



Engaging with your Community

Why your Society needs a Twitter account

Twitter is a valuable tool that can help you interact with both existing and future members and in turn help you achieve your goals.

Used as a communication channel, geared towards community and engagement it can help build a better relationship with members as well as educating and attracting new members.

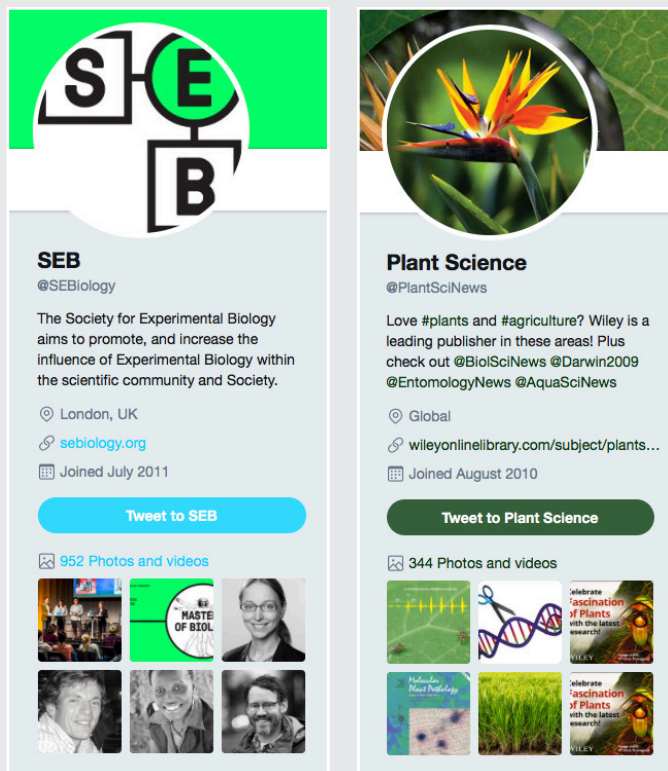
In order to gain visibility, following the best practices for Twitter is essential. The information below is designed to help you successfully launch and manage your Twitter account.

The Basics

Firstly, create a twitter account at: <http://twitter.com>

- **Choose a handle**
Handles indicate a user's identity on Twitter. They appear as an @ sign followed by a Twitter account name. They can be found underneath the user's name on their profile. Handles make the user's account clickable in a Tweet so that you can view their Twitter profile.
- **Include a short biography about your Society and include an image / logo**
- **List your website address**

Now you can start Tweeting ...





Composing a Tweet

Compelling content is key and will help you to attract new followers and keep them engaged over time.

Keep your tweets short. Tweets have a limit of 280 characters but it is best to keep them as short as possible - a concise tweet makes an impact! Keep each tweet focused on one specific message rather than trying to communicate multiple things.

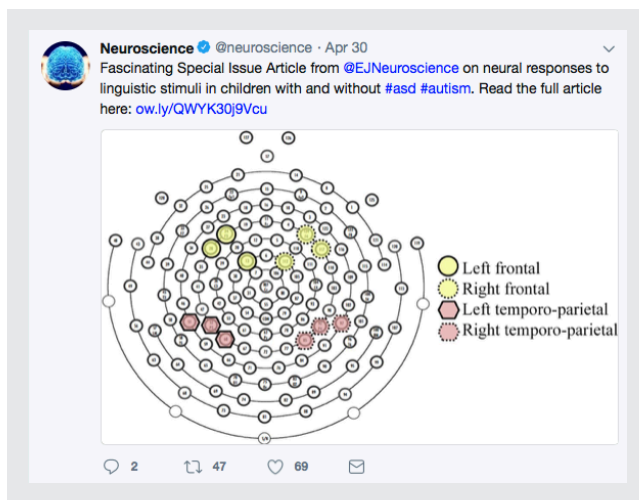
You can include a link to additional content if you have a longer message to convey. As you only have a limit of 280 characters, don't waste them by including a long URL. Shortening the URL being used saves characters. Most URL shorteners shrink the links to anywhere from 16 to 20 characters.

Adding a bold image, video, or GIF leads to higher tweet engagement rates. In fact, people are three times more likely to engage with tweets that contain photos and videos.

As a general rule, you should try to tweet at least 2-3 times a day, including weekends. Get more followers, clicks, and engagement by tweeting at the right times!

Reposting your most popular tweets also helps in boosting traffic to your page plus you'll be able to reach more people who might have otherwise missed out on seeing your content first time round.

For further tips, refer to our [Making the Most of your Society Twitter Account document](#).



The # Symbol

Referred to as a hashtag, this is used to mark key topics or phrases in a tweet. Hashtags are a powerful tool that allow you to expand your reach and tap into relevant conversations.

Clicking on a hashtagged word or phrase in any tweet will show you all other tweets marked with that word. You can also search by hashtag on Twitter by typing # in front of any keyword in the search Twitter field. Hashtags cannot include spaces or other characters and count toward the 280 character limit for any tweet.

Hashtags make your tweets more searchable so do include them in your tweets, but use them wisely. Tweets with 1 or 2 hashtags double the chance of engagement. Whenever possible, use hashtags within sentences instead of adding them as stand alone at the end of the tweet. Trial and error is the best way to find out which hashtags work best for you. Focus on keywords that are relevant to your Society.

For more tips on hashtags, take a look at sites like [Howtohashtag](#) and [Hootsuite](#) or explore hashtags further on [hashtagify](#).



The @ Symbol

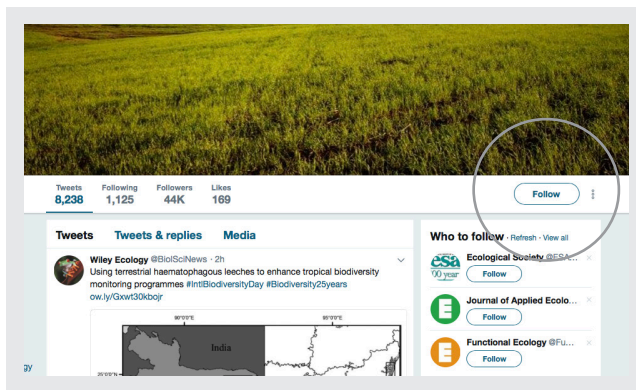
When you @ someone in a Tweet, the only people who will see the message are the people that follow you and follow the person you are @-ing.



Retweeting

RT stands for retweeting. Retweeting means that another Twitter user has shared your tweet. Your tweet will appear on that user's profile for other users to see, with your Twitter name, handle, and picture. Your Tweet will receive a number next to the retweet button every time someone retweets it.

Retweeting other people's content helps to drive engagement. Consider adding a few words of commentary to everything you retweet in order to share your unique perspective.



Followers

Identify those people who are key players in your field and follow them. Connect with the people that you want to get to know!

- Follow fellow societies' accounts
- Follow news outlets and institutions in your community
- Identify Influencers

Find users that often tweet your content and keep them on your radar to retweet or mention.

You can 'follow' people on Twitter by pressing the "Follow" button that appears at the top of their page.

Once you've 'followed' another Twitter user, all their posts (and their retweets of other people's Twitter posts) will appear in chronological order in your Home Feed page on Twitter, along with those of other Twitter users you have decided to follow.

Remember, when someone follows you on Twitter, they not only opt in to see your tweets but they also take actions that in turn provide value to your Society.



Finally...

Don't forget to promote your Twitter account at every opportunity, for example, include it on your email signature, blog and conference slides.