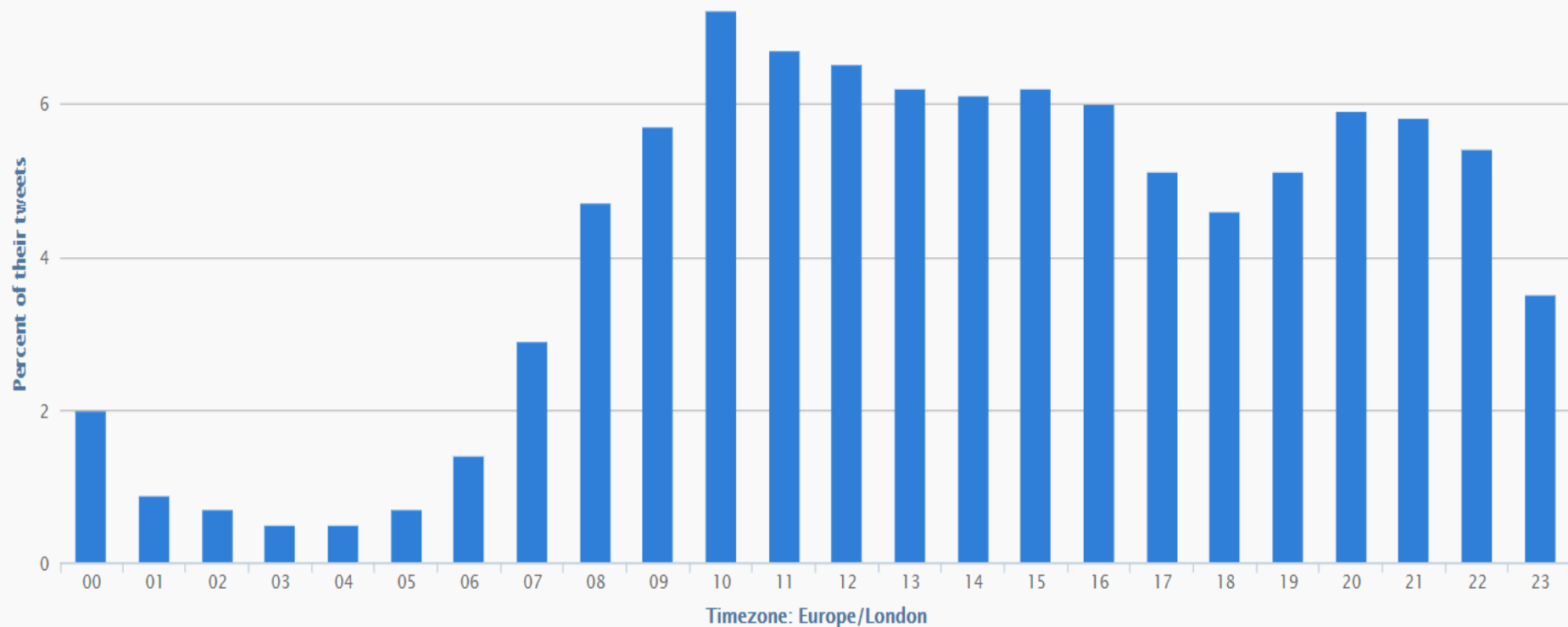
# Followerwonk.com

## Followers Activity



Most active hours of ibec\_irl's followers

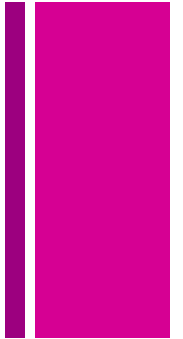
This chart breaks down the hourly Twitter activity of ibec\_irl's followers.





# Followerwonk.com

## Compare Accounts



### Comparison of followers of ibec\_irl & isme\_ie & SFA\_irl

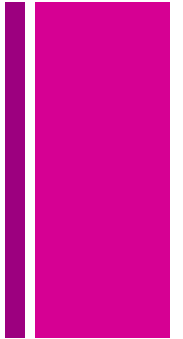
This cached report will expire soon.



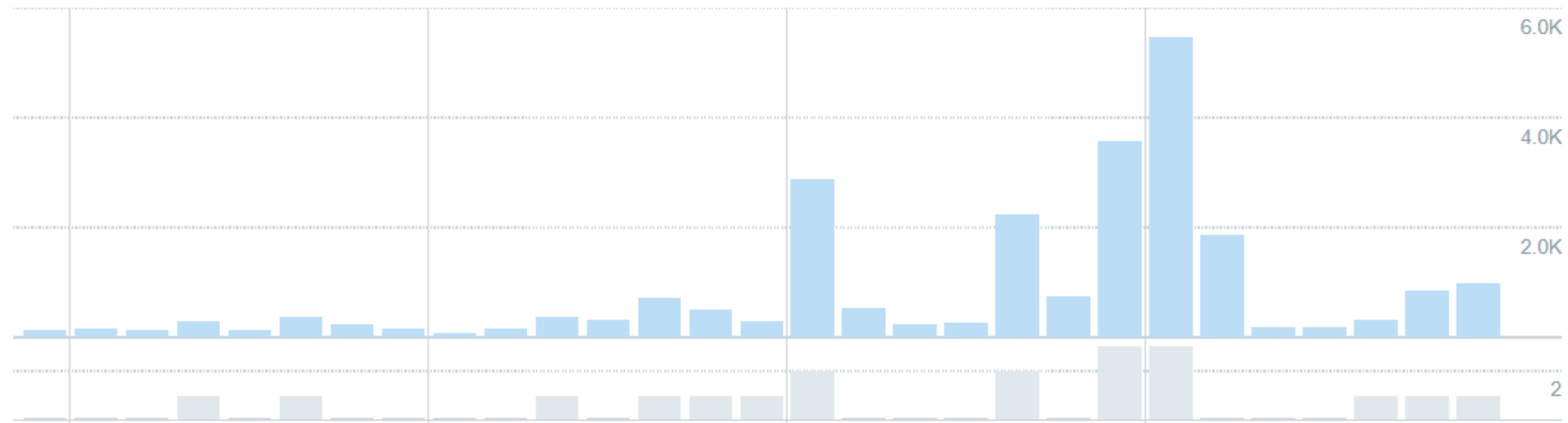
- 16,469 followers of ibec\_irl
- 8,998 followers of isme\_ie
- 9,734 followers of SFA\_irl

followers only of ibec_irl »	9,915	42.1%
followers only of isme_ie »	2,837	12.0%
followers only of SFA_irl »	3,039	12.9%
followers only of ibec_irl & isme_ie »	1,069	4.5%
followers only of ibec_irl & SFA_irl »	1,603	6.8%
followers only of isme_ie & SFA_irl »	1,210	5.1%
followers of all three »	3,882	16.5%
combined total followers	23,555	

# + Twitter Insights



Your Tweets earned **24.4K impressions** over this **29 day** period



# + Twitter Insights

Engagement rate

1.0%

Mar 19

0.0% engagement rate



Link clicks

41

Mar 19

0 link clicks



On average, you earned **1 link clicks** per day

Likes

133

Mar 19

0 likes



On average, you earned **5 likes** per day

Replies

14

Mar 19

0 replies

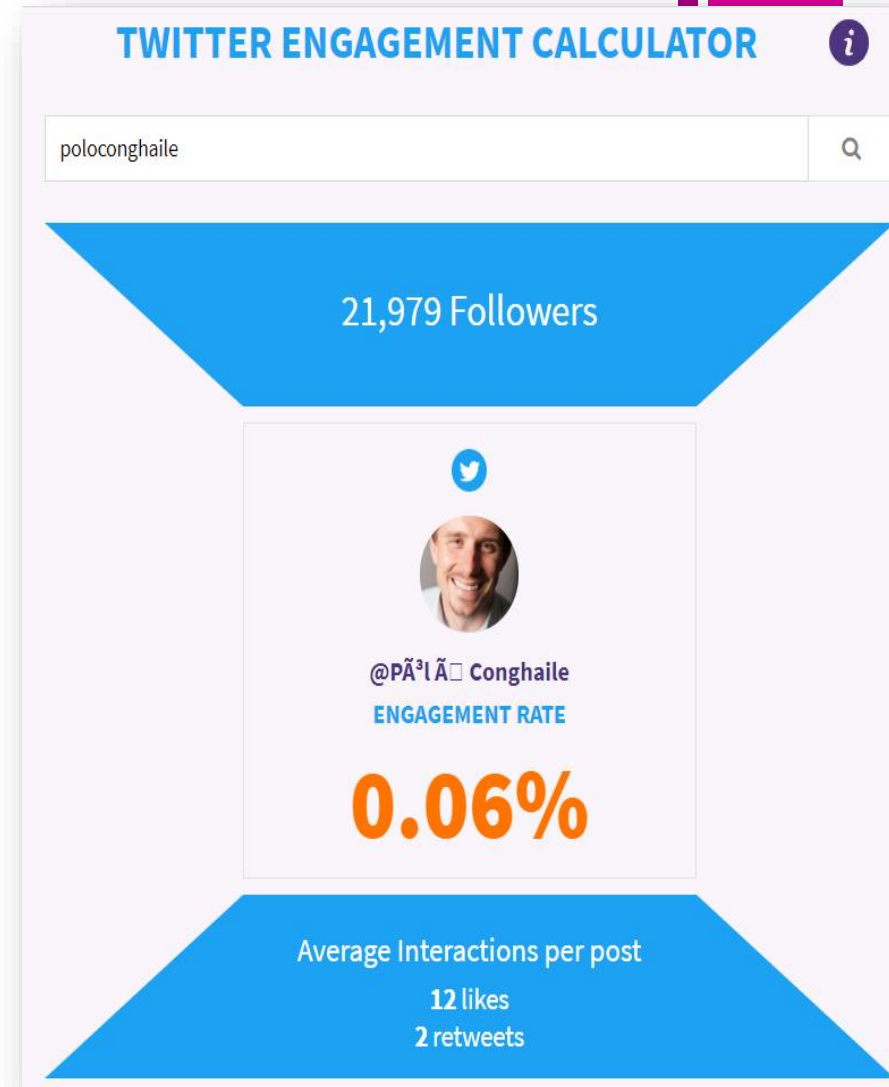


On average, you earned **1 replies** per day



# Phlanx Engagement Calculator

Calculates based on public data e.g. likes, replies and retweets as a percent of your followers



# + Buffer Analyze



Overview

Posts

Answers

🕒 Last updated 2 hours ago

## Performance

Add to Report

Tweets

51 ▲155%

Retweets

7 ▼56%

Impressions

11.3k ▲16%

Engagements

372 ▲23%

Replies

10 ▲100%

Clicks

18 ▲500%

Likes

71 ▼19%

New Followers

48 ▲337%

## Average performance

Add to Report



Average impressions per tweet

223 ▼54%



Average engagements per tweet

7 ▼53%



Average clicks per tweet

0

# + Buffer Anayze – by date

## Metrics breakdown

Add to Report

Previous Period ☐

Engagement Rate

Total Followers

Tweets

Impressions

Engagements

Retweets

Likes

Clicks

Replies

New Followers

Engagement Rate

2

0

Dec 23

30

6

13

20

27

3

10

17

24

2

9

16

● Engagement Rate

3.68% ▼ 3%

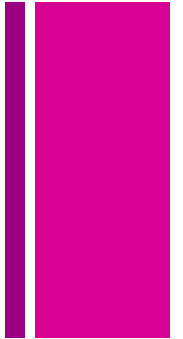
● Previous Period

3.80%





# Buffer Anayze – Tweet Analysis



February 14, 07:50 pm

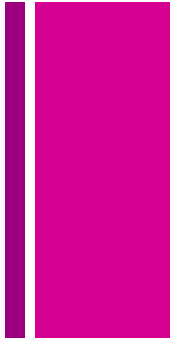
[View Post](#)

Happy Valentine's Day 🍷💜🍷💙💚💛 <https://t.co/IHGLKV6CGY>

Clicks	Retweets	Likes	Impressions	Eng. Rate
0	1	6	391	6.60%



# Buffer Anayze – Tips

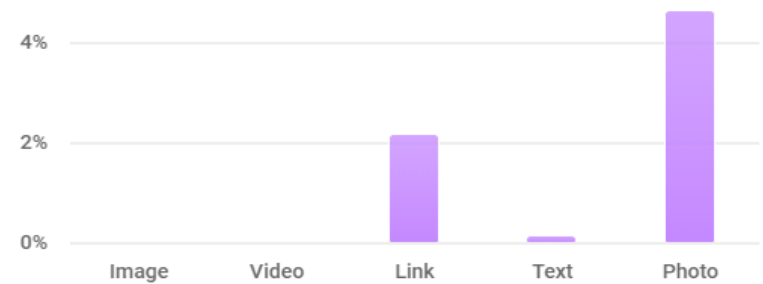


## Which is the best type of post?

Add to Report

### Photo

posts earn the highest engagement

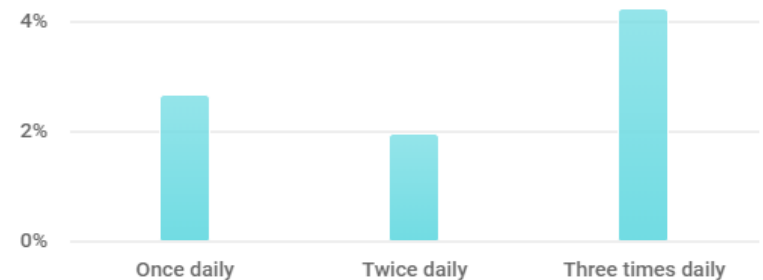


## Which is the best frequency to post?

Add to Report

### Three times daily

is your most effective posting frequency





Using Twitter

# + Your profile



**Pól Ó Conghaile** ✓  
@poloconghaile Follows you

Travel Editor, Irish Independent & [Independent.ie](#) | Travel Writer contri  
[@NatGeoTraveller](#), [@PatKennyNT](#) et al. | Author, Secret Dublin.

📍 Dublin City, Ireland [facebook.com/poloconghailet...](#)  
📅 Joined January 2010

⋮ ✉ 🔔 Following



**Irish Ferries** ✓  
@Irish\_Ferries

DUBLIN DIRECT  
TO FRANCE  
BOOK NOW

€100  
DEPOSIT

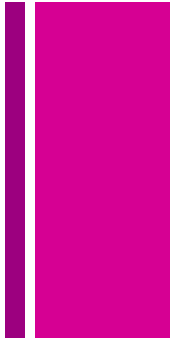
Fáilte. We're here Mon-Fri: 9am-5pm. For help / to formally contact us, use:  
[bit.ly/1njzE0w](#) . Or just checking your sailing? [bit.ly/1Qu20go](#)

📍 Ireland, Britain & France [irishferries.com](#) 📅 Joined June 2009

⋮ ✉ Follow



## Profile tips



- 160 characters, keep it brief
- Personal vs. business or personal & business
- Introduce yourself – why should people follow
- Only give essential information
- Use hashtags 1 or 2 max
- Show personality
- Include keywords
- Link to other relevant accounts e.g. company

# + Your username

- Memorable
- Short
- Avoid numbers, dots, dashes and underscores if possible





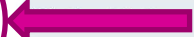
Home /  
Newsfeed



Navigation



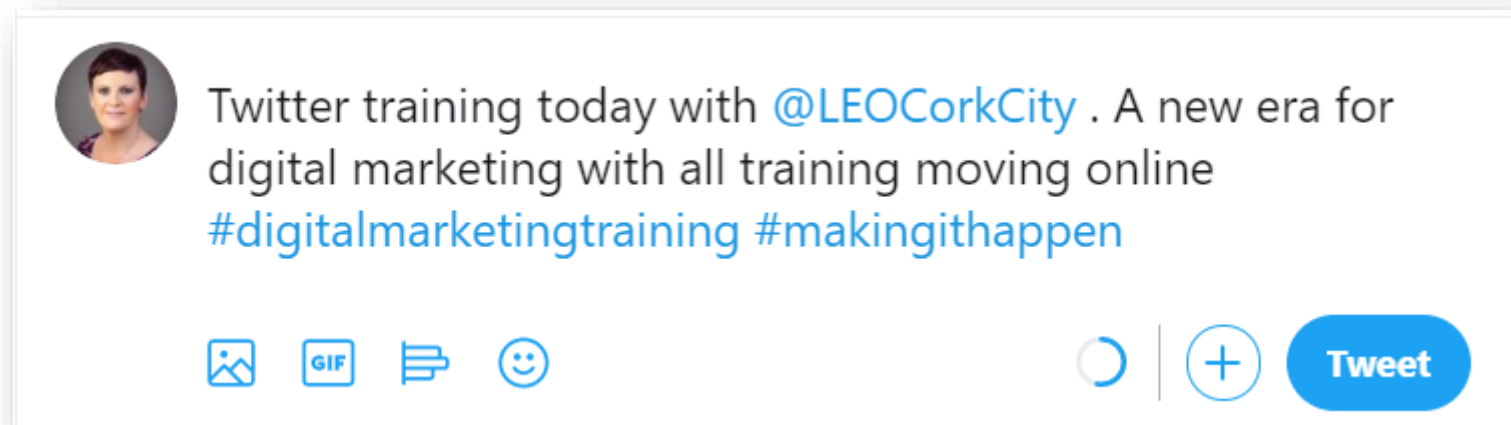
Change home page from  
top to most recent



The screenshot shows the Twitter mobile app interface. On the left is a navigation drawer with icons for Home, Explore, Notifications, Messages, Bookmarks, Lists, and Profile. The main content area shows the 'Home' newsfeed with tweets from Adrian Weckler and Larry Donnelly. On the right are sections for 'Trends for you' and 'Who to follow'. Annotations include a pink plus icon and 'Home / Newsfeed' label with an arrow pointing to the Home icon in the drawer. A 'Navigation' label with an arrow points to the drawer itself. A box at the top right says 'Change home page from top to most recent' with a pink circle around the Home icon in the top bar and an arrow pointing to it. A pink arrow points left from the 'Who to follow' section.

# + Tweeting

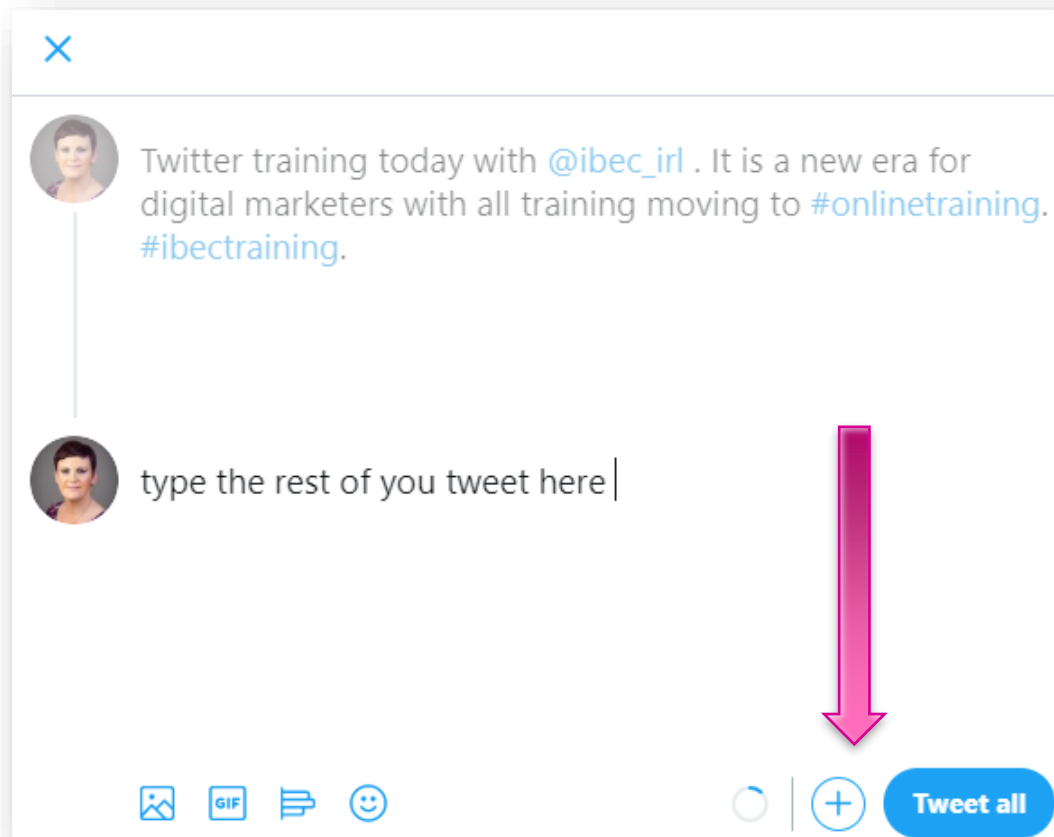
- 280 characters so be concise with up to 4 images.
- Run a poll - Add Gif - Use emojis
- Upload video (max 2mins 20 seconds)





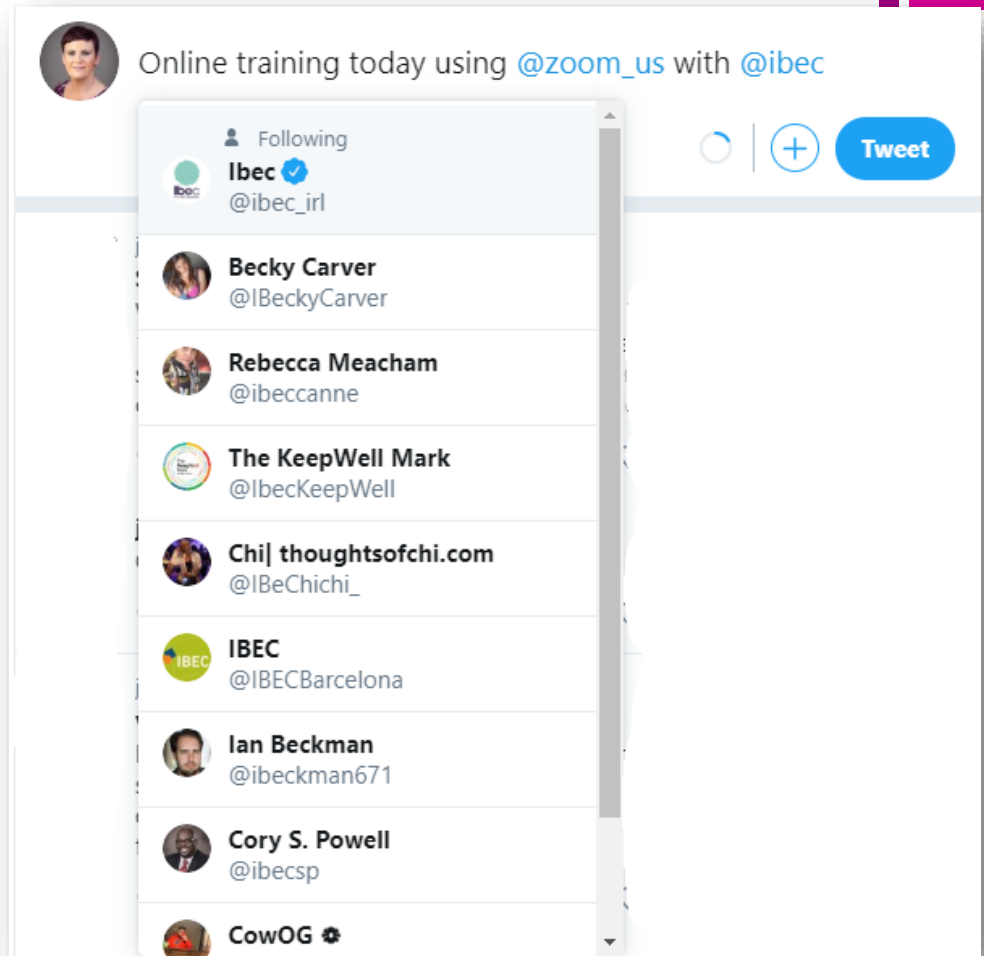
# + Tweet thread

## ■ Connect tweets to tell a story



# + Tagging

- Type @ and their username
- Choose from the list





# Running a poll

- Use to crowdsource, get opinions, build interaction, create awareness
- 4 options
- If you need a 5<sup>th</sup> option ask them to reply
- Run for 1 day max.
- No images

Choice 1

0/25

Choice 2

0/25

Choice 3 (optional)

0/25

Choice 4 (optional)

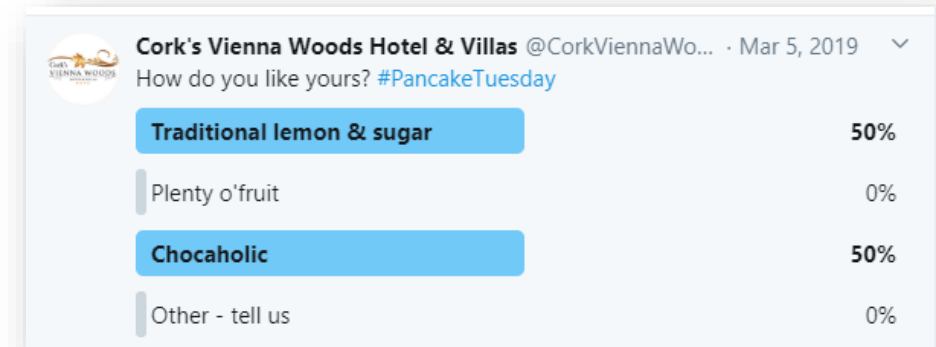
0/25

Poll length

Days 1

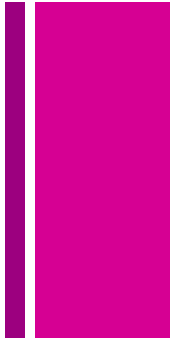
Hours 0

Minutes 0



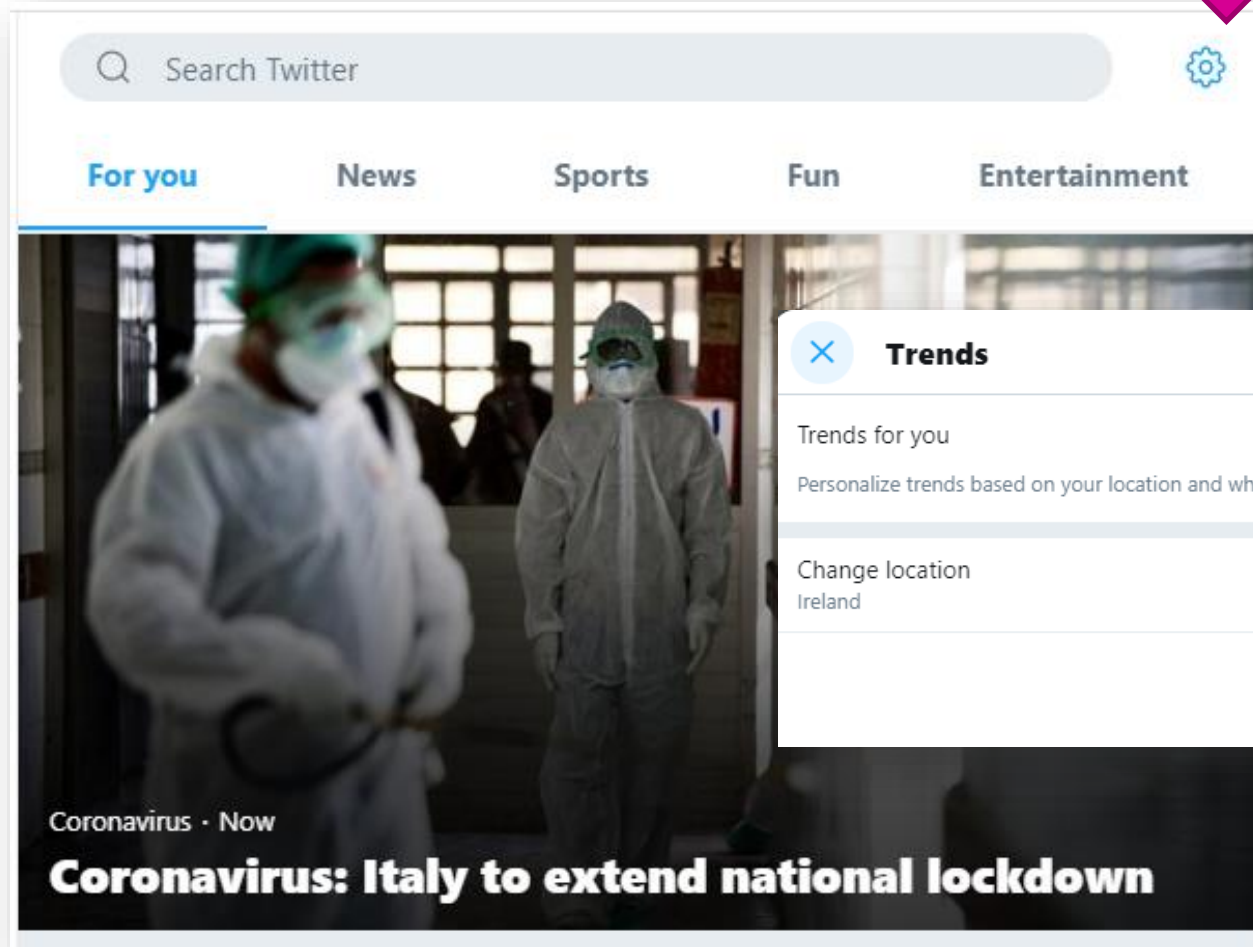


## Tips for engagement



- ✓ Tweet frequently - 1-5 tweets per day (Neil Patel)
- ✓ Tweet at the optimum times (Followerwonk)
- ✓ Post visual content e.g. images and video
- ✓ Use hashtags (2-3)
- ✓ Engage with replies, retweets and tags
- ✓ Create an inviting profile
- ✓ Tag when relevant (image and tweet)

# + Explore section



## ✕ Trends

Trends for you



Personalize trends based on your location and who you follow.

Change location  
Ireland

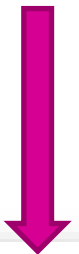




# Notifications



Customise  
notification  
settings



## Notifications



All

Mentions



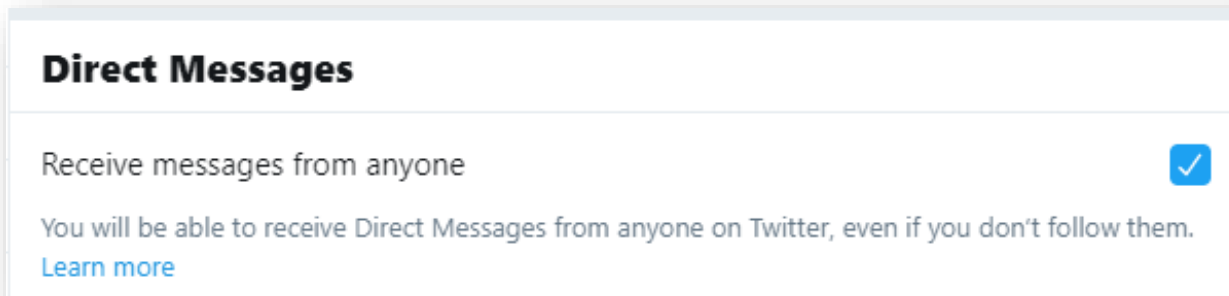
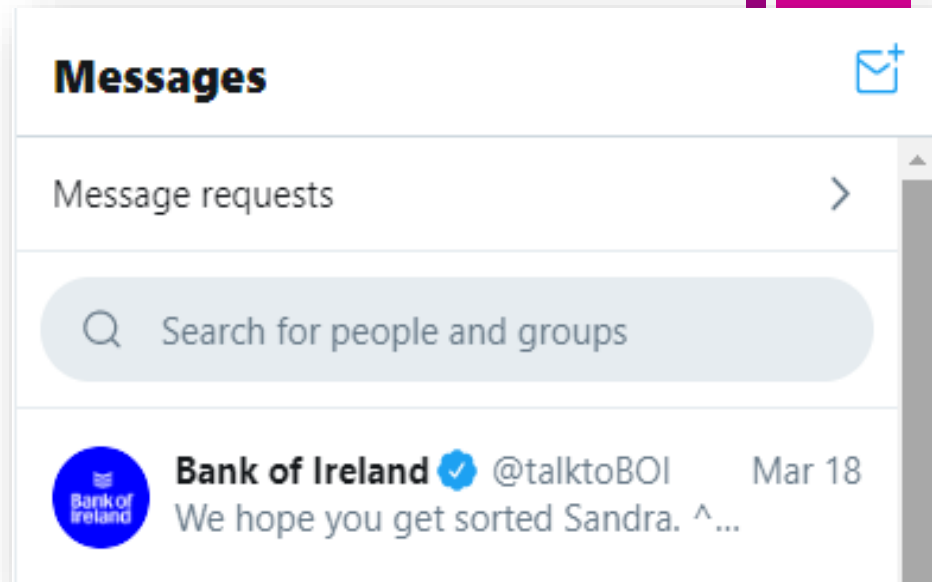
**Rob Cullen** liked your reply

That cannot be today surely #COVID—19



# Private Messages

- Change message settings
- Go to settings and privacy
- Privacy and safety
- Direct messages & tick the box



# + Lists

- Create: private and/or public
- Subscribe to others
- Share as a tweet
- Use to categories topics and/or Twitter accounts










# + Using Lists



# + Muting

 **Muted words** 

When you mute words, you won't get any new notifications for Tweets that include them or see Tweets with those words in your timeline. [Learn more](#)

#coronavirus 24h	
#covid19 24h	
world cup Forever	



Management and scheduling

# + Twitter scheduling

- Visit <https://ads.twitter.com/>
- Creatives / tweets
- New Tweet
- Untick Promoted Only
- Create tweet and schedule



# + Tweetdeck

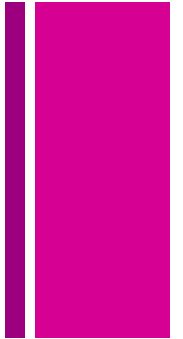
The image displays the TweetDeck application interface, which is designed for monitoring multiple Twitter feeds simultaneously. The interface is organized into several vertical columns:

- Left Sidebar:** Contains navigation options such as "Tweet", "Home", "Notifications", "Scheduled", "Mentions", "Social media", and "User". It also includes a search bar and a "Collapse" button.
- Home Column:** Displays tweets from the user's home feed. The first tweet is from "feedtheheroes" (@feedtheheroes1) retweeted by "Damien Mülley", discussing staff from Lidl Clonoe preparing pastries for hospital staff. The second tweet is from "Plato Dublin" (@PlatoDublin) about business continuity planning for COVID-19.
- Notifications Column:** Shows notifications for the user. It includes likes from "Danny Groner" and "Rob Cullen", and a retweet from "myrap".
- Scheduled Column:** Displays tweets scheduled for future posting. The first tweet is from "Sandra Hennessy" (@SandraHennessy) about an article from "bourkeHR".
- Mentions Column:** Shows tweets mentioning the user. It includes replies from "Amanda Webb" and "Una-Minh", and a tweet from "LEO Cork City" (@LEOCorkCity) about a photography course.
- Social media Column:** Displays tweets from various social media accounts. It includes tweets from "Emmanuelle Schon Quinlivan", "Mashable", and "Alexia Golez".
- Right Sidebar:** Contains additional content, including a tweet from "LEO Fingal" and a "Helping response" button.

The interface is clean and modern, with a dark theme and clear typography. It allows users to efficiently manage and engage with their Twitter presence across multiple accounts and topics.



## Key takeaways



- Define why you are using Twitter and set some targets
- Be creative
- Nurture and build relationships
- Monitor and refine content as needed

+ Thank You



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