**Communication Tools for Moving Research to Practice**

**Twitter Marketing Tactics: Strategies that Work**

Presenter: Madalyn Sklar, The Sklar Agency

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**Title slide template:** Blue background with American Institutes for Research (AIR) logo in the background and a grey bar at the bottom.

**Slide 0: Communication Tools for Moving Research to Practice**

**Twitter Marketing Tactics: Strategies that Work**

Hosted by AIR’s Center on Knowledge Translation for Disability and Rehabilitation Research (KTDRR). October 24, 26, and 28, 2016, from 1–5 PM Eastern

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Image of American Institutes for Research (AIR) logo.

Image of National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR) logo.

**Slide 1: Twitter Marketing Tactics: Strategies that Work**

Madalyn Sklar, October 28, 2016

**Slide 2: About Madalyn Sklar**

Image of Madalyn Sklar on left side of slide

* Internet Entrepreneur since 1996
* Social Media Marketing Strategist
* Keynote Speaker
* Twitter chat host
* Podcaster
* Author
* Ranked #1 Social Media Marketing in Houston
* Named one of 50 Must-Follow Women Entrepreneurs in 2017 by Huffington Post

**Slide 3: 6 Strategies That Will Propel You on Twitter**

Image of table with a cell phone open to the Twitter login next to a cup of coffee.

<https://www.pexels.com/photo/coffee-smartphone-twitter-application-58639/>

**Slide 4: This formula will help you stand out, be more productive, and measure your impact**

Image of table with a cell phone open to the Twitter login next to a cup of coffee.

<https://www.pexels.com/photo/coffee-smartphone-twitter-application-58639/>

**Slide 5: In This Session You’ll Learn**

1. Your Twitter Profile

**Slide 6: In This Session You’ll Learn**

1. Your Twitter Profile
2. Timeline

**Slide 7: In This Session You’ll Learn**

1. Your Twitter Profile
2. Timeline
3. Twitter Lists

**Slide 8: In This Session You’ll Learn**

1. Your Twitter Profile
2. Timeline
3. Twitter Lists
4. Twitter Chats

**Slide 9: In This Session You’ll Learn**

1. Your Twitter Profile
2. Timeline
3. Twitter Lists
4. Twitter Chats
5. Measure

**Slide 10: In This Session You’ll Learn**

1. Your Twitter Profile
2. Timeline
3. Twitter Lists
4. Twitter Chats
5. Measure
6. Tools

**Slide 11: Your Twitter Profile**

Screen shot of the Twitter profile for the Center on Knowledge Translation for Disability and Rehabilitation Research ([https://twitter.com/ktdrr\_center](%28https%3A//twitter.com/ktdrr_center%29))

**Slide 12: Your Twitter Profile - Audit**

Screen shot of the Twitter profile for the Center on Knowledge Translation for Disability and Rehabilitation Research ([https://twitter.com/ktdrr\_center](%28https%3A//twitter.com/ktdrr_center%29))

**Slide 13: Your Twitter Profile**

* Have a compelling bio that grabs attention and draws people in.

**Slide 14: Your Twitter Profile**

* Have a compelling bio that grabs attention and draws people in.
* Good profile image – company logo, headshot for your personal brand

**Slide 15: Your Twitter Profile**

* Have a compelling bio that grabs attention and draws people in.
* Good profile image – company logo, headshot for your personal brand
* Have a stand out header image

**Slide 16: Your Twitter Profile**

* Have a compelling bio that grabs attention and draws people in.
* Good profile image – company logo, headshot for your personal brand
* Have a stand out header image
* Audit your Twitter account every 3-6 months

**Slide 17: Your Twitter Profile**

Screen shot of the Twitter profile for the Center on Knowledge Translation for Disability and Rehabilitation Research ([https://twitter.com/ktdrr\_center](%28https%3A//twitter.com/ktdrr_center%29))

**Slide 18: Your Twitter Profile**

Screen shot of the Twitter profile for ENACT, Active Living with Arthritis (<https://twitter.com/bu_enact>)

**Slide 19: Your Twitter Profile**

Screen shot of the Twitter profile for CACPGT, The Center for Advanced Communications Policy (CACP) and Wireless RERC (<https://twitter.com/cacpgt_wrerc>)

**Slide 20: Your Twitter Profile**

Screen shot of Madalyn Sklar’s Twitter profile (https://twitter.com/MadalynSklar?lang=en)

**Slide 21: Your Twitter Profile**

Image of the Center on Knowledge Translation for Disability and Rehabilitation Research Twitter page ([https://twitter.com/ktdrr\_center)](https://twitter.com/ktdrr_center%29) with a close up of the introduction of the Center: The KTDRR Center’s goal is to make it easier to find, understand, and use the results of research to positively impact the lives of people with disabilities.

SEDL, an affiliate of AIR

Ktdrr.org

Joined November 2012

**Slide 22: Your Twitter Profile**

Image of the ENACT, Active Living with Arthritis Twitter page (<https://twitter.com/BU_ENACT?lang=en>) with a close up of the introduction of ENACT: Changing the paradigm from pain to participation: Boston University’s NIDILRR-funded center for arthritis rehabilitation and research

Boston, MA

Bu.edu/ENACT

Joined March 2012

**Slide 23: Your Twitter Profile**

Image of CACPGT, The Center for Advanced Communications Policy (CACP) and Wireless RERC are Georgia Tech research and policy development centers Twitter page with a close up of the introduction of CACPGT: The Center for Advanced Communications Policy (CACP) and Wireless RERC are Georgia Tech research and policy development centers. (<https://twitter.com/CACPGT_wRERC?lang=en>)

Atlanta, Georgia

Cacp.gatech.edu

Joined April 2010

**Slide 24: Your Twitter Profile**

Image of Madalyn Sklar’s Twitter page with a close up of the introduction of Madalyn Sklar

@MadalynSklar

Ranked #1 Houston Social Media. Host #TwitterSmarter chat Thurs 1pm ET. Twitter Tips podcast bit.ly/twittersmarter. New classes bit.ly/madalynsclasses

Houston, TX

Madalynsklar.com

Joined March 2008

Responsive 24/7

**Slide 25: Your Twitter Profile**

Image of Madalyn Sklar’s Twitter page with a close up of the introduction of Madalyn Sklar: Ranked #1 Houston Social Media. Host #TwitterSmarter chat Thurs 1pm ET. Twitter Tips podcast bit.ly/twittersmarter. New classes bit.ly/madalynsclasses

Houston, TX

Madalynsklar.com

Joined March 2008

Responsive 24/7

With a red arrow pointed to #Twittersmarter link within introduction

**Slide 26: Your Twitter Profile**

Image of Madalyn Sklar’s Twitter page with a close up of the introduction of Madalyn Sklar: Ranked #1 Houston Social Media. Host #TwitterSmarter chat Thurs 1pm ET. Twitter Tips podcast bit.ly/twittersmarter. New classes bit.ly/madalynsclasses

Houston, TX

Madalynsklar.com

Joined March 2008

Responsive 24/7

With a red arrow pointed to #Twittersmarter link within introduction

With a red arrow pointed to bit.ly/twittersmarter link within introduction

**Slide 27: Your Twitter Profile**

Image of Madalyn Sklar’s Twitter page (<https://twitter.com/MadalynSklar?lang=en)> with a close up of the introduction of Madalyn Sklar: Ranked #1 Houston Social Media. Host #TwitterSmarter chat Thurs 1pm ET. Twitter Tips podcast bit.ly/twittersmarter. New classes bit.ly/madalynsclasses

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With a red arrow pointed to #TwitterSmarter link within introduction

With a red arrow pointed to bit.ly/twittersmarter link within introduction

With a red arrow pointed to bit.ly/madalynsclasses link within introduction

**Slide 28: Link:** [**www.bitly.com**](http://www.bitly.com)

Image of bitly.com login page: The Link knows all. So can you. Own your links with Bitly, the words leading customer experience platform.

Box containing the words “Paste a link to shorten it” a button to click labeled “shorten”

Unleash the Power of the Link

Links are everywhere. Within every channel and every platform. Only Bitlinks are powerful enough to allow you to see clear across the internet.

Shorten

Measure

Optimize

**Slide 29:** **Timeline**

Image of Madayln Sklar’s Twitter page (<https://twitter.com/MadalynSklar?lang=en)>

**Slide 30:** **Timeline**

* This is where people will see your Tweets.

**Slide 31:** **Timeline**

* This is where people will see your Tweets.
* What are you posting?

**Slide 32: Timeline**

* This is where people will see your Tweets.
* What are you posting?
* How are you grabbing attention?

**Slide 33: Timeline**

* This is where people will see your Tweets.
* What are you posting?
* How are you grabbing attention?
* Let’s look at the type of tweets that makes for great Twitter timeline

**Slide 34: Promotional**

Image of Madalyn Sklar with the words: My Twitter secret sauce: tweet everyday, participate in chats, use lists, listen to people, engage. #TwitterSmarter. In smaller box with image of Madalyn Sklar contains the words: My secret sauce to Twitter success is tweet everyday, participate in chats, use Twitter lists, listen to people, and engage, engage, engage!

**Slide 35: Promotional**

Image of Madalyn Sklar’s Twitter page

Madalyn Sklar

@MadalynSklar

How To Grow Your Twitter Following With @MikeKawula of @TheSocialQuant

Goo.gl/FY7KRN #TwitterSmarter

Box with an image of Mike Kawula and the words #Twittersmarter Podcast, Episode 32 inside the box. At the bottom of box, the words How to Grow Your Following with Mike Kawula

**Slide 36: Pinned Tweet**

Image Madalyn Sklar’s Twitter page

Madalyn Sklar

@MadalynSklar

A5: This is my “secret sauce” for growing your Twitter following. Try it & let me know how it works out. #BufferChat

Box with the words:

My Twitter Secret Sauce

* Tweet everyday – minimum 3x/day
* Schedule using Buffer or Hootsuite
* Participate in Twitter chats
* Go through notifications & respond to everything
* Use Advanced Twitter Search
* Use Twitter lists
* Engage, Engage, Engage

**Slide 37: Quotes/Inspiration**

Image Madalyn Sklar’s Twitter page

Madalyn Sklar

@MadalynSklar

John Wooden. - #quote #image Via

Brainyquote.com

Image of lake with mountains and sunset with the words “If you don’t have time to do it right, when will you have time to do it over?” John Wooden

**Slide 38: Retweet with Quote**

Image of Madalyn Sklar’s Twitter page

Madalyn Sklar

@MadalynSklar

Excellent article! Thank you for sharing.

Box showing a tweet from FreshSparks @FreshSparks with the words 3 Simple Tips in Writing Incredible Headlines That Stand Out [Infographic] ow.ly/hxGG304SXCC #contentmarketing #smallbiz

**Slide 39: Retweet with Quote**

Image of FreshSparks @FreshSparks tweet that reads:

3 Simple Tips on Writing Incredible Headlines That Stand Out [Infographic] ow.ly/hxGG304SXCC #contentmarketing #smallbiz

Image of a box with the words Creating Effective Titles and Headlines

**Slide 40: Sharing Other People’s Content**

Image of Madalyn Sklar’s Twitter page with an image of a blue bird with a red mega phone and the words Twitter to Stop Counting Photo’s, Link Toward 140-Character Limit? Buff./y22eb9vV #TwitterSmarter

**Slide 41: Twitter Polls**

Image of Madalyn Sklar’s Twitter page with the words:

Take my quick poll: What is the best benefit to participating in Twitter chats? #TwitterSmarter and the final results are:

20% Gain Exposure

11% Build credibility

11% Increase your audience

58% Learn

44 votes – Final results

**Slide 42: GIFS**

Image of Madalyn Sklar’s Twitter page with and image of Penguins running and the words: This is how I feel after hanging with my awesome peeps on the #TwitterSmarter chat each week!

**Slide 43: Experiment. Experiment. Experiment.**

Image of open laptop computer.

https://www.pexels.com/photo/laptop-remote-working-writing-typing-7114/

**Slide 44: Timeline**

Curation & Distribution

1. Live, Real-Time Tweets – computer or phone
2. Scheduled Tweets – Hootsuite, Buffer, TweetDeck
3. Evergreen Content – Social Jukebox, Edgar
4. Content Curation Apps – Feedly, Nuzzel, Juice
5. Repurpose Content

**Slide 45: Twitter Lists**

Image of pen on an open notebook

<https://www.pexels.com/photo/coffee-notebook-pen-writing-34587/>

**Slide 46: Twitter Lists**

* A Twitter list is a curated group of Twitter accounts

**Slide 47: Twitter Lists**

* A Twitter list is a curated group of Twitter accounts
* You can create your own lists and make them private or public

**Slide 48: Twitter Lists**

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* You can create your own lists and make them private or public
* You can subscribe to lists created by others

**Slide 59: Twitter Lists**

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* When viewing a Twitter list, you’ll see a stream of tweets from the accounts on the lists.

**Slide 50: Twitter Lists**

* A Twitter list is a curated group of Twitter accounts
* You can create your own lists and make them private or public
* You can subscribe to lists created by others
* When viewing a Twitter list, you’ll see a stream of tweets from the accounts on the lists.
* Twitter lists are a great way to stay organized.

**Slide 51: Twitter Lists**

Image of the KTDRR Twitter page with a red arrow pointing to the word “lists”

**Slide 52: Twitter Lists**

A magnified image of the KTDRR Twitter page with a red arrow pointing to the word “lists”

**Slide 53: Twitter Lists**

Image of the KTDRR Twitter page with a red arrow pointing from the word “lists” to the name of the list “KT Conference Presenters”

**Slide 54: Twitter Lists**

Image of the KTDRR Twitter list page: KT Conference Speakers (https://twitter.com/KTDRR\_Center/lists/kt-conference-speakers)

**Slide 55: Twitter Lists**

Image of the KTDRR Twitter lists page with the list members

**Slide 56: Twitter Lists**

Image of the ENACT Twitter lists page with the list members names a red arrow pointing from the word “lists” to the name of the list “NIDILRR Tweeters”

**Slide 57: Twitter Lists**

Image of the ENACT Twitter lists page showing the “NIDILRR Tweeters”

**Slide 58: Twitter Lists**

Image of the ENACT Twitter lists page with the list members’ names

**Slide 59: Twitter Lists**

Image of the ENACT Twitter lists page with the list subscribers’ names

**Slide 60:** **Types of Twitter Lists**

Image of pen on an open notebook

https://www.pexels.com/photo/coffee-notebook-pen-writing-34587/

**Slide 61: Types of Twitter Lists**

* Influencers/Industry Leaders

**Slide 62: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News

**Slide 63: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News
* Conference Speakers

**Slide 64: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News
* Conference Speakers
* People Who Retweet You

**Slide 65: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News
* Conference Speakers
* People Who Retweet You
* Customers

**Slide 66: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News
* Conference Speakers
* People Who Retweet You
* Customers
* Employees

**Slide 67: Types of Twitter Lists**

* Influencers/Industry Leaders
* Industry News
* Conference Speakers
* People Who Retweet You
* Customers
* Employees
* Competitors

**Slide 68: How to Set Up Twitter Lists**

Image of pen on an open notebook

<https://www.pexels.com/photo/person-apple-laptop-notebook-157/>

**Slide 69: Twitter Lists**

Image of the KTDRR Twitter page with a red arrow pointing to “lists**”**

**Slide 70: Twitter Lists**

Screen shot of a Twitter lists page

Create a list

A list is a curated group of Twitter users and a great way to organize you interests. Learn more

Box with the words “Create new list”

**Slide 71: Twitter Lists**

Screen shot of a Twitter lists page

Create a new list

List name

Description

Under 100 characters, optional

Privacy

Options given under Privacy are

Public – anyone can follow this list. This is the option selected

Private – Only you can access this list

Save list

**Slide 72: Twitter Lists**

Image of the KTDRR Twitter page with a red arrow pointing to the option “Add or remove from lists…”

**Slide 73: Twitter Lists will help you stay organized**

Image of pen on an open notebook

<https://www.pexels.com/photo/coffee-notebook-pen-writing-34587/>

**Slide 74: Twitter Chats**

Image of pen on an open notebook

https://www.pexels.com/photo/person-apple-laptop-notebook-157/

**Slide 75: Twitter Chats**

* A Twitter chat is a public conversation that revolves around a hashtag

**Slide 76: Twitter Chats**

* A Twitter chat is a public conversation that revolves around a hashtag
* It’s a community of like-minded people that meet regularly, usually once a week

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* A hashtag is a word or group of words using the “hash” or # sign

**Slide 78: Twitter Chats**

* A Twitter chat is a public conversation that revolves around a hashtag
* It’s a community of like-minded people that meet regularly, usually once a week
* A hashtag is a word or group of words using the “hash” or # sign
* #LEADChat hosted by @LEADCtr
* #NDIChat hosted by @RealEconImpact

**Slide 79: Your Twitter Profile**

Image of LEAD Center Twitter page (https://twitter.com/LEADCtr)

**Slide 80: Twitter Chats**

Image of LEAD Center “Twitter Chats” page

Our #LEADChat on Promoting Inclusive Career Pathways starts NOW!

Image of a purple square with white text: Thanks for joining today’s #LEADChat

Promoting inclusive Career Pathways

Lead Center

**Slide 81: Twitter Chats**

Image of LEAD Center “Twitter Chats” page

Follow these tips to join our #LEAD Chat. Be sure to use the hashtag, number your answers and vote in our polls!

Image of a purple square with white text:
A few helpful tips for today’s chat:

1. Make sure you use the hashtag #LEADChat in every post.
2. Our questions will be labeled Q1, Q2, Q3 and so on. When responding to a specific question, label your post accordingly. Ex. A1, A2, A3.
3. Answer our poll questions with a vote.

#LEADChat

**Slide 82: Twitter Chats**

Image of LEAD Center “Twitter Chats” page

Q3: What kind of support does the Workforce System need to include people with disabilities? #LEADChat

**Slide 83: Twitter Chats**

Image of LEAD Center “Twitter Chats” page with the names of the people included in the #LEADChat

**Slide 84: Twitter Chats**

* The Benefit to participating in chats:
* Be Seen and heard
* Connect with people in your industry
* Share and receive valuable information
* Build your credibility

**Slide 85: Measure Your Twitter Impact**

**Slide 86: Measure Twitter**

* You can easily analyze your tweets

**Slide 87: Measure Twitter**

* You can easily analyze your tweets
* Viewing your Twitter analytics regularly helps you understand your followers

**Slide 88: Measure Twitter**

* You can easily analyze your tweets
* Viewing your Twitter analytics regularly helps you understand your followers
* It also helps you understand if your content is making an impact

**Slide 89: Measure Twitter**

* You can easily analyze your tweets
* Viewing your Twitter analytics regularly helps you understand your followers
* It also helps you understand if your content is making an impact
* Check your analytics weekly or at least once a month

**Slide 90: How to Measure Your Impact**

**Slide 91: Measure Twitter**

* Two ways to access you Twitter Analytics
1. Analystics.Twitter.com
2. Twitter.com>pull-down menu at top right of side of page will take you to your Analytics

**Slide 92: Measure Twitter**

Image of Madayln Sklar’s Twitter page with red arrows pointing to the words “Analytics” and another red arrow pointing down to “View your top Tweets”

**Slide 93: Measure Twitter**

Image of Madayln Sklar’s Twitter page with a close up of the words “Analytics”

**Slide 94: Measure Twitter**

Image of Madayln Sklar’s Twitter page under “account home” page and a 28-day summary

**Slide 95: Measure Twitter**

Image of Madayln Sklar’s Twitter page under “Tweet activity” page and a chart of how many tweets she earned in 28 days

**Slide 96: Measure Twitter**

Image of Madayln Sklar’s Twitter page under “Tweet activity” page and totals of “Impressions, media views, and total engagements”

**Slide 97: Measure Twitter**

* Measure engagement regularly
* This will help you gauge your Twitter success

28-day summary with change over previous period. Breakdown of “Tweets”, “Tweet Impressions”, “Profile visits”, “Mentions” and “Followers” received.

**Slide 98: Twitter Tools**

**Slide 99: Twitter Tools**

* Tools allow us to be incredibly organized & more productive

**Slide 100: Twitter Tools**

* Tools allow us to be incredibly organized & more productive
* Save valuable time

**Slide 101: Twitter Tools**

* Tools allow us to be incredibly organized & more productive
* Save valuable time
* Schedule tweets

**Slide 102: Twitter Tools**

* Tools allow us to be incredibly organized & more productive
* Save valuable time
* Schedule tweets
* Curate content

**Slide 103: Recommended Twitter Tools**

**Slide 104: Twitter Tools**

* Hootsuite – listening & scheduling

**Slide 105: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer - scheduling

**Slide 106: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer – scheduling
* Nuzzel – content curation

**Slide 107: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer – scheduling
* Nuzzel – content curation
* Feedly – content curation

**Slide 108: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer – scheduling
* Nuzzel – content curation
* Feedly – content curation
* TweetChat – participate in chats

**Slide 109: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer – scheduling
* Nuzzel – content curation
* Feedly – content curation
* TweetChat – participate in chats
* Bitly – link shortner

**Slide 110: Twitter Tools**

* Hootsuite – listening & scheduling
* Buffer – scheduling
* Nuzzel – content curation
* Feedly – content curation
* TweetChat – participate in chats
* Bitly – link shortner
* Twitter Dashboard – easy way to connect on Twitter

**Slide 111: Twitter Tools**

1. Hootsuite – Hootsuite.com
2. Buffer – Buffer.com
3. Nuzzel – Nuzzel.com
4. Feedly – Feedly.com
5. TweetChat – TweetChat.com
6. Bitly – bitly.com
7. Twitter Dashboard – dashbpard.twitter.com

**Slide 112: In Conclusion**

Image of a person writing in a notebook

<https://www.pexels.com/photo/man-desk-notebook-office-7060/>

**Slide 113: In Conclusion**

1. Your Twitter Profile – You want a great bio, header & profile image
2. Timeline – Post tweets that grab attention
3. Twitter Lists – They will help you stay organized
4. Twitter Chats – Start connecting with people in your industry
5. Measure – Review your analytics regularly
6. Tools – Be organized and productive

**Slide 114: Follow these 6 Strategies to Twitter Success!**

**Image of**

https://www.pexels.com/photo/coffee-smartphone-twitter-application-58639/

**Slide 115: Take My Twitter Challenge**

Image of Madalyn Sklar

Madalyn Sklar.com/KTDRR

**Slide 116: Madalyn Sklar**

**madalyn@madalynsklar.com**

You can reach me at MadalynSklar.com and on Twitter @MadalynSklar

**Slide 117:** **Disclaimer**

The author(s) developed and presented the contents of this file at an online conference sponsored by the Center on KTDRR. The online conference was developed under a grant from the National Institute on Disability, Independent Living, and Rehabilitation Research (NIDILRR grant number 90DP0027).  NIDILRR is a Center within the Administration for Community Living (ACL), Department of Health and Human Services (HHS). The contents of this presentation do not necessarily represent the policy of NIDILRR, ACL, HHS, and you should not assume endorsement by the Federal Government.