LIBERTY DIGITAL

Part 4: Twitter Essentials

Course Outline

- Introduction
- Facebook Essentials
- Advertising on Facebook
- **Twitter Essentials**
- Content Essentials
- Digital Toolbox

Today's Agenda

- Overview
- Building Your Audience
- Advertising on Twitter
- Periscope
- Q&A

Join the Closed Facebook Group:

https://www.facebook.com/groups/digital.activism/

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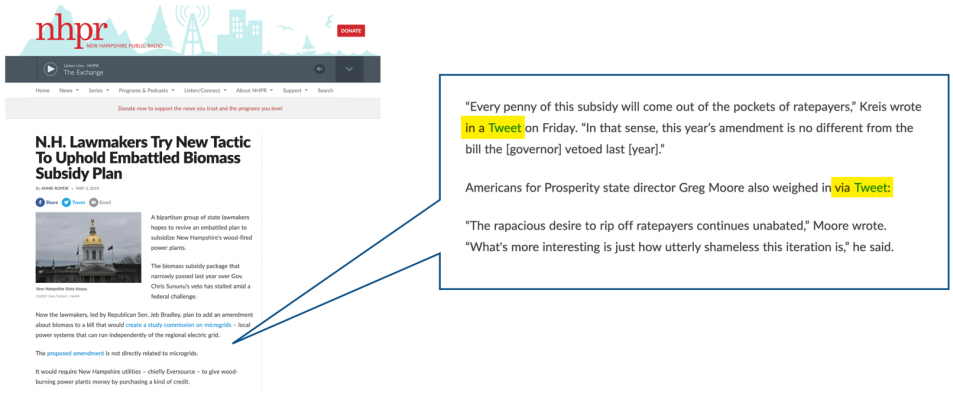
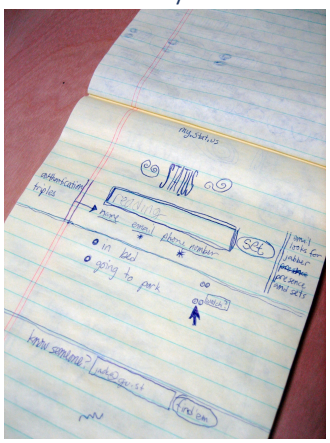
Overview

Exhibit A: Making the News

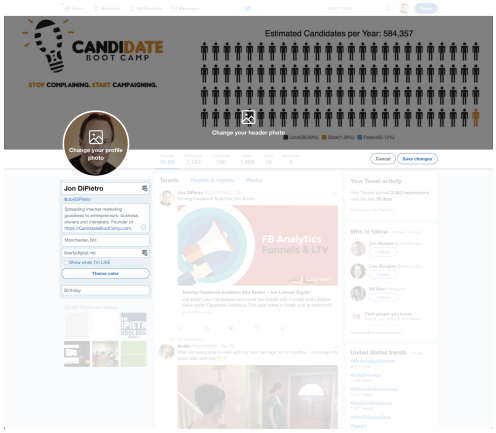


A Brief History



- Founded in March, 2006
- SMS-based platform
- Growth spike at 2007 South by Southwest
- User innovations
    - Replies (@)
    - Hashtags (#)
    - Retweets (RT)

Claim and Configure Your Profile



- Profile photo (400px by 400px)
- Header image (1500px by 500px)
- Bio (160 chars)
- Location
- Website
- Theme color

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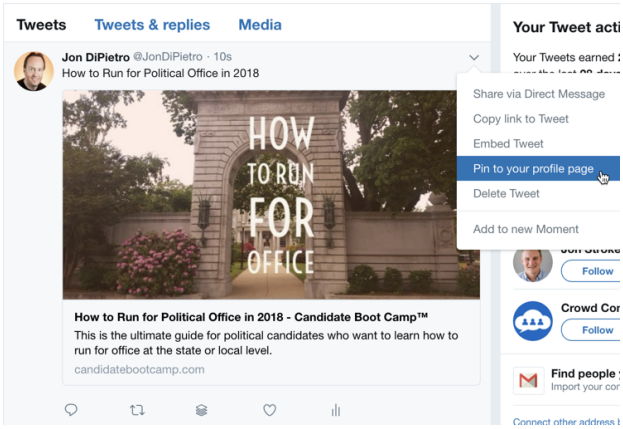
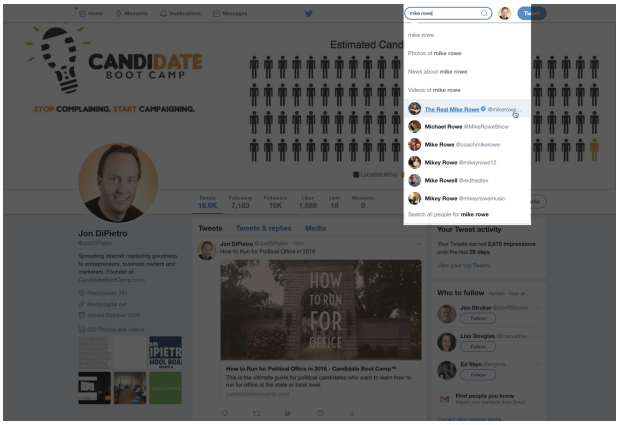
Pinned Tweets

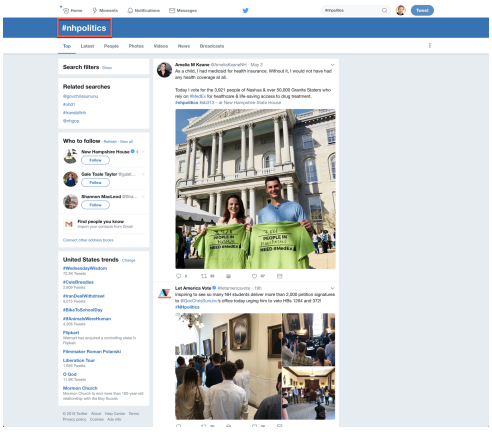


Follow Accounts



Search for people

Follow Accounts



Search for topics

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Follow Accounts

Twitter lists

Follow Accounts

Who to Follow

Follow Accounts

Twitter lists

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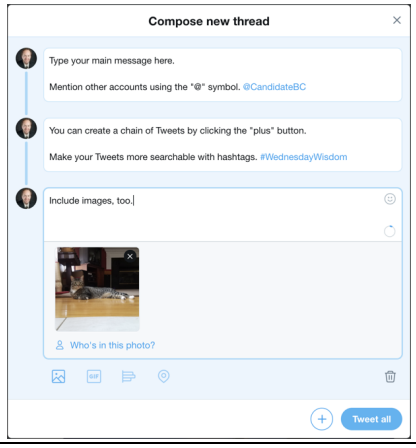
Tweeting



Engagement: Liking

Engagement: Retweeting

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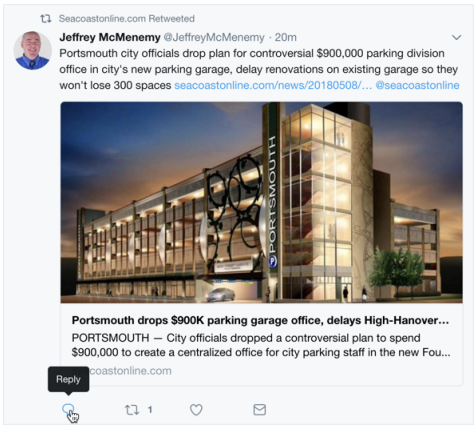
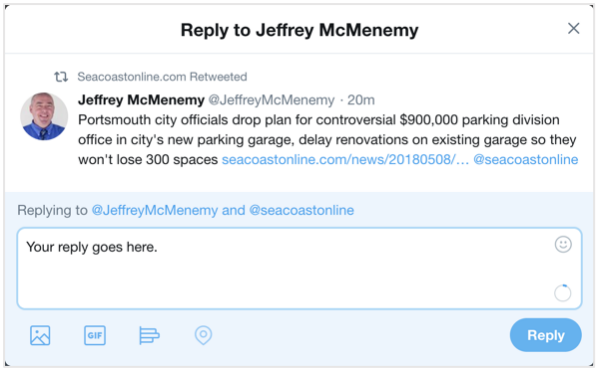
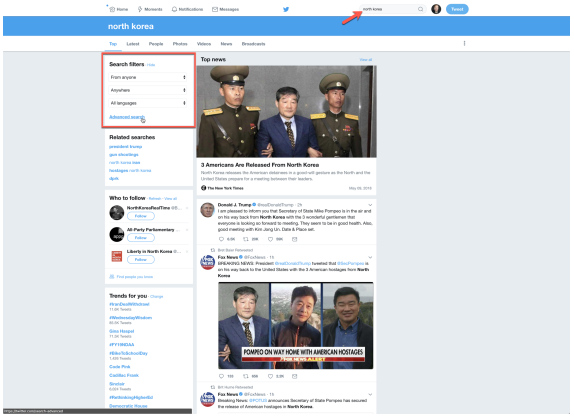
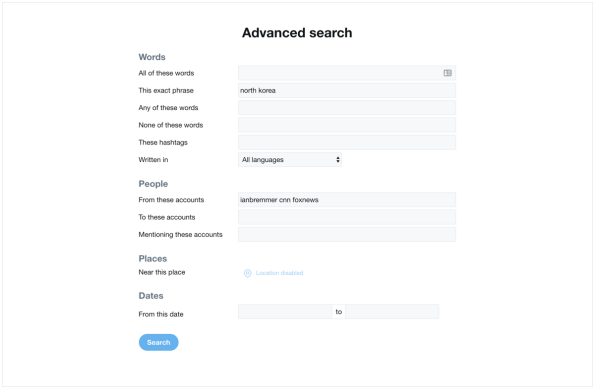
Engagement: Replying



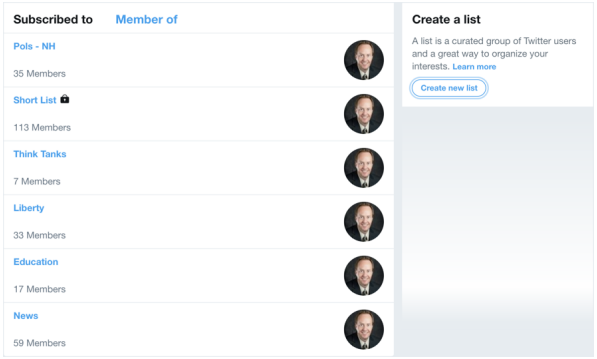


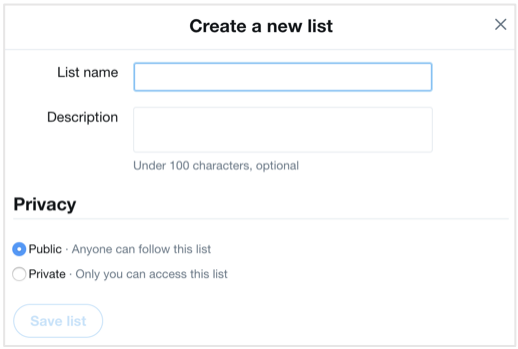
Search





Lists





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List Ideas

- Your “short list” (private)
- Politicos
    - National
    - Local
- Allies
- Journalists (local)
- Issues
- Think Tanks
- News (national/international)

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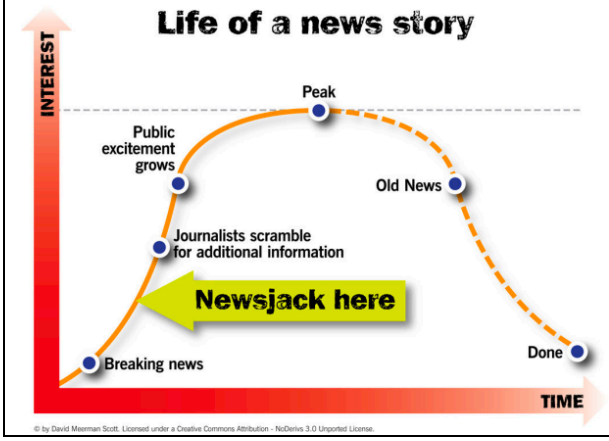
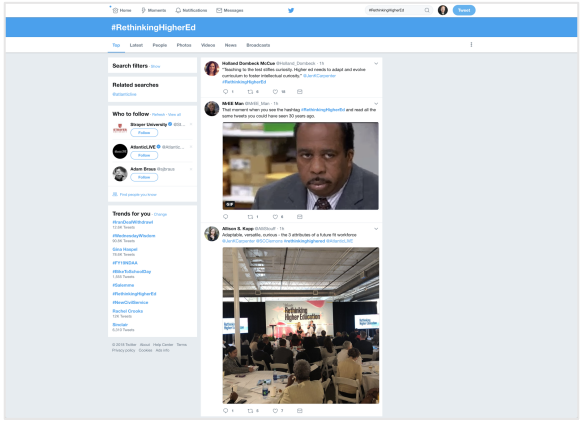
Building Your Audience

Follow-backs

Newsjacking



Hashtags



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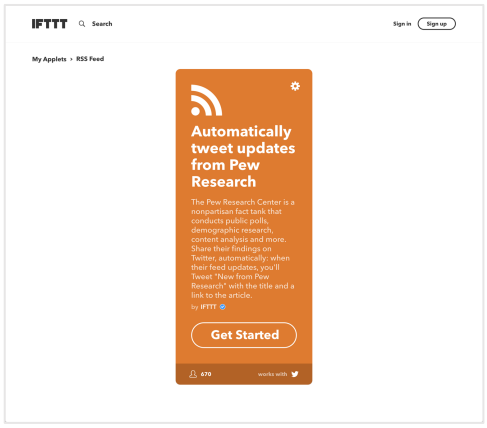
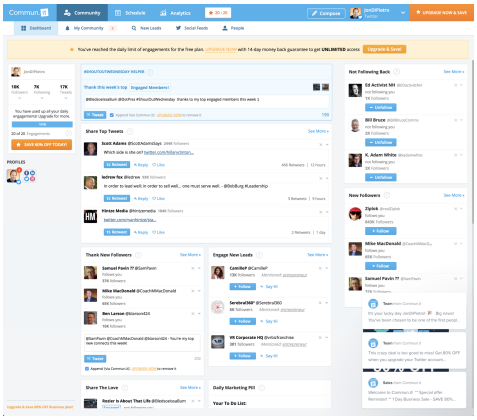
Quality Content

Growth-hacking: Content Automation (IFTTT)



Growth-hacking: Commun.it



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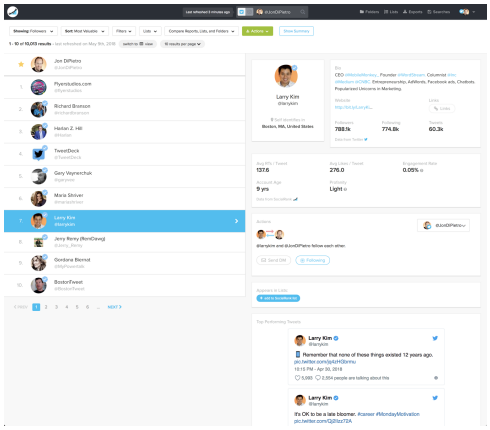
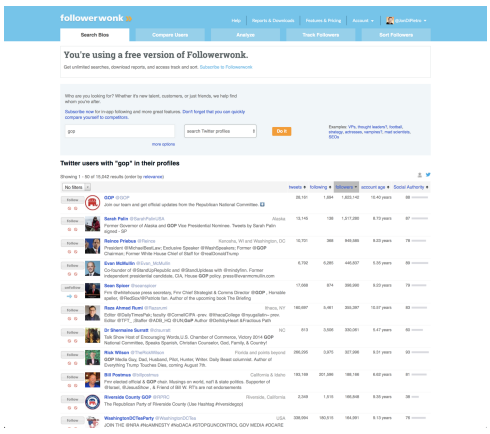
Growth-hacking: SocialRank



Growth-hacking: Followerwonk



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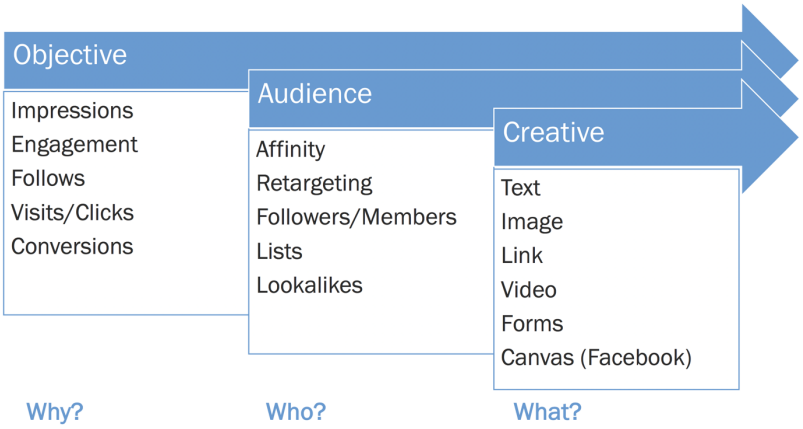
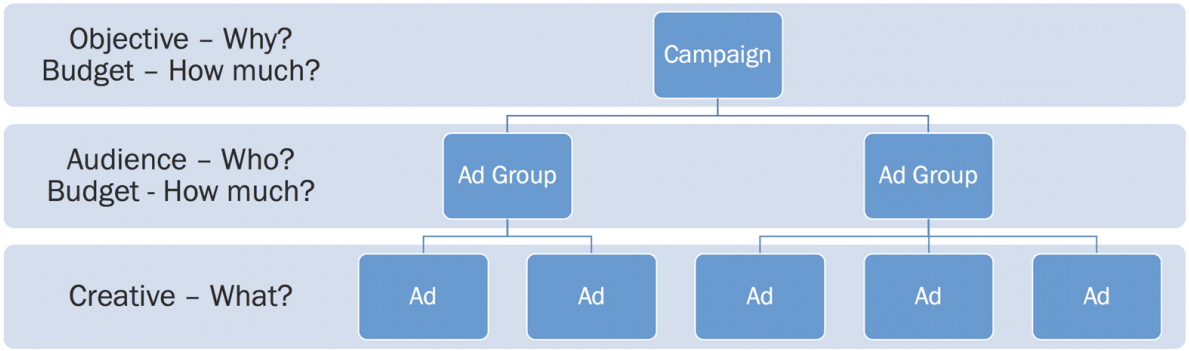
Building a Campaign

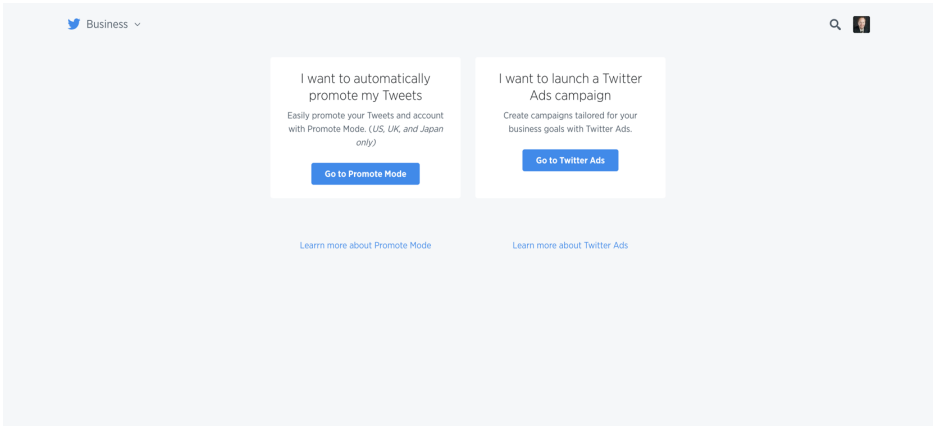
Flashback: Anatomy of Ad Campaigns



Anatomy of Twitter Campaigns



Promote vs. Ads



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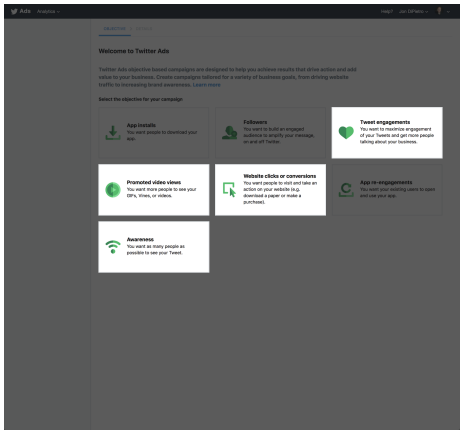
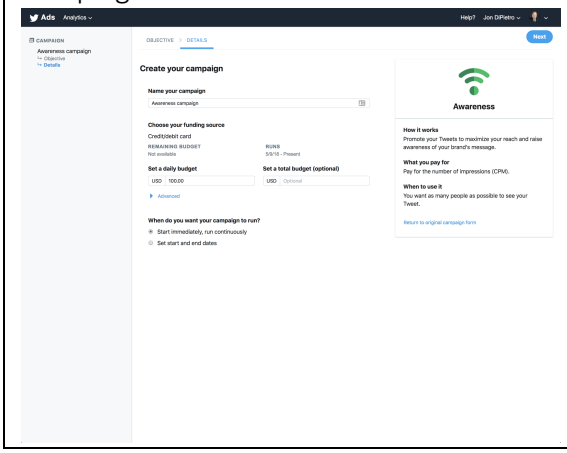
Campaign Objectives



Campaign Objectives

Constituent Stage	Social Cycle	Call(s) to Action	Campaign Objective(s)
Awareness	Listen	Read this article Watch this video	Awareness Clicks/Video Views
	Engage	Read this article Watch this video	Clicks/Video Views Engagement
Engagement	Engage	Like, Share, Comment	Engagement
Conversion	Engage	Join Me Subscribe Sign Up	Awareness Clicks
Excitement	Network	Learn More Tell Me What You Think	Awareness Engagement
Ascension	Sell	Vote for me Donate Volunteer	Clicks
Advocacy	Sell	Share my message Host a house party or event	Engagement Clicks

Campaigns



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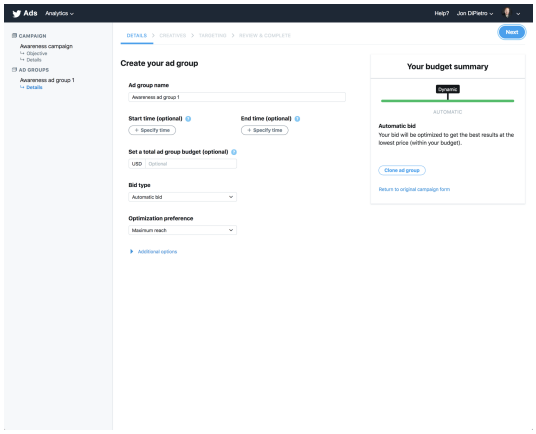
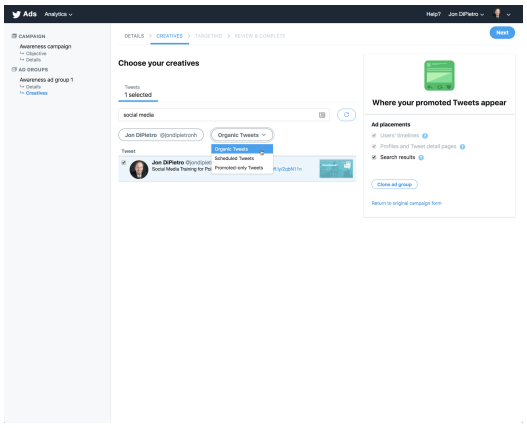
Ad Groups



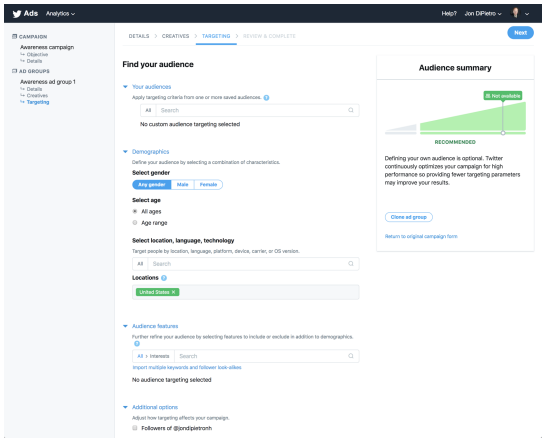
- Name
- Budget (optional)
- Bid Type
- Optimization

Ad Creative



- Organic Tweets
- Promoted-only Tweets

Audiences



- Saved/tailored audiences
- Demographics
  - Gender
  - Age
  - Location, language, tech

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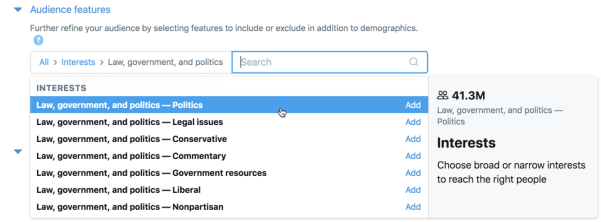
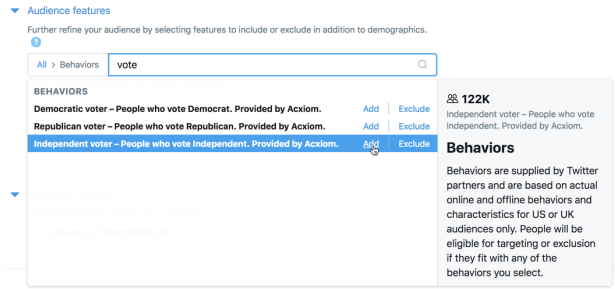
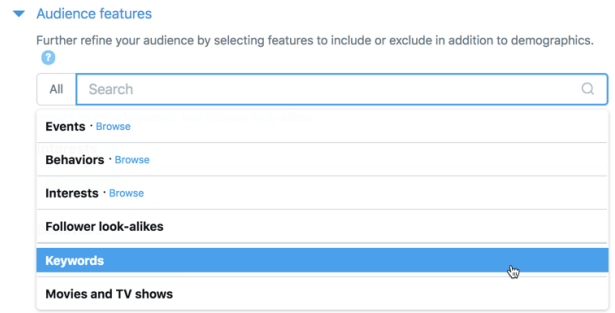
Audiences: Interests



Audiences: Behaviors



Audiences: Keywords



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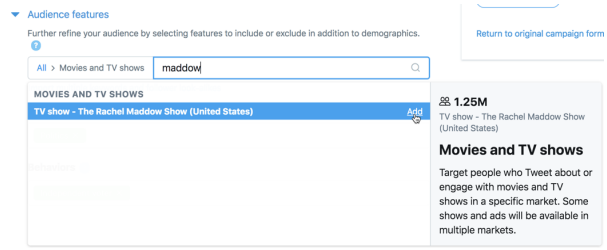
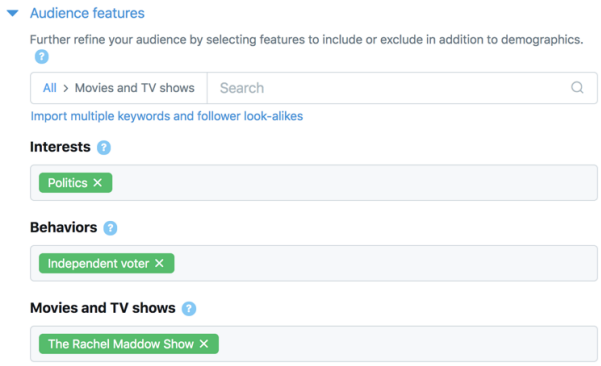
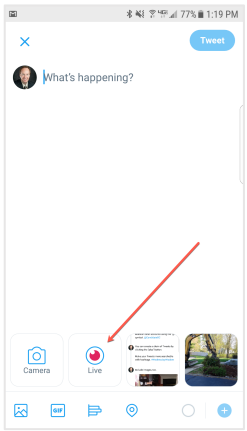
Audiences: Movies & TV Shows

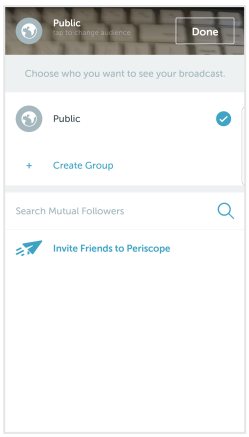


Audiences:



Periscope





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Next Class: Content Essentials

- Overview
- Ten Rules
- Visuals
- Words
- Examples

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