



Workbook for live Tweeting

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Twitter is the best place for your company or clients to join the conversation around a current event/movement/moment or start your own in-the-moment dialogue. But how? And when can that be a useful marketing strategy?

Use this workbook to determine which of the many and moving conversations on Twitter are beneficial for you to join, how to use hashtags to associate your Tweets with them, and how to cover your own in the moment event on Twitter so that followers feel like they are there.

Hashtags, definitively

Hashtags are the connection point that pull broader Twitter conversations together. They give these conversations momentum and organization. Before moving forward, it's important to understand more about what hashtags are, how they work, and when to use them effectively.

First, the basics:

When you Tweet a word with “#” in front, it turns into a hashtag and becomes hyperlinked to the conversation around that topic. By clicking a hashtag, you are pulled away from the Tweet and to a stream of all the Tweets that use the hashtag.

One or two hashtags helps your Tweet be found by others and attracts more engagement. More than one/two hashtags can make a Tweet look over-stuffed with links. It also gives your reader too many opportunities to click and be whisked away to the broader conversation, leaving your Tweet behind.

Too many hashtags is especially dangerous when your Tweet has a CTA that you want people to stick around for, such as a button or link to your website.

And remember that people are only watching hashtags with interesting and focused conversations. “#Marketing” could refer to anything and clicking on it won't bring you to Tweets as specific or interesting as “#AgencyLife” or “#ProductLaunch”.

Second, the execution:

Hashtags give your Tweet context so that you don't have to. Instead of Tweeting, “I am at the Web Summit conference and the keynote speaker is blowing my mind.” You can Tweet, “This

Pro Tip: Tweets with hashtags gained 100% more engagements than Tweets without them.

—Twitter internal data

keynote is blowing my mind. #WebSummit” It’s more concise and clicking on the hashtag gives your followers all the contextual info they need.

Joining an established hashtag:

When you join a conversation that is already happening on Twitter you should use the most popular emerging hashtag associated with it.

To determine which one that is, check your “Trending” panel on Twitter or Tweets from the accounts at the center of the event (the organizers, the witnesses, the conversation originators, etc.) and use the hashtag they created.

Creating a new hashtag:

In general, the simpler and more obvious your hashtag is, the better. But it depends if you want people to discover your hashtag and enter the conversation, or if the hashtag is for people who are already “in” on the event and you don’t need dialogue from outsiders.

For example, National Small Business Week in the USA is a week-long celebration and support effort for small businesses. It’s put on by the U.S. Small Business Association. They hold online events and an in-person conference.

Clearly, many small businesses won’t attend the conference or even know the week is happening. But once they start to see

conversations about it on Twitter — they can valuably weigh-in with their own conversations, opinions, and expertise about what it takes for small businesses to be successful.

If the hashtag were #NSBW2019 — then it wouldn’t be obvious to anyone who wasn’t already following along. If the hashtag were #NationalSmallBusinessWeek then previously unaware business owners could immediately understand and jump right in. (It’s a longer hashtag but it’s also clearer and length is less of a concern now that Tweets can be 280 characters.)

These hashtags are focused on discoverability. But what if you have a small office event, holiday party, product launch, or conference for a few hundred people? You just want to have all the Tweets organized and not necessarily attract outsider conversation. Then a more specific, shorter, and obscure hashtag works just fine.

If you make a hashtag for your event — remember to begin using it as early as possible (ideally on the invitation materials) so that everyone’s lead-up content is captured. (People will Tweet about getting to or ready for your event.)

And always do a quick Twitter search of your prospective hashtag before finalizing to see what conversation on Twitter (if any) is already using the hashtag.

If you want your own hashtag to attract a lot of attention then you can start a Promoted Trend campaign. (Contact advertiserhelp@twitter.com to start that process.)

Fill out this matrix to quickly develop hashtag ideas:

Full business/client/event name	Acronym of business/event client name	Catch phrase or theme of the conference
X		
Add the year to the end		
Add the type of event (“party”, “conference”, “showdown”)		

Live-Tweeting, definitely

A lot of people use Twitter to comment on events or discussions that are happening in real time.

But live Tweeting isn't for most brands because it's difficult to find an event or movement that can be gracefully related back to a brand's products or services. It's much easier (and safer) for brands to target the people Tweeting about an event by adding event targeting to their campaigns. You can also run pre-roll Video Ads that will play before videos related to the event.

But if it feels appropriate for your brand to Tweet about an event or cultural conversation as it unfolds on Twitter, review the following questions to make sure you're approaching with the right strategy

Did you create the conversation?

Your company announced exciting news, you're documenting your company's event, you're hosting an on-Twitter chat, etc.

Then, it's all yours! Put a clear person or entire team on point to reply, Retweet, and like. And don't forget to collect the best Tweets into a Moment once the event has passed.

Are you entering and participating in an ongoing conversation?

Your customers are Tweeting about an exciting TV/movie/music moment that could relate to your brand, a timely cultural movement directly impacts your company/employees/or customer base, etc.

First, see what topics and events your audience cares about using the data at analytics.twitter.com. Enter the conversations that are a graceful fit for your brand by Tweeting about them, using associated hashtags, and promoting your Tweets using event targeting. Reply to and Retweet others to create dialogue.



Success story

Verizon, a wireless provider, was savvy in running a “#CallMom” campaign on Mother’s Day. This was a graceful fit that increased their brand awareness without changing the meaning of the event they were targeting.

Are you trying to dominate an ongoing conversation?

You want your brand to be the center of a conversation or event, “win the moment”, etc.

Some brands make the mistake of thinking they can hijack a hashtag or start a new one just by Tweeting organically. If you want to really stand out, you must use Twitter Ads products. Consider buying a Promoted Trend, add event targeting to your campaigns, or at least promote your Tweets with the hashtag included.

Yes, there are brands who “win” live events with Tweets that appear to be organic. But often, they’ve put money towards promoting it at first or they struck gold with a one-in-one-million Tweet that hit virality. You don’t base any other marketing plans on one-in-a-million odds — why do that with your Tweets?

Event-dominating ads possibilities:

Most of these ads are priced through bidding, which makes it difficult to determine an exact price beforehand. But effective event-focused campaigns can often be run for as little as \$5,000.

Promoted trends	Buy the trend
In-stream video views	Pay for video pre-roll ads that will play before videos relevant to the event
Event targeting	Target your ads to people who are Tweeting about the event
Promoted Tweets	Promote Tweets that are about the event and use the appropriate hashtag

Pro-tip: The following products are new and you can email advertiserhelp@twitter.com for more information.

- Conversation targeting
- Like/Retweet to Remind
- First View

Tweeting on your feet:

Because Twitter moves in real time, the most relevant Tweets, conversations, and reactions will come from experiencing the event and Tweeting about it as it unfolds. If your PR or marketing departments need to approve each Tweet, this slows things down too much to engage with live conversations.

Instead of planning specific Tweets that may go stale after rounds of approval, it's more effective to plan guard rails.

Create clear parameters with your brand or marketing team and spread them among anyone who may produce content for your Twitter account.

Use the table below to sync with your team. The first section guides the tone of original Tweets. The 2nd and 3rd sections are for making content in reaction to an event (such as covering your own event or documenting something you're attending).

Words, phrases, and topics to incorporate

What are themes for the event? Company values?
Good buzz words?

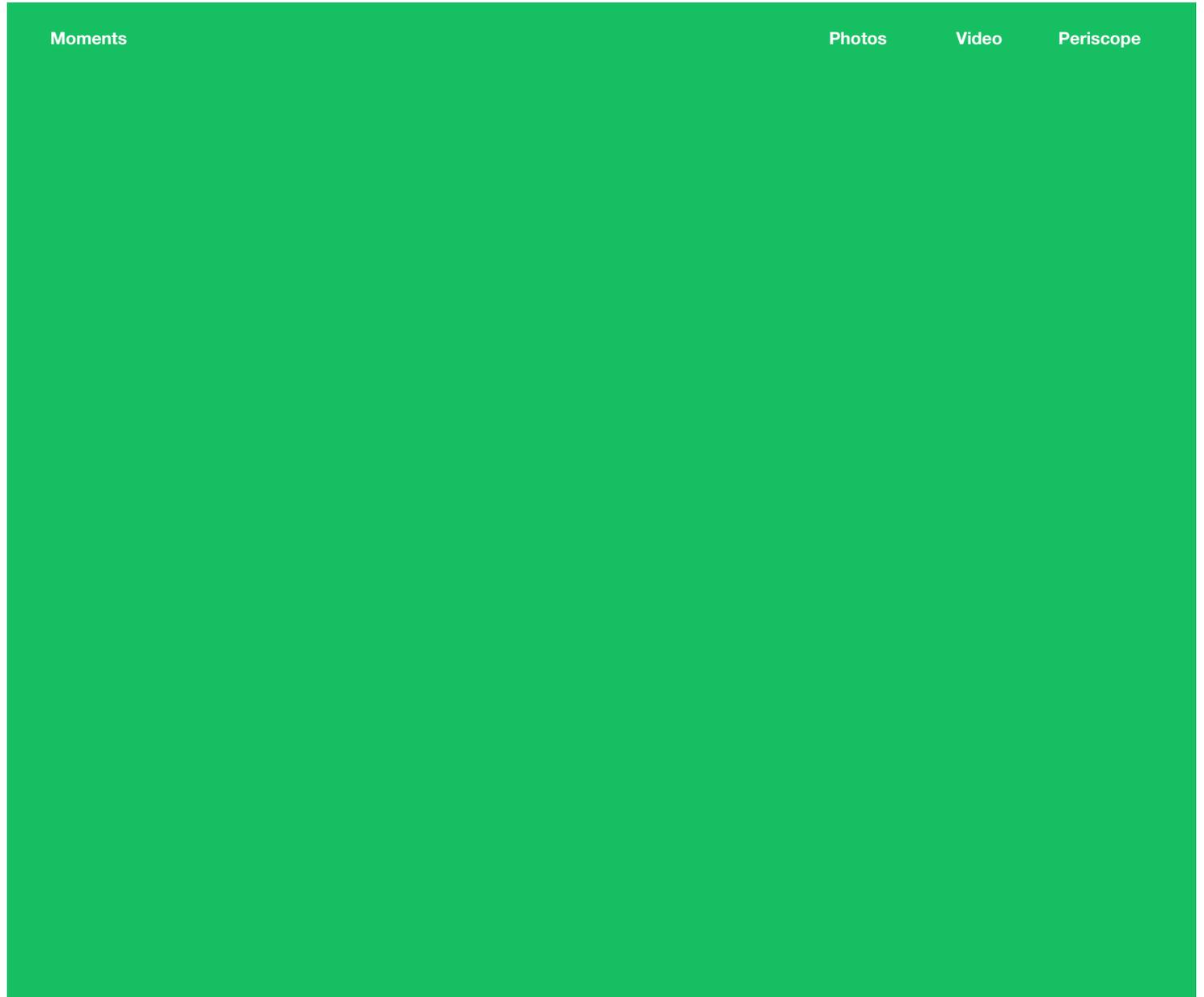
Words, phrases, and topics to avoid

Do you avoid competitors' names? How brash can your Tweets be? Is there an old company tagline that you're phasing out?

Moments to capture

“If we get these five moments, it is a successfully covered event.”

Think, wedding photographer list: usually one set-up, one behind-the-scenes, two in-action, and one post-event documentation is plenty.



Media to include:

Company logos? Diverse representation of subjects?
Product placement?

Media to avoid:

Copywritten material? Is the interior of a bar OK but a picture of someone drinking too much?

Tweeting when you are the event:

When you are a keynote speaker at a conference or a major player in an event you can gain extra promotion power by syncing your strategy with the organizers.

- The conference or event probably has a lively Twitter. Look at the materials ahead of time to identify other major players in the event and follow all of them on Twitter.
- Make sure the organizers know your @name and use it on promotional materials.
- If the event is large enough, you can target it with an ad. If not, you can promote your Tweets that use the hashtag, making your Tweets some of the most viewed of the event.
- Everyone is waiting for the best quote, big moment, perfect sound bite to Tweet. If you know what the peak of your time in the spotlight is, let the organizers know as well. You could give them the “power quote” or picture of your slide ahead of time so that they have it, verbatim, to Tweet out at the right moment. You could even queue that Tweet to come from your account at the right time, funneling the engagement back to you.

Appendix

Next steps:

For more data, tips, and answers to your remaining questions email our dedicated customer success representatives at advertiserhelp@twitter.com.

Our public agency resources are at business.twitter.com/en/solutions/agency.html and updated regularly.

Our blog publishes new marketing and Twitter-focused posts nearly every day. It's at business.twitter.com/en/blog.html.



About [@TwitterBusiness](#):

Twitter Business is the arm of Twitter that focuses on advertising solutions and assistance for the agencies, businesses, and influencers who advertise on Twitter with small to medium-sized budgets and campaigns.

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About [@JoeWadlington](#):

Joe Wadlington worked with our data science and customer service teams to compile this Workbook. He is a copywriter at Twitter who writes and develops our marketing resources. He was previously a freelance social media consultant. His writing has been published in The New Yorker, The Rumpus, and Food & Wine Magazine.

