



top 10 twitter do's

You have 140 characters to communicate your message. This list, in no particular order, will help you use your time & space wisely!

- 1. *Get a Handle of Yourself.*** Your Twitter handle should be as close to your department name as possible. It will make it easier for people recognize your brand offline. Try to avoid underscores—they won't hurt you, but are rarely used.
- 2. *Get Short.*** Use www.bit.ly to shorten and customize your links. 140 characters should be used with your content, not wasted with a full link. You can also see the analytics for that specific link and know exactly how many people visited your post on Twitter, Facebook, etc.
- 3. *Social Search.*** Start a conversation surrounding an event, topic, or theme with a hashtag (#). The official OU Class hashtags are #OU2016, #OU2017, etc. Track and analyze your campaigns with hashttracking.com. Keep hashtags short and intuitive.
- 4. *Make Your Life Easier.*** Use a third-party Twitter client to help with the workload. Just a few options are HootSuite, Tweetdeck, and Seesmic. All of these have free desktop, browser, and mobile app versions. This will help you monitor your brand, respond to concerns about your service, schedule updates, and keep things organized. Scheduling tweets is OK for the weekend or “after hours,” but be careful of over-using this. Linking Facebook and Twitter (to push the same status) is generally not recommended. Your followers will notice that you took the time to craft specific messages for your different audiences.
- 5. *Create Lists.*** This will help you manage the people you want to read. You can make them public or private. Use lists in Tweetdeck (or another client) to monitor conversations from specific members.



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6. *Brand Yourself.* Use your department logo

for your profile picture. Using the OU logo doesn't distinguish your unique voice. Keep consistent with your other college web branding efforts. Fill out your bio. This is your elevator pitch to convince people to follow you. Customize your Twitter background to create credibility and educate potential followers about your brand. (See the .psd file in the toolkit to do this)

7. *Create Your Strategy.* Write down what your goals are and how you can accomplish them. Create a content schedule and carve out time in your own personal schedule to dedicate to social media. Come up with a flexible weekly schedule of what to tweet and when. Note resources you can pull from when you are low on original content. Make sure everyone on your team has this strategy guide.

8. *Engage.* Tweet regularly! Your most valuable asset is the information you provide. Tweet content that is on your website. Tweet blog posts, news articles, or retweet someone else's relevant content. Capture photos of students, alumni, and campus. These are some of our biggest assets to telling the OU story.

9. *Follow & Monitor.* Follow thought leaders, bloggers, hashtags (i.e. Boomer, Sooner, etc.), and students who mention you. Be a part of the conversation surrounding your brand.

10. *Be Inspired.* Look at other higher education leaders and see what they are doing that works. Fake it until you make it!

Ps. It's an easy one to overlook, but add a "Follow" button to your website and blog so people can easily connect with your network!



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Resources

OU Campus Social Media Directory – www.bit.ly/ousmdirectory

OU Web Comm Blog – www.blogs.ou.edu/webcomm

Social Media Examiner – www.socialmediaexaminer.com

Klout – <http://www.Klout.com>

Mashable- <http://www.mashable.com>

Social Media Today – www.socialmediatoday.com

Twtrland – www.twtrland.com

Twtrlyzer – www.Twitalyzer.com

Think we should add something to this list? Tweet us at @ouwebcomm!