

Rogers State University



Tweeting Tips

For President's Leadership Class

By Monique Demarais

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Tweeting Tips

Twitter is an important avenue of new media. It allows an individual to write 140 character posts about daily activities, events, words of advice and basically anything that comes to mind. Using a Twitter account to promote an organization and/or event is something that is becoming increasingly popular. Though tweeting about an event seems easy and maybe even mindless, there are strategies behind promoting events. The following are tips to help make tweets efficient and effective.

1. Create a hashtag for the event that the organization can use as well as others.
(Mendelsohn, 2011)
2. Encourage others to tweet about the event using the hashtag in their tweets, ex. encourage the acts in the talent show to tweet about the event after they try out and a few days before the event. (Mendelsohn, 2011)
3. Use rich media that create an interest, ex. pictures or videos. (Vila, 2011)
4. Keep it interesting. Don't keep posting the same information about the event from day to day. Find something new to say about the event, like an interesting fact or even ask a question.

Works Cited

Mendelsohn, T. (2011). Using Twitter and LinkedIn to promote your event. Retrieved from Socialbrite.org

Vila, S. (2011). 12-step guide on how to live-tweet an event. Retrieved from Socialbrite.org