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Twitter Made Easy



Build Your Business with Twitter

SET
the
BARR
Meaningful
Marketing.

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What is Twitter

- A micro blog site that allows 140 characters, photos, videos, and links.
- Twitter is real time communication.
- Before you start any social media site, do yourself a favour and do an online business plan.
- Ask yourself, why do I want to be on Twitter.
- Start with the 5 “W’s”
 - Why or How (This puts focus on your Tweets)
 - Why or how you got your started in your organization. The Why inspires people to want to listen.
 - Example: The WHY of your organization can solve for your followers. Respond to particular question and answers from the organizations you want create an alliance or relationship with.



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Twitter Stats

- 1 Billion + Users
- 271 Million Active
- 78% Mobile Users
- 500 Million Tweets per day
- High Conversation Rates
- 60% of people say they've made a purchase based on something they saw on Twitter
- 43% plan to make multiple purchases from SMB's they follow on Twitter



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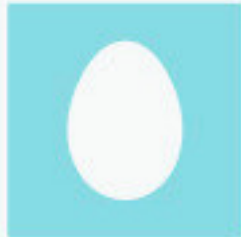
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Creating a Profile

- Go to www.twitter.com and sign up
- Select a unique name (Twitter URL) max 15 characters
- Choose your interests
- Import Contacts
- Confirm Email Address

Perfect Your Profile

Most users will check your profile before they follow you.



Profile picture:

Personal accounts: Use a close-up photo of your face

Business accounts: Use a company logo



Bio:

IT IS SEARCHABLE WITHIN
TWITTER, SO USE THE
160 CHARACTERS
YOU HAVE TO SHOW
PEOPLE WHY THEY
SHOULD FOLLOW YOU.



Take notes from other Twitter bios that you like and write something similar.



The Washington Post declared Hillary Clinton's bio the "best bio ever"

Wife, mom, lawyer, women & kids advocate, FLOAR, FLOTUS, US Senator, SecState, author, dog owner, hair icon, pantsuit aficionado, glass ceiling cracker, TBD...



According to Beevolve, "love" is the most frequently used word in Twitter bios.



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Customizing Your Profile

Profile Photo Tips:

- Professional headshot if you are the CEO, brand or if you are the main face of your business. People are more likely to engage with a headshot than a business logo.

Avoid

- Selfies
- Party Shots
- Blank Blue Head
- Avoid sales pitches

Use this spot to communicate to your users what is in it for them. Ex: Why would they want to follow you.

Setting Up Your Account



Have an account? [Log in](#) ▾

Join Twitter today.

Full name

✓ Name looks great.

Email address

✓ We will email you a confirmation.

Create a password

✓ Password is okay.

Choose your username

✓ Username is available.
You can change it later.

Suggestions: [barrkim8](#) · [Unleash1Freedom](#) · [FreedomUnleash2](#)
· [FreedomUnleash3](#) · [FreedomUnleash4](#)

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.



What are you interested in?

Choose one or more of the options below and we'll suggest some good stuff for you.

Continue

Popular accounts

News

Sports

Humour

Music

Television

Politics

Art & Design

Technology



Step 3 of 6

Suggestions just for you.

Based on your choices, here are some suggestions for you. We recommend [following](#) all of them!

Follow 40 & continue

Suggestions for you



Rick Mercer @rickmercer
Anger is my cardio.



TechCrunch @TechCrunch
Breaking technology news, analysis, and opinions from TechCrunch. The number one guide for all things tech.



Mashable @mashable
News, resources, inspiration and fun for the connected generation. Tweets by @mashable staff.



CBC News @CBCNews
Canadian breaking news and analysis from





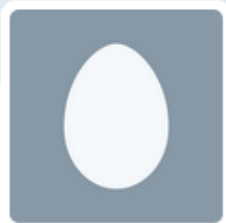
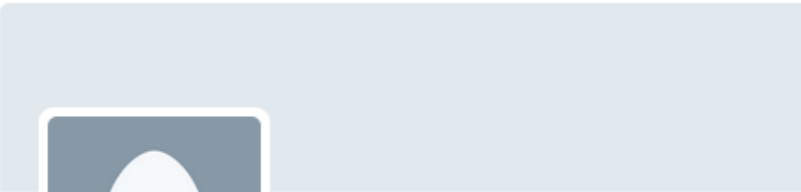
Step 4 of 6

Customize your profile.

Add a photo to show your unique personality and style.

Continue

Skip this step for now



Freedom Unleashed
@FreedomUnleash1

 Take photo

 Upload photo



Step 5 of 6

Find people you know.

Find people you know so you can see what they're sharing. Don't worry, we won't email your contacts without your permission.



Upload your Gmail contacts

[use a different email service](#)



Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone

[Skip this step](#)



Step 6 of 6

We found people you know.

Follow them all. You will be able to easily add or remove people anytime.

Follow 29 & continue

People you know



Set the Barr @SetTheBarr

Website Development, Social Media Training, Social Media Management, Social Media Consultation, Setup and Design, Video Production and more.



EON @EastOntNetwork

Eastern Ontario Network (formally BNTV/Brocknews) is a local Internet TV, News, Information and More Serving Eastern Ontario



Buds on the Bay @Budsonthebay

Brockville's premier waterfront restaurant





Freedom Unleashed

@FreedomUnleash1

TWEETS
0

FOLLOWING
26

Who to follow · Refresh · View all



Sara Piracha @SaraMari

+ Follow



EEC @JobsBrockville

+ Follow



Josh McCormack @joshmc...

+ Follow

Find people you know · Popular accounts



What's happening?



The New York Times @nytimes · 6m

The Working Life: A Job of Forecasts, Unpredictable by Nature nyti.ms/1AfFaRw

← ↻ 21 🛡️ ★ 14 ⋮

[View summary](#)



Harvard Biz Review @HarvardBiz · 7m

Innovation needs a system. Listen to how to organize corporate creativity: s.hbr.org/1BFgsb7

← ↻ 38 🛡️ ★ 27 ⋮

[View media](#)



TechCrunch @TechCrunch · 10m

The sights and sounds of the @BMW i8 on.tcm.ch/l/MoA8





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Things to Remember

- Branding
- Profile pic – logo and brand
- Bio, (elevator pitch) short but with a reason to follow you. Website link and a reason to go to your website educate
- Draw users attention and keep it close to your brand/organization so it is easy to identify
- **Pin Tweet** to highlight for people to continue to see. Great for product launch, registration events etc.

Apps Heritage Hardwood Juicing for Weight Loss The First 7 Weeks Of Free 21 day green s Cleaning Hardwood Perfect Floor - Hard Eufora International



Home Notifications Messages Discover Search Twitter



Ottawa Sport Council
@SportOttawa

TWEETS **948** FOLLOWING **844** FOLLOWERS **1,018**

Who to follow · Refresh · View all

-  **Mrs. O @MrsOsSens**
Followed by Oil Changers a...
[Follow](#)
-  **Globe Small Business** ✓ @...
[Follow](#)


Popular accounts · Find friends

Trends · Change


- #SuperBowlSunday
- #SB49
- Waffle House

What's happening?


Orleans Dodge @Orleansdodge · 9s
Orleans Dodge is a proud supporter of local #Orleans skating rinks! #Ottawa




Ouellette



Valin





Jeanne D'Arc



Fallingbrook

Expand

 Nick Kellet retweeted

 **Robert Caruso @fondalo · Jan 6**
9 Reasons To Use Lists on List.ly in 2015 #Wordpress via @bobwp
goo.gl/jkxFkH via @NickKellet

1 2

Find New Followers



Find and follow people that share your interest and are in your industry.



Follow those that are engaged in the posts that you are commenting on and retweeting.



Find and follow influential people within your industry and retweet their posts.



Use Tweet Grader, Twitter Search and other similar tools to help you find Twitter users within your industry.



Search hashtags within your niche and join in on conversations.

Follow the people your followers follow.

People are more likely to follow you if you are following them, so follow as many people as possible.



Some Twitter users create public lists that other users can subscribe to.

This is a quick way to access hundreds of vetted Twitter users and potential followers within your target audience.



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Terminology

- Tweet – 140 characters
- Retweet (RT) – A tweet you forward on to your followers
- Mention (MT) – Include the @ sign followed by user name and it is a great way to show someone you mention them
- Hashtag (#) – organize topics of conversation.
- Follow – Someone that opts in to see your timeline



Ottawa Sport Council retweeted



Cardel Homes Ottawa @Cardel_Homes · Dec 29

“@HockeyCanada: #Canada skates away with the win over Finland.

Stats: bit.ly/1JYguzF

#WJC2015 #CanVsFin ”

Mention

Link

Hashtag



Reply



Retweet



Favourite



[View more photos and videos](#)



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How To Grow Your Followers

- Import email addresses from your email account
- Decide who to follow, partners, other sporting organizations, suppliers, community, etc.
- Search your geographic location
- Search.Twitter.com to search keywords and hashtags associated to your industry I.E. #YearOfSport
- 2X more engagement with Tweets that have photos and videos
- 173+ % more engagement with Tweets that use multiple images



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Remember

- Talk to people not at them. Tell a story!
- Tweets are a reflection of your group or sporting organization but they do not need to be formal
- 80% of your Tweets should focus on driving interaction with others.(RT, Reply, Favourite)
- 20% Product, purchases

Tweet More

More tweets = More followers

According to a study conducted by Beevolve:



<1000

Users with fewer than 1,000 tweets usually have less than 100 followers.



>10000

Those that have tweeted more than 10,000 times have between 1,001-5,000 followers.



>15000

Those with more than 15,000 tweets have between 100,001 to 1 million followers.

Those who post on a regular basis tend to have more followers.

SCHEDULE TWEETS WITH TOOLS LIKE HOOTSUITE SO THAT YOU ARE CONSISTENTLY POSTING, EVEN WHEN YOU ARE BUSY.

Be careful when using these tools, too many posts or impersonal broadcasts may turn followers away.



USING HASHTAGS CAN GROW THE VISIBILITY OF YOUR TWEETS.

DON'T OVERDO THE HASHTAGS.

*You will see **21%** more engagement when using one or two hashtags compared to using three or more.*



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Tweet for Direct Response vs Engagement

Engagement:

- Followers are more likely to respond to Tweets that are funny, newsworthy, trending or inspirational
- Ask for what you want
- Seize the moment

Direct Response:

- Compelling offer
- Peaks curiosity
- Call to action
- Urgency

Keep Followers Engaged

Communicate with your followers:

-  Mention them
-  Retweet their tweets

Keep your followers engaged by tweeting content that is interesting to your target audience.



- ★ USE GOOGLE ALERTS TO STAY UP TO DATE ON TOPICS YOUR TARGET AUDIENCE IS INTERESTED IN, THEN TWEET ABOUT IT.

- ★ POST PRODUCT-FOCUSED CONTENT OCCASIONALLY, NOT ALL THE TIME, AND PRESENT IT IN A WAY THAT ISN'T OVERLY PROMOTIONAL.



When you aren't using this type of content, give them something educational or interesting. According to Buffer App, tweets including links are 86% more likely to be retweeted.



- ★ SHARE PHOTOS AND VIDEO



For example, realtors can share tours of a new house and store owners can share photos of their new window display. According to Buffer App, tweets that include image links get 2x more engagement than those without.



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Get Found with #Hashtags

1. Join existing conversations
2. Add value to the conversations
3. Keep in mind, less is more. Don't use too many #Hashtags in a tweet
4. Keep it recognizable and simple. Capitalize each word...
#YearOfSport



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Pinning Tweets

Allows you to pin a post to the top of your page or profile, giving new life to old content and providing a quick win to get your most important updates even more exposure.

How to Pin an Update on Twitter?

1. Visit your Twitter profile page.
2. Find a tweet you want to pin.
3. Click the three-dot icon that appears at the bottom right side of the tweet, next to the star.
4. From the drop-down menu, select “Pin to your profile page.”



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Pinning a Tweet

A screenshot of a Twitter profile page for Ottawa Sport Council (@SportOttawa). The page shows a tweet from March 22 about a webinar. A context menu is open over the tweet, with red arrows pointing to the "Pin to your profile page" option. The menu options are: Share via Direct Message, Share via email, Embed Tweet, Pin to your profile page, and Delete Tweet. The tweet text is: "Register for I'm a Coach- Now What? - Understanding Your Legal Obligations - 3rd webinar of the @SportOttawa series March 25 - NOON". The tweet has 3 retweets and 1 star. The page header includes navigation links for Home, Notifications (2), Messages, Discover, and a search bar. The Ottawa Sport Council logo is visible in the top right corner.



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Create a List

The screenshot shows the Twitter mobile interface. At the top, there are navigation tabs for Home, Notifications, Messages, and Discover. A search bar is visible with a red arrow pointing to it. The main content area shows the 'Notifications' page for the user 'Ottawa Sport Council'. The profile menu is open, and the 'Lists' option is highlighted with a green circle. The notifications list includes a tweet from @3rdand1Football, a notification that 8 others followed the user, and a notification that SIRC retweeted a tweet mentioned in a previous tweet.



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Making a List

Home Notifications Messages # Discover Search Twitter Tweet

OTTAWA FURY FC
@OttawaFuryFC
Official Twitter Page of Ottawa Fury FC / Fury FC D'Ottawa of the North American Soccer League (NASL)
Ottawa, ON
ottawafuryfc.com
Joined October 2012

TWEETS 8,766 FOLLOWING 2,181 FOLLOWERS 7,968 FAVORITES 2,904 LISTS 1

TICKETS ON SALE NOW!
BILLETTS EN VENTE DÈS MAINTENANT !
HOME OPENER / MATCH D'OUVERTURE
SAT APRIL 18 / SAM 18 AVRIL
3 PM / 15 H
PRESENTED BY PRESENTE PAR OTTAWA SUN .com

Tweets Tweets & replies Photos & videos

Ottawa Fury FC @OttawaFuryFC · 9h
Carolina in the morning #WeAreFury

Ottawa Fury FC @OttawaFuryFC · 21h
"Phil will come back sooner than we think. He has a great mentality and we all wish him a fast recovery" - MDS on Phil Davies injury

Tweet to @OttawaFuryFC
Send a Direct Message
Add or remove from lists...
Mute
Block
Report
Turn off Retweets
Turn on mobile notifications
Embed this Profile



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Engage Your Audience

Everyday Moments

- World - Olympics
- Cultural – Holidays, Events
- Personal – Engagement, Milestone, Accomplishments
- TV – Sports, Games
- Ask questions, listen and respond
- Keep it timely - Twitter is real time
- Give the inside scoop – employee profiles, birthdays, wins, celebrations, any charity events



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Drive Direct Response

You want your followers to “Take Direct Action”

Examples:

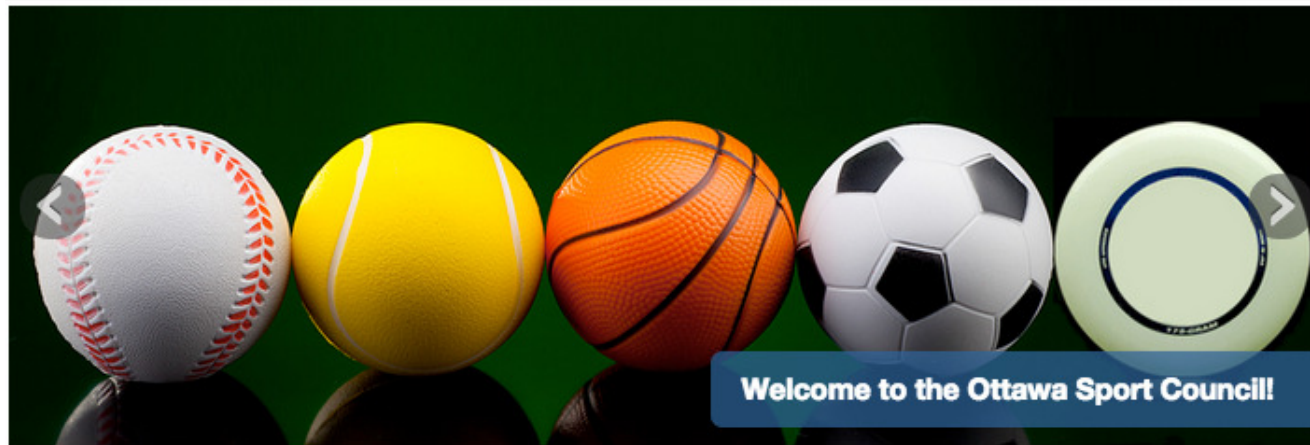
- Visit your website
- Make a purchase
- Submit their information
- Share a post



English Français

Search

About Member Benefits Events and Celebrations Join/Volunteer Find a Sport Knowledge Sources News Contact



What's New?



Physical Literacy Workshop – January 2015-

The goal of this workshop is to cover a broad introduction to the concept of physical literacy. Participants will take part in an interactive session that will help to define physical literacy, and how to integrate its concepts to improve programs.



What New Year's Resolutions can mean for your health-

The holidays are a time of family, joy and often reflection. We take the time to look back at the past year and evaluate our success and where we need to improve. There is the usual conversation about New Year's resolutions and goal setting, with the focus on healthy lifestyle and weight loss. This year, when you take time to reflect, make sure you put a plan in place to assist with achieving your overall health goals.



Survey of Not-for-Profit Community Sport and Recreation-

Your not-for-profit organization is invited by the Ministry of Tourism, Culture and Sport to complete a brief, fully confidential survey which will help the Ministry in its efforts to support sport and recreation in Ontario.

Join

- > Join as an individual
- > Join as a sporting organization
- Join our newsletter

Add

- > Add your sporting organization

Like



Follow



Nominate your favourite sporting hero!

> Nominate



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Twitter Ads and Measuring

You can measure things like:

- Website, Leads, or Sales
- Target based on location, gender, mobile device etc.

Ads/Twitter

- See how many views your tweets have received
- Track how many retweets, replies, favourites, clicks on links in a 4 week span
- Analytics of individual tweets
- Export data for saving

Promote Your Twitter

Promoting online, in emails and on your site is important, but it is also important to promote offline.

Promote your Twitter account everywhere!



In your store window:
Display a sign in your store window encouraging customers to follow you.



Business cards:
Use a simple customized user name that is easy for others to read and search for online.



Advertising:
Add links or info on your Twitter account to all types of advertising (magazine, newspapers, radio, TV).



Marketing material:
Include your Twitter info on all of your marketing material, including brochures, magazines, posters, media packets and promotional material.



Events:
Include your Twitter info on all promotional materials used at your event, whether it is a poster at your stand or on flyers you are handing out.



Conversation:
When you meet new people, make new connections, have phone calls or meetings, mention your Twitter and encourage them to follow you.

Example of Twitter Card



Join our growing email list for awesome, actionable [#socialmedia](#) advice, delivered daily!



Join our list to receive daily social media tips!

**Our Best Social Media Tips
Delivered Daily - Join now!**



[Join the list!](#)



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What are Twitter Cards?

- Here are two important things you need to know about the Twitter Ads portal. When creating a campaign, you'll be given the option to select either **an objective-based** campaign – gaining followers or driving traffic to your website – or create your own **custom** campaign.

Objective-based

- If you select a particular objective before creating your campaign, Twitter will automatically recommend the Twitter card most suited to your purpose. This is great for beginners.

Custom

- Every option of Twitter card and much more will be open to you. Custom campaigns are best for people well acquainted with running ads.



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8 Types of Cards

App Card

- An app is ideal for brands that have a mobile application that they want to drive Twitter users to the app store to download!

Gallery Card

- Gallery cards are similar to photo cards, except they're roomy with space for four photos. Gallery cards are ideal if you want to show off a product gallery or images hosted on your.

Lead Generation Card

- Lead generation cards can be used to gather email addresses and assist in creating a database. Lead generation cards streamline the process of collecting email addresses.



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Photo Card

- Photo cards make a single image the focus of your Tweet and can be linked. Photo cards are ideal for visual with a rich photo experience in-feed.

Player Card

- Player cards are the place to be for music, video, and any other multimedia you want to share as part of your Twitter Ads campaign.

Product Card

- Product cards are for online retailers to display their stock on Twitter. Provides you with ample space for an image, a description of up to 200 characters, key details about the product, and space to add price and even stock availability. Twitter users can then click through to your website to purchase the item.



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Summary Card

- Summary cards are Twitter's reliable go-to card. The 'default'. Best of all, summary cards were made for web content. Summary cards include a title, description, thumbnail image, Twitter account attribution (where appropriate), and a direct link to your content. They're ideal for blog posts, articles, and any other web.

Website Card

- Website cards exist to direct users to your website, landing page, or any landing page you wish to send them to. Website cards have space for a horizontal image, room for any text you'd like to add, a link to your site, and a big call-to-action.



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Analytics

The screenshot displays the Twitter interface for the Ottawa Sport Council (@SportOttawa). The top navigation bar includes Home, Notifications, Messages, Discover, and a search bar. The profile header shows the Ottawa Sport Council logo, name, and statistics: 1,013 tweets, 997 following, and 1,185 followers. A dropdown menu is open, showing options like View profile, Lists, Help, Keyboard shortcuts, Twitter Ads, Analytics (circled in green), Settings, and Log out. The main content area shows a tweet from Karen Williams (@nivekpublishing) and a tweet from Modern Housewife (@Modern_Wife).



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Plan Your Content

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
April 2015						
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	Notes:	



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Twitter Dimensions

- Header 1500 x 500 (Cover Photo)
- Profile photo 400 x 400 (Logo)
- Shared photo 1024 x 512
- In-stream photo preview 220 x 440

Worthy mention – Tag photos



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Resources

- Twixclusive – an offer that only your followers can only find on Twitter
- Flock to unlock – Incentive for your followers to re-tweet your offer to receive an exclusive discount through Twitter. Go to Business.Twitter.com for information
- Hootsuite
- JustUnfollow
- PicMonkey
- SurveyMonkey
- Aweber

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Get in touch

Marcia Morris

Executive Director, Ottawa Sport Council

marci@sportottawa.ca

SportOttawa.ca

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