How to take your Twitter account to the next level.

Haydn Corrodus
Tech Champion for Social Media, Digital Culture Network
Haydn.corrodus@artscouncil.org.uk
@Ace_Dcn

Digital Culture Network

ARTS COUNCIL ENGLAND

Introduction

Housekeeping

Platform introduction from Katy Minshall

Platform features and how to use them

How to build an audience

How to measure results

New features and insights from the lockdown with Katy

Final Thoughts

Digital Culture Network

ARTS COUNCIL ENGLAND

Katy Minshall

Head of UK Government, Public Policy & Philanthropy | Twitter

EE
6:32 PM
71%
Edit profile
Digital Culture Network
@ace_dcn
The DCN is here to help develop your organisation's digital skills. Working across the arts & culture sector, the DCN is led by nine specialist Tech Champions.
England
Joined August 2019
111 Following
1,840 Followers
Tweets
Tweets & replies
Media
Likes
Pinned Tweet
Digital Culture Network @a... · 11/6/19
The #DigitalCultureNetwork's Tech Champions are digital specialists, on-hand to provide support and training for the arts and culture sector!
Find out how we can help your organisation below or get in contact

Your turn.

Platform features and how to use them

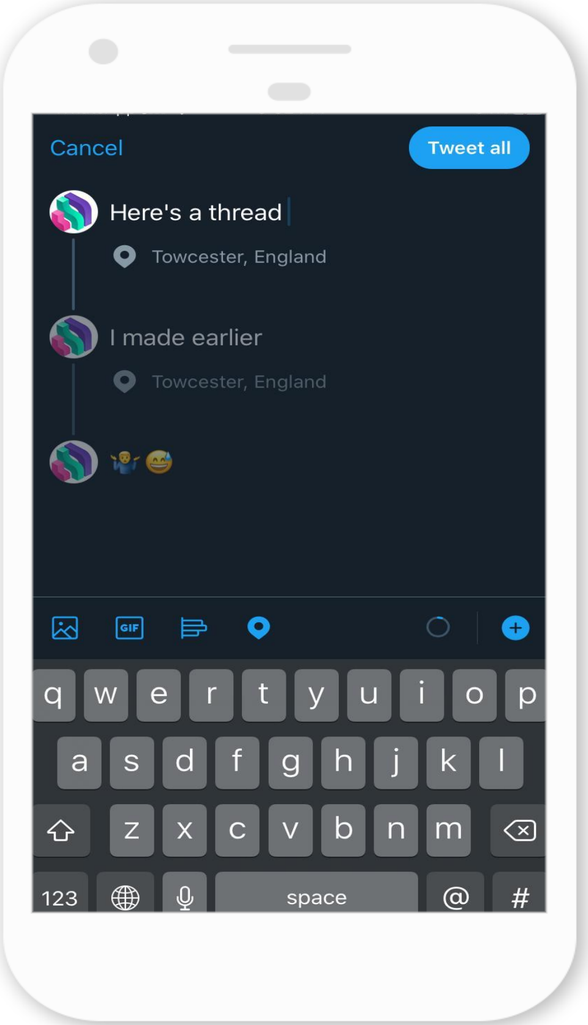
Platform features

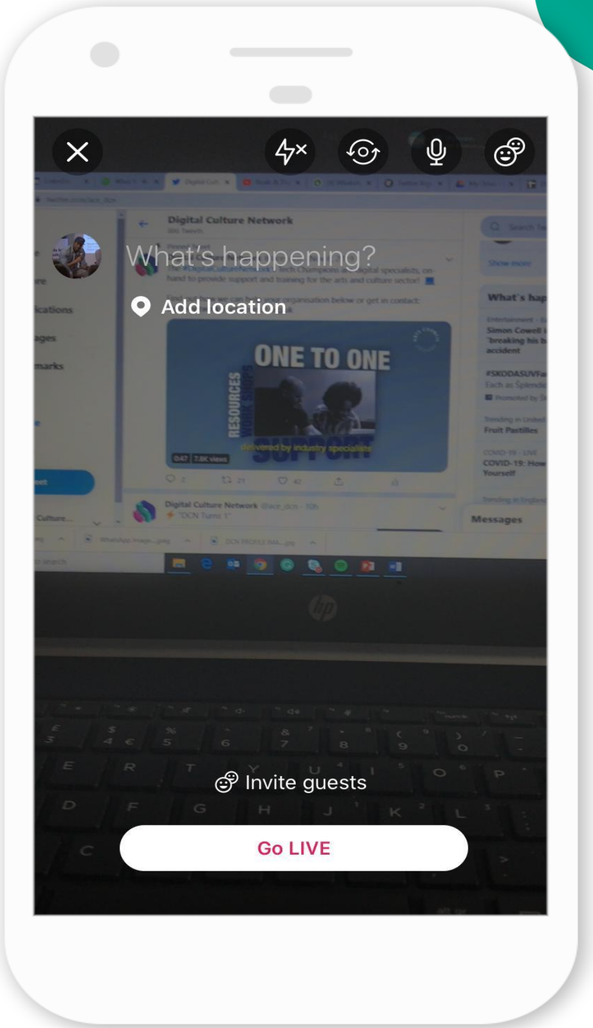
Optimise profile

Threads

Live streaming

Post features





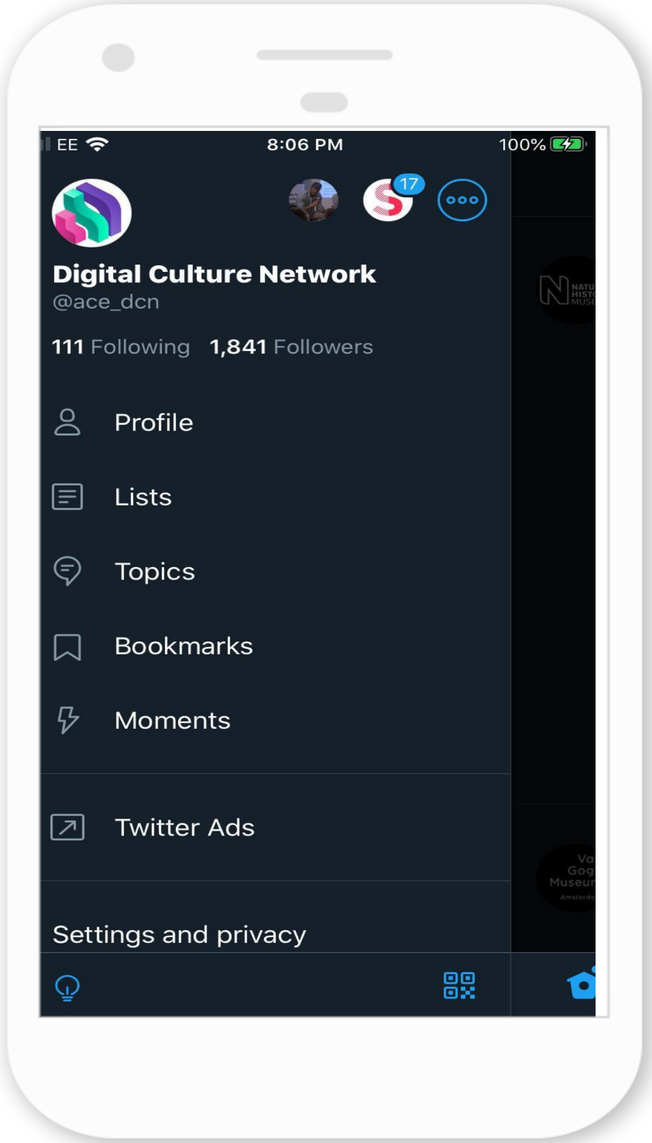
Optimised Profile

You have a 160 characters

Add your website

Use key words

Profile features

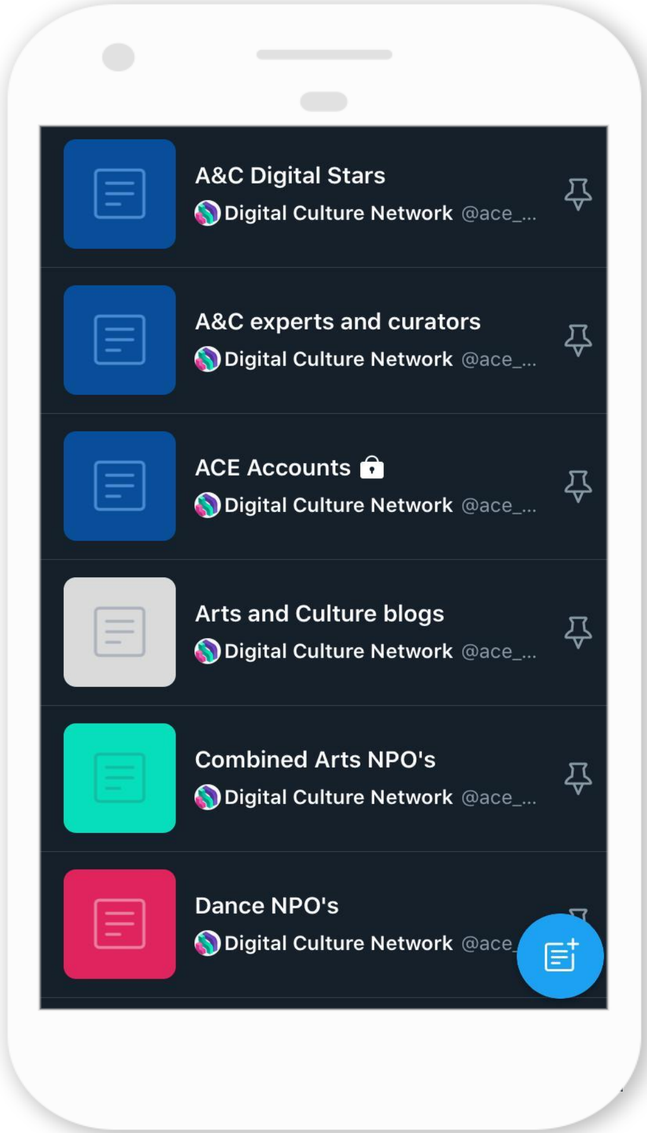


Great for content curation

Building an audience

Engaging with your communities

Profile features - Lists

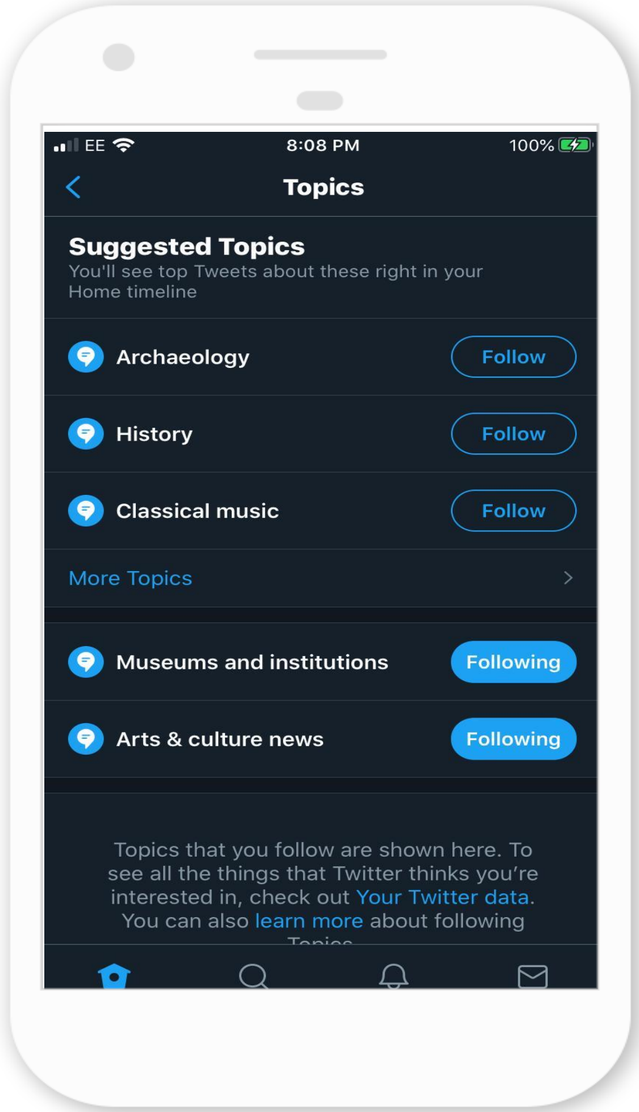


Curate relevant timelines

You don’t have to follow them

Easier to stay informed

Profile features - Topics

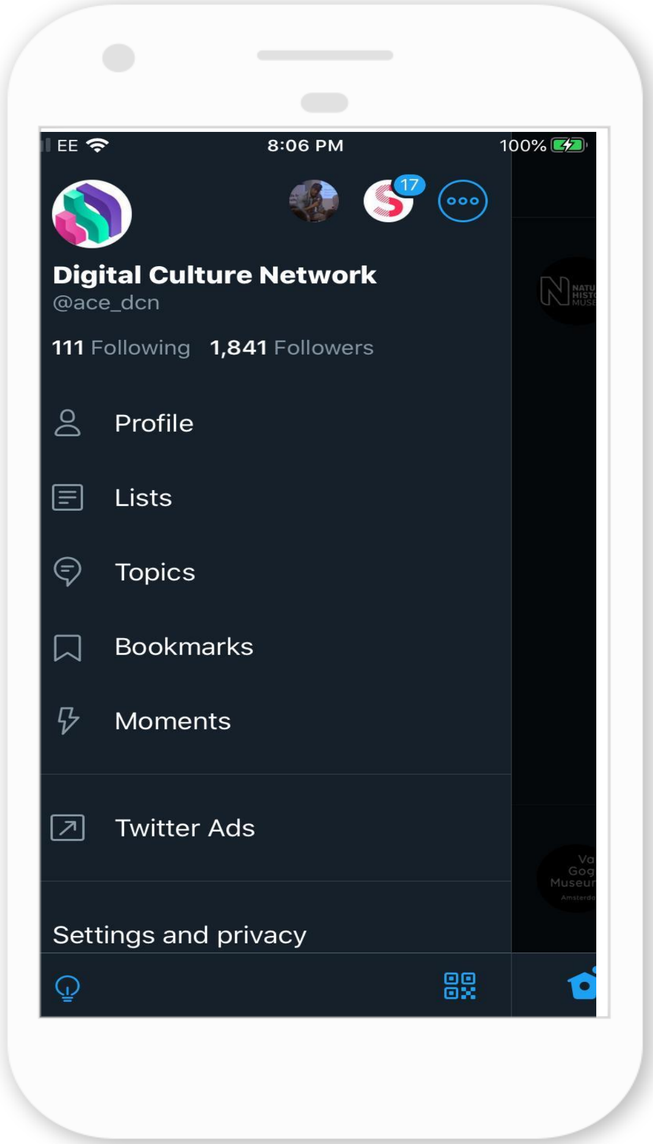


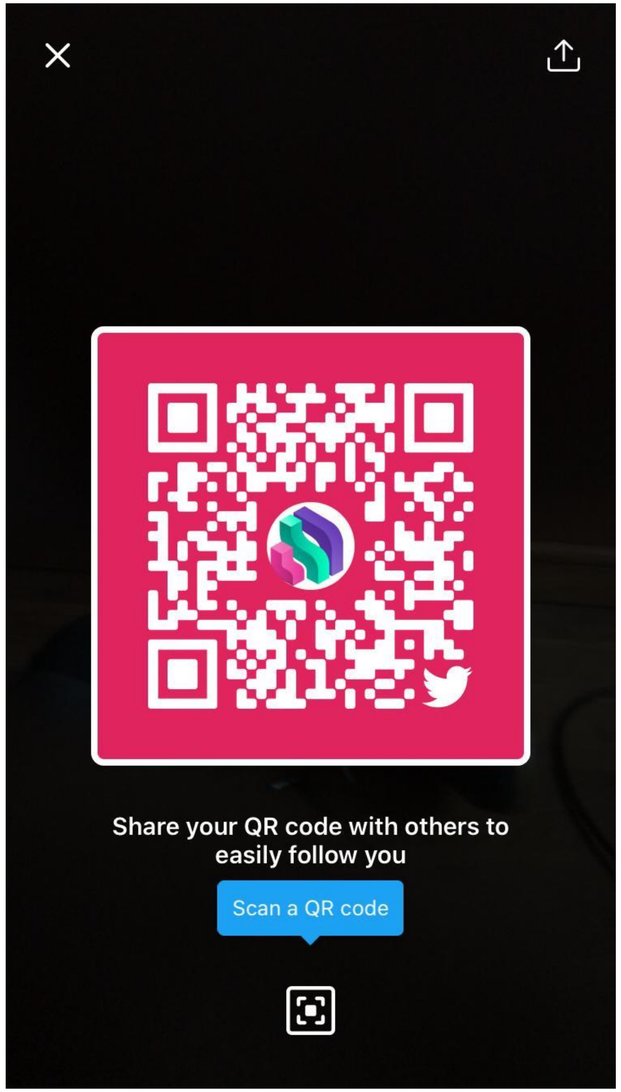
A good way to join relevant conversations

Tends to be the most interesting stories

Good way to boost org awareness

Profile features – QR Code



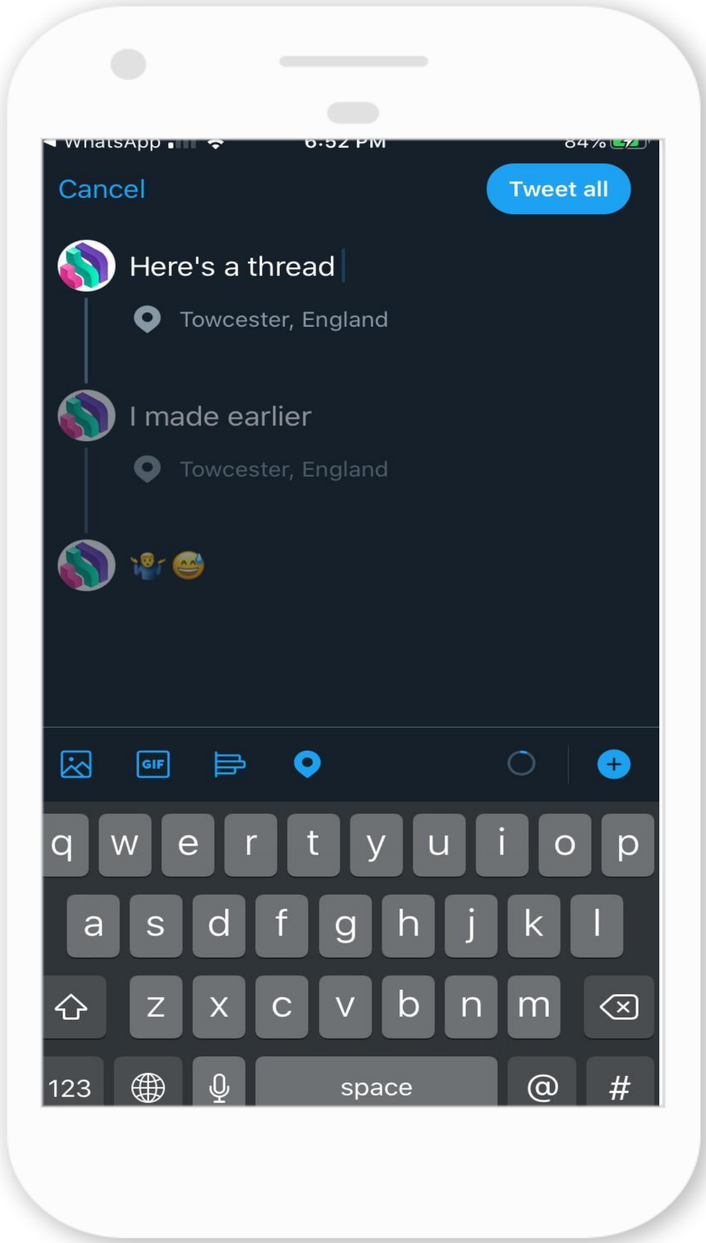


Increase followers

Easy to use

Can be used with other promo assets

Threads

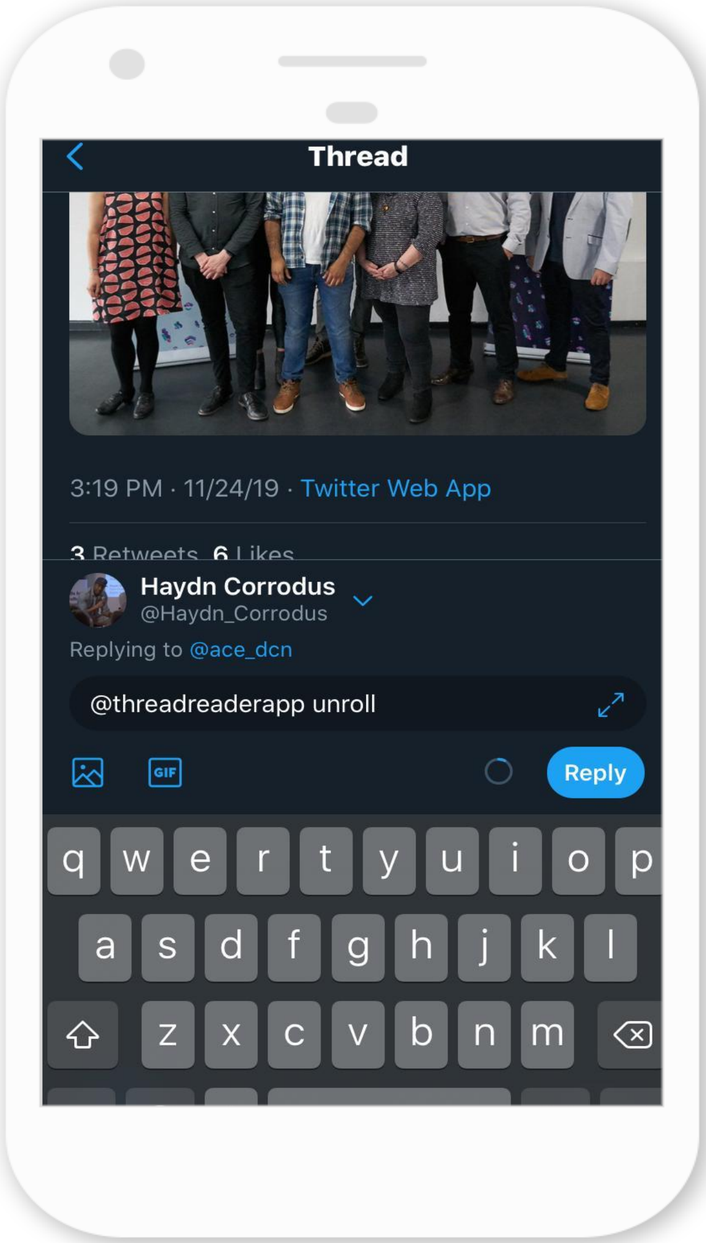


Have a clear purpose/story

one idea/point per Tweet

Consider your audiences

Threads

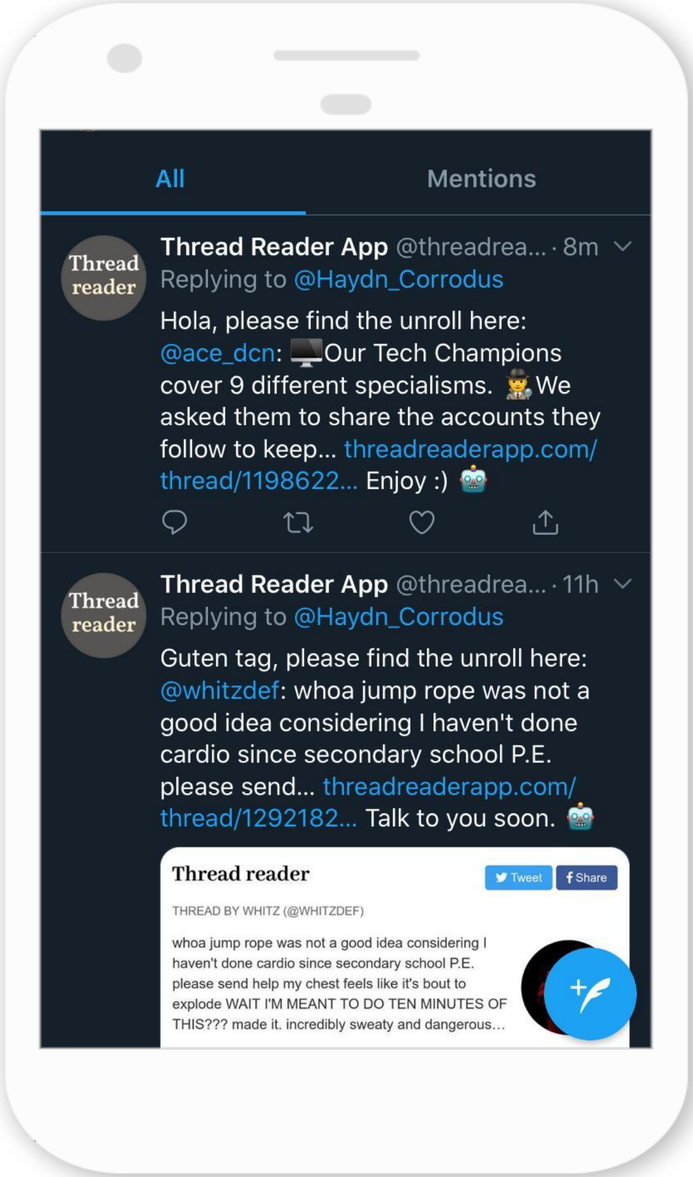


@threadreaderapp

Easier to follow threads

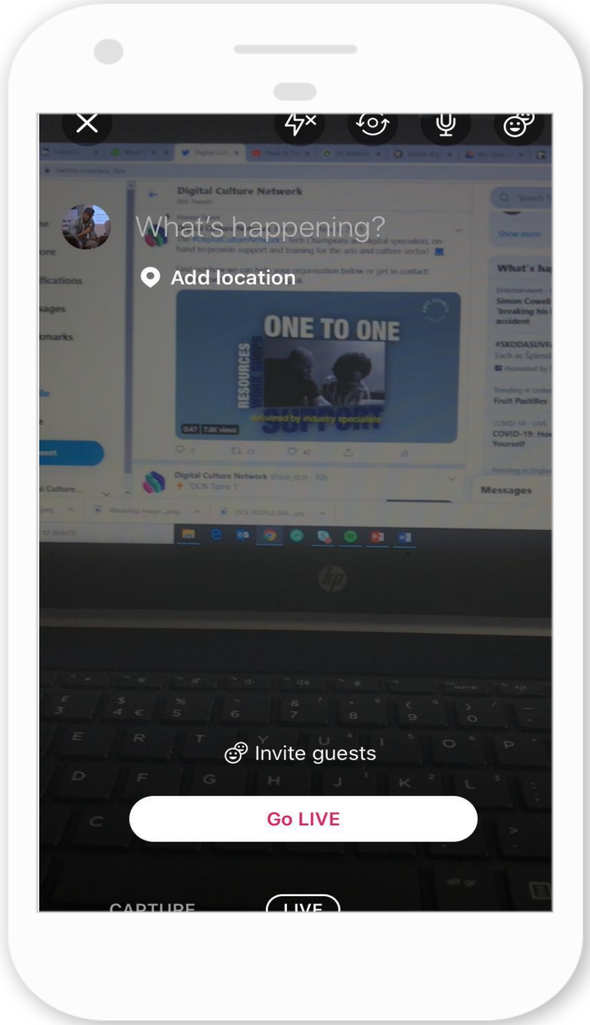
Makes thread more accessible

Threads


All
Mentions
Thread reader
Thread Reader App @threadrea... · 8m
Replying to @Haydn_Corrodus
Hola, please find the unroll here: @ace_dcn: 🖥️Our Tech Champions cover 9 different specialisms. 🤠We asked them to share the accounts they follow to keep... threadreaderapp.com/thread/1198622... Enjoy :) 🤖
Thread reader
Thread Reader App @threadrea... · 11h
Replying to @Haydn_Corrodus
Guten tag, please find the unroll here: @whitzdef: whoa jump rope was not a good idea considering I haven't done cardio since secondary school P.E. please send... threadreaderapp.com/thread/1292182... Talk to you soon. 🤖
Thread reader
Tweet
Share
THREAD BY WHITZ (@WHITZDEF)
whoa jump rope was not a good idea considering I haven't done cardio since secondary school P.E. please send help my chest feels like it's bout to explode WAIT I'M MEANT TO DO TEN MINUTES OF THIS??? made it. incredibly sweaty and dangerous...

Tr
Digital Culture Network
Follow @ace_dcn
1,840 followers
Nov 24th 2019, 6 tweets, 5 min read
Bookmark
Save as PDF
My Authors
🖥️Our Tech Champions cover 9 different specialisms.
🤠We asked them to share the accounts they follow to keep up with breaking news within their field. You can check out some of
Tweet
Share

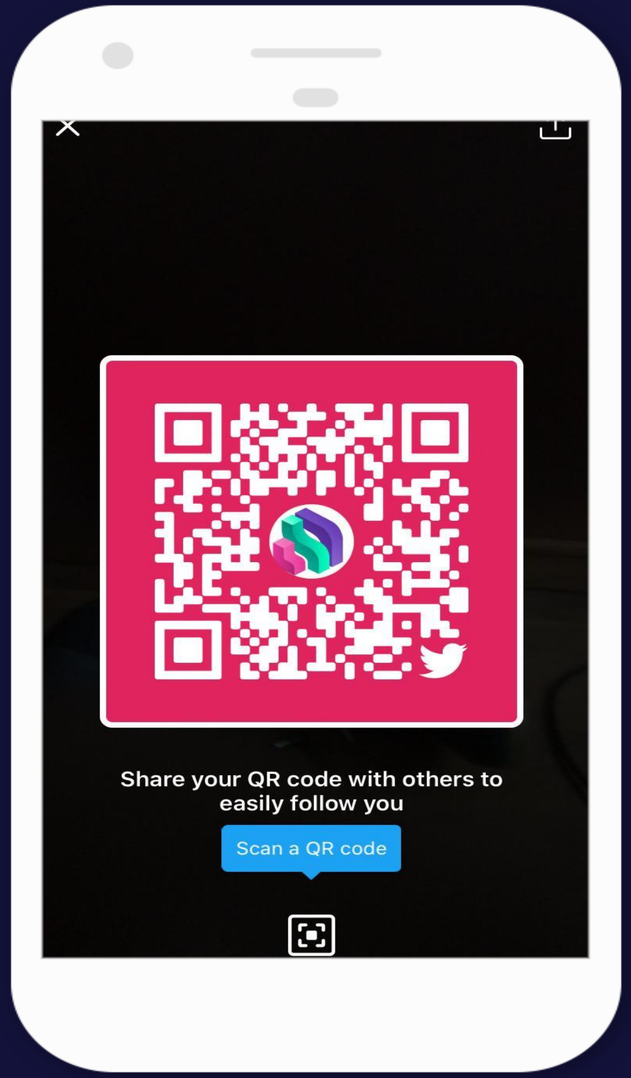
Livestream



Sign up via Periscope

You can stream directly to your audience

It's not a tool I've seen used a lot in the sector



Your turn. Using the QR code

How to build an audience

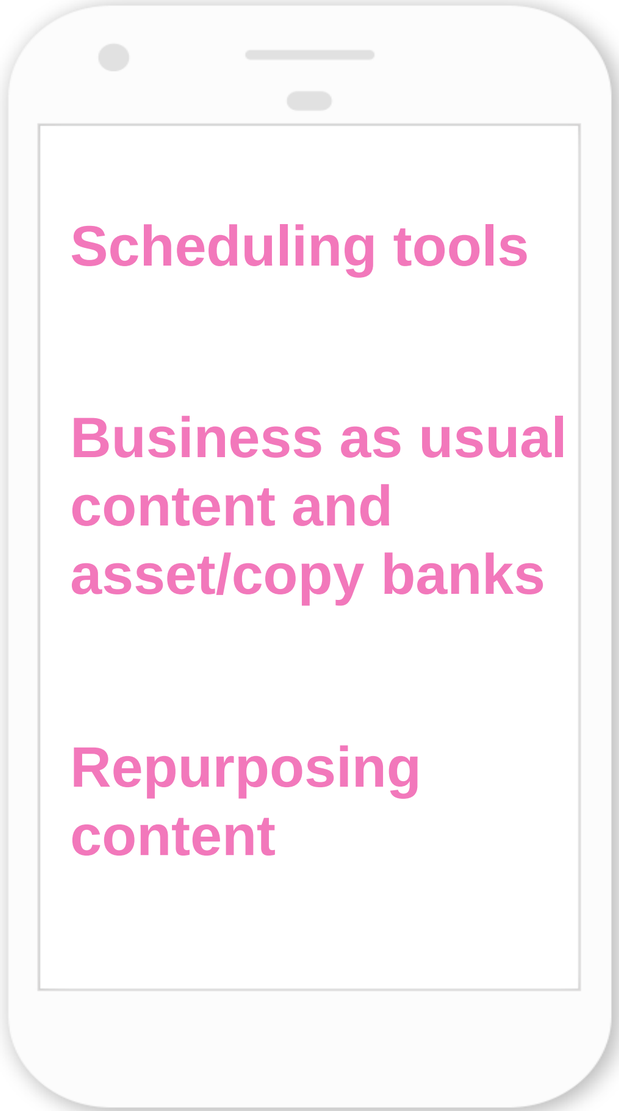
Every second, on average, around **6,000** tweets are tweeted on Twitter which corresponds to over **350,000** tweets sent per minute, **500** million tweets per day and around **200** billion tweets per year.

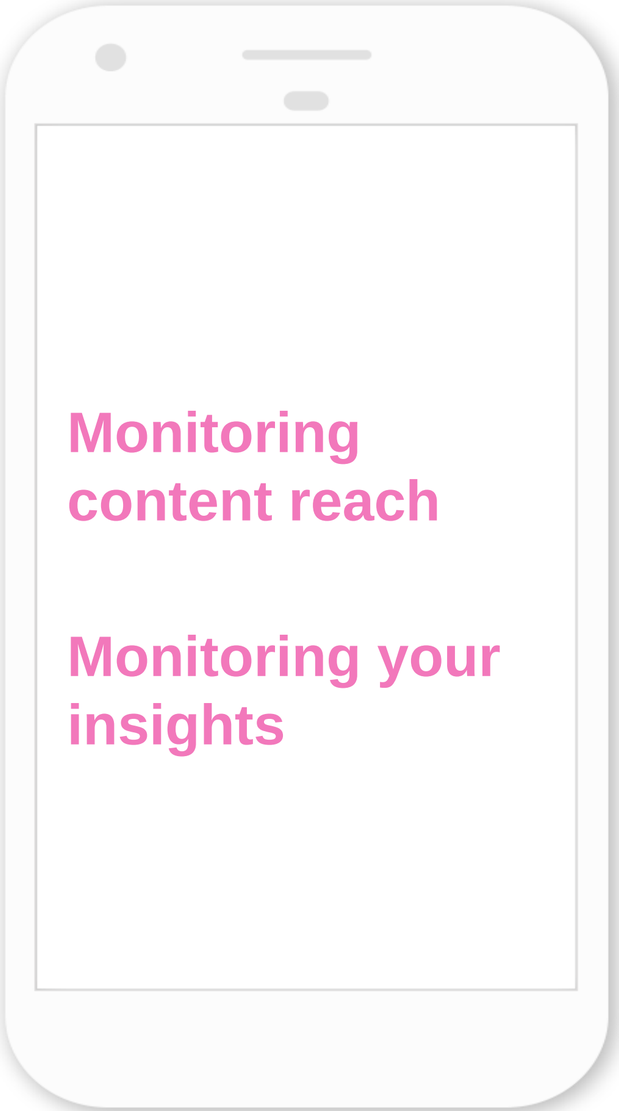
Building an audience

Consistency and post frequency

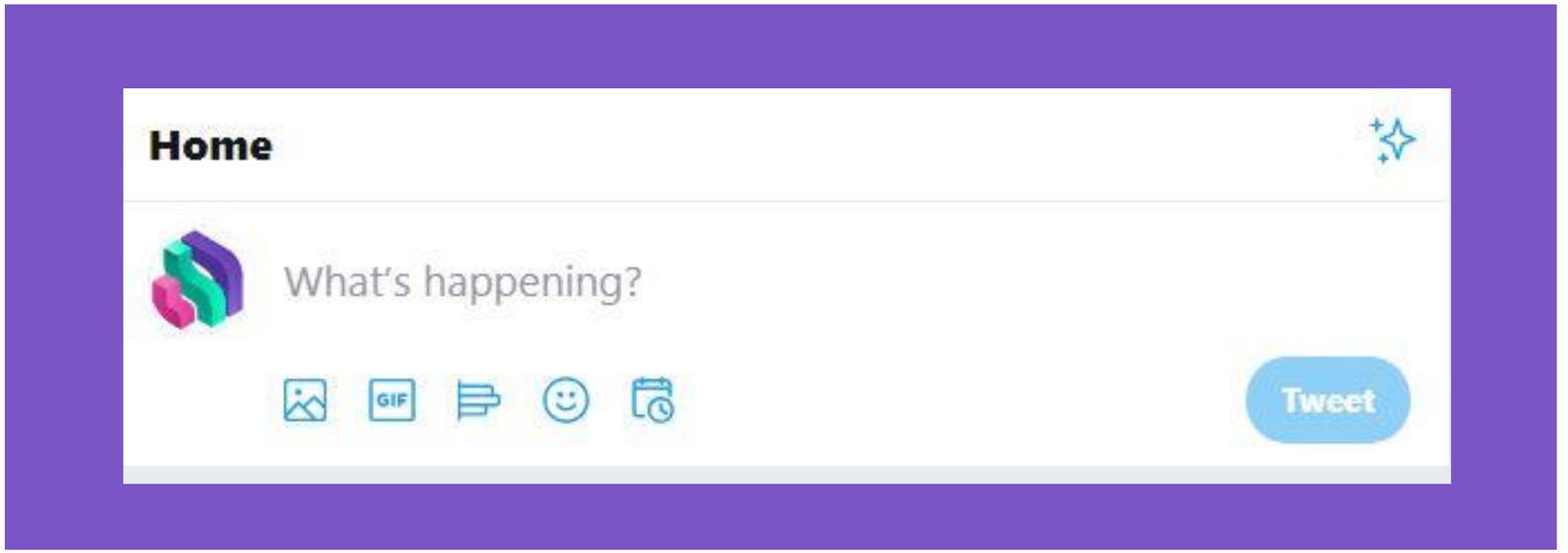
Joining conversations

Consistency post frequency





Scheduling

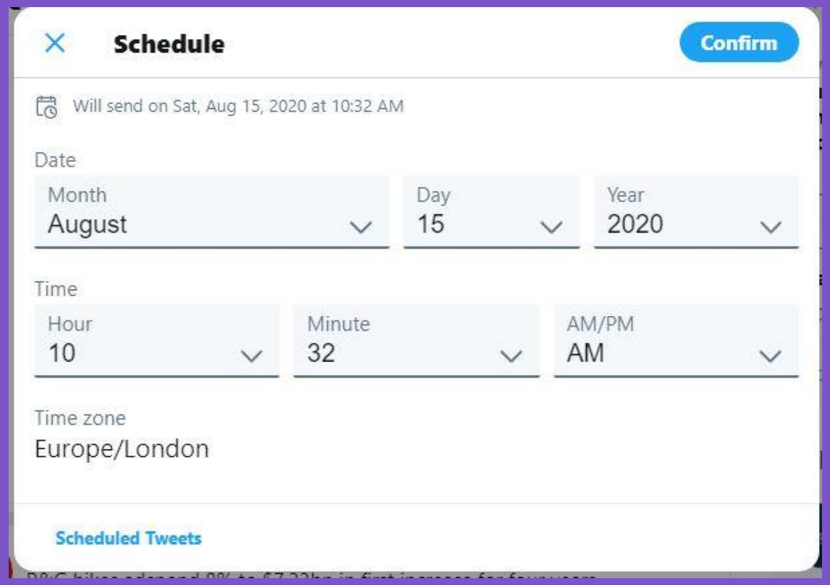


Scheduling tools

Can only be done on desktop

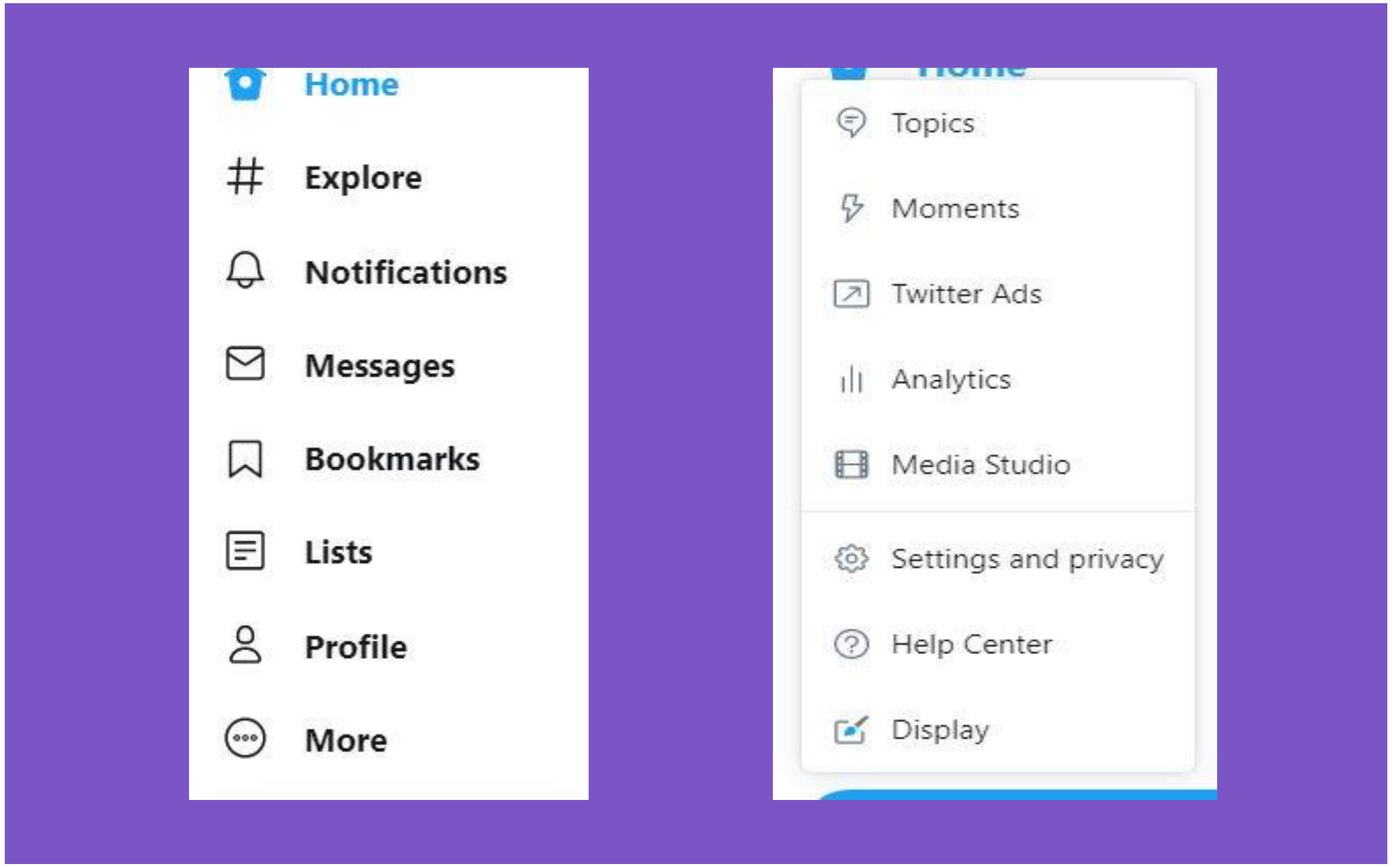
Easy to monitor and plan ahead

Scheduling

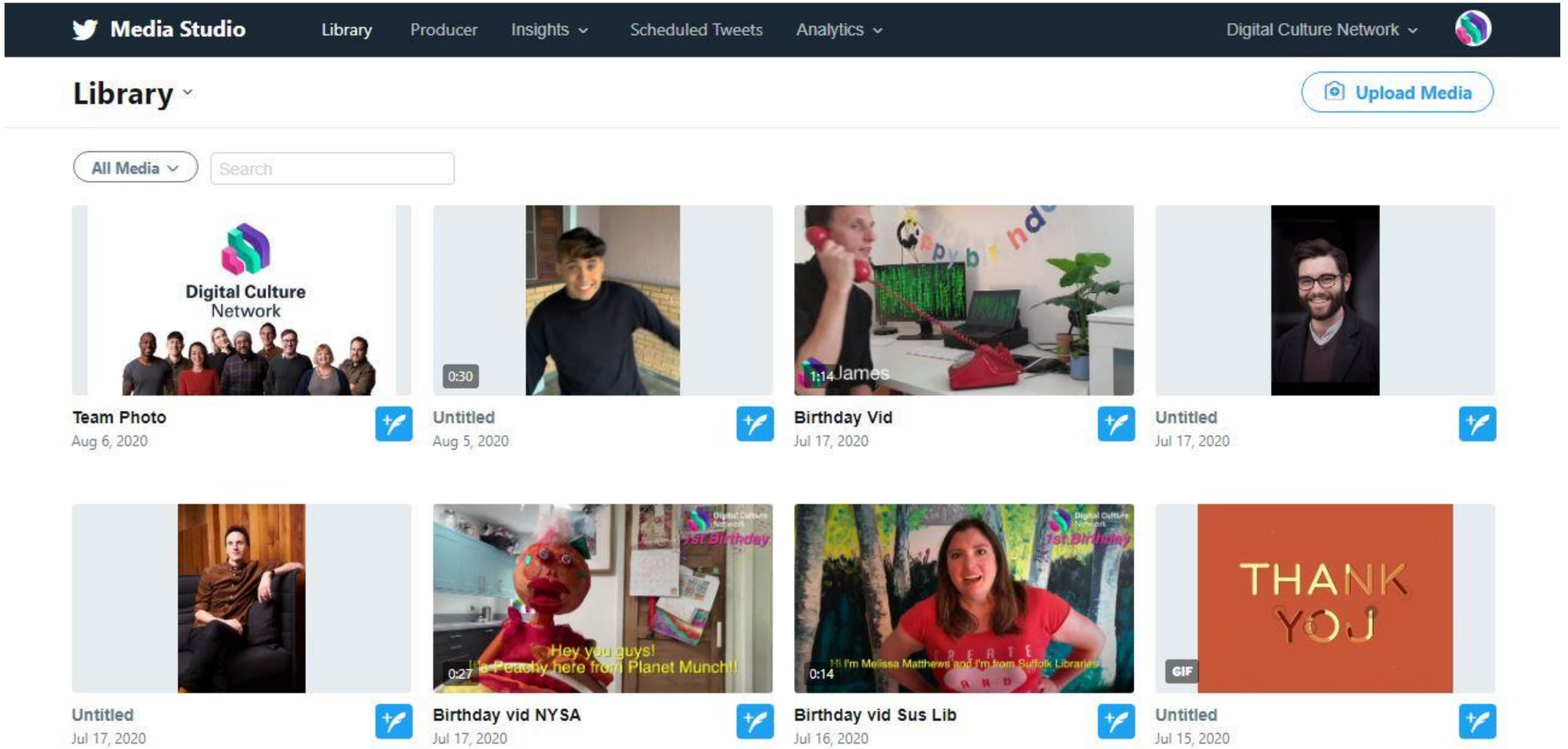

Schedule
Confirm
Will send on Sat, Aug 15, 2020 at 10:32 AM
Date
Month
August
Day
15
Year
2020
Time
Hour
10
Minute
32
AM/PM
AM
Time zone
Europe/London
Scheduled Tweets

Types of anchor texts and their effectiveness
How to Improve Your SEO Strategy Using Anchor Text Optimization [Inf...
Using the right anchors can help maximize your SEO efforts - here are some tips.
socialmediatoday.com
GIF
Schedule

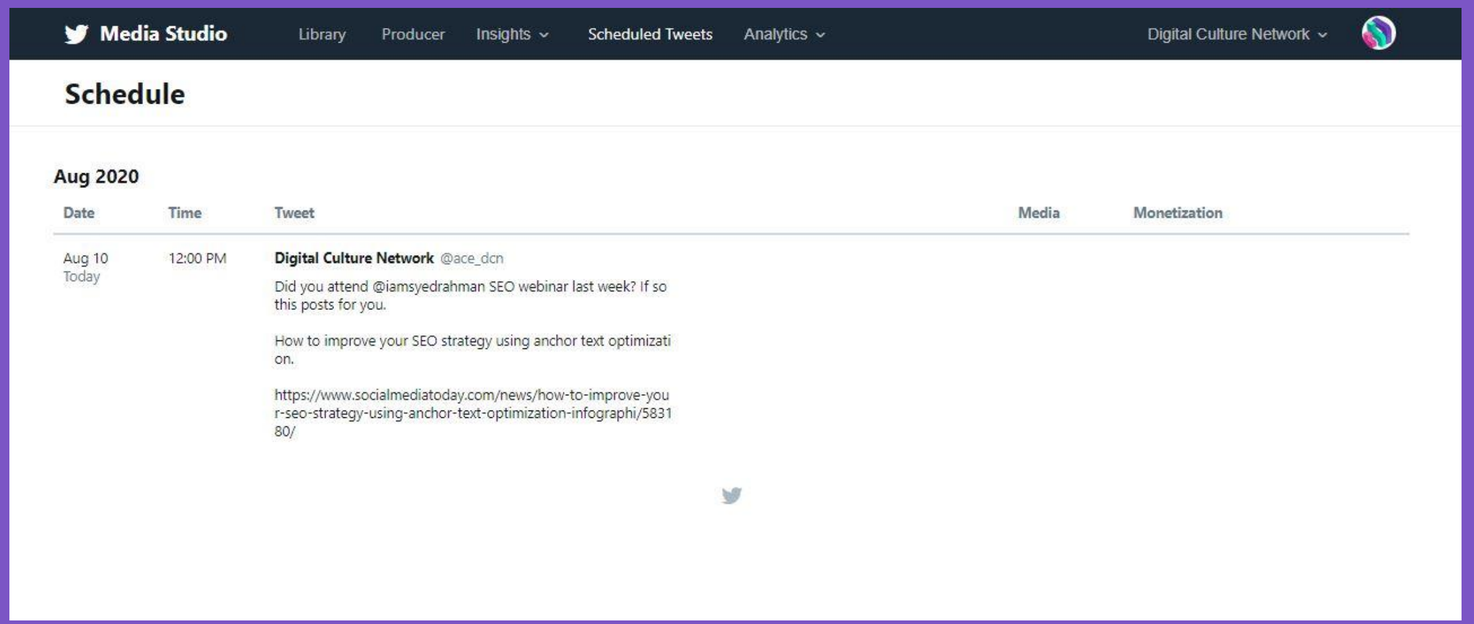
Scheduling/Media Studio



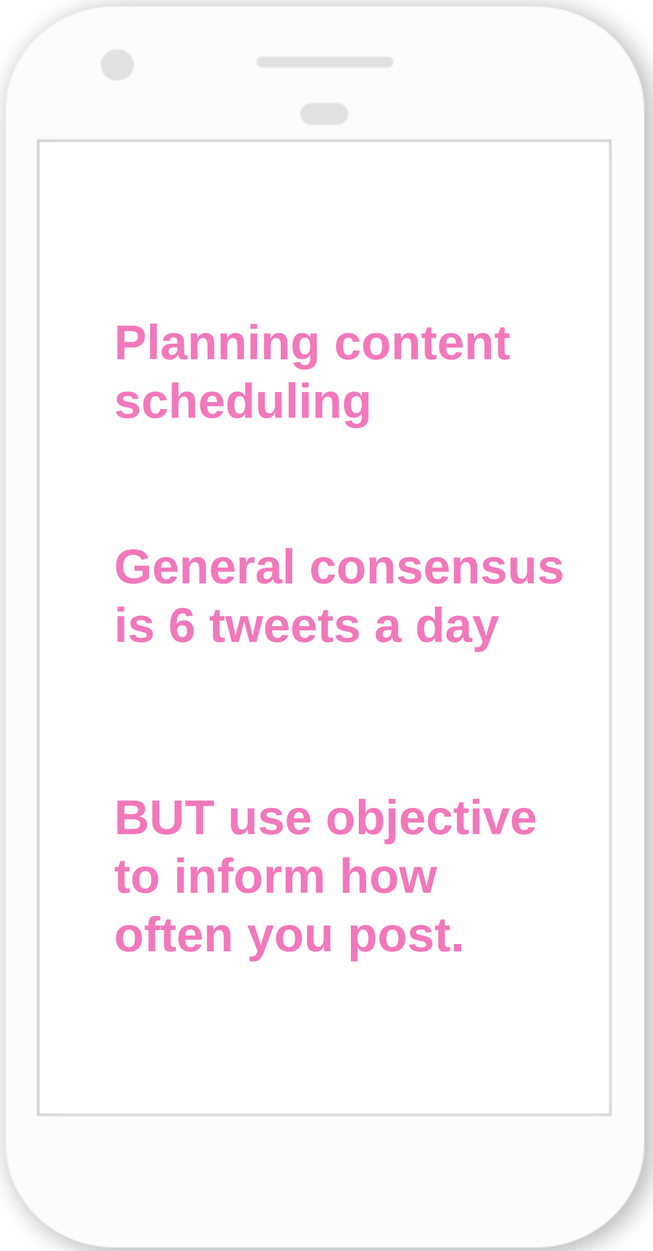
Media Studio quick overview



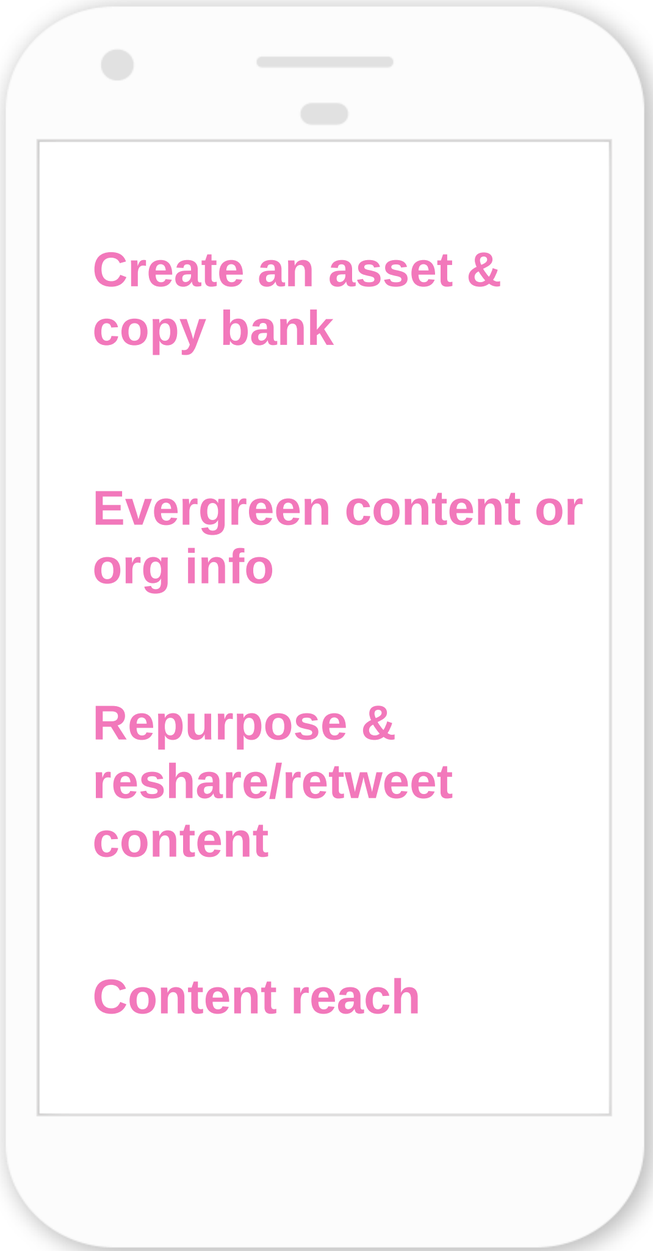
Scheduling/Media Studio



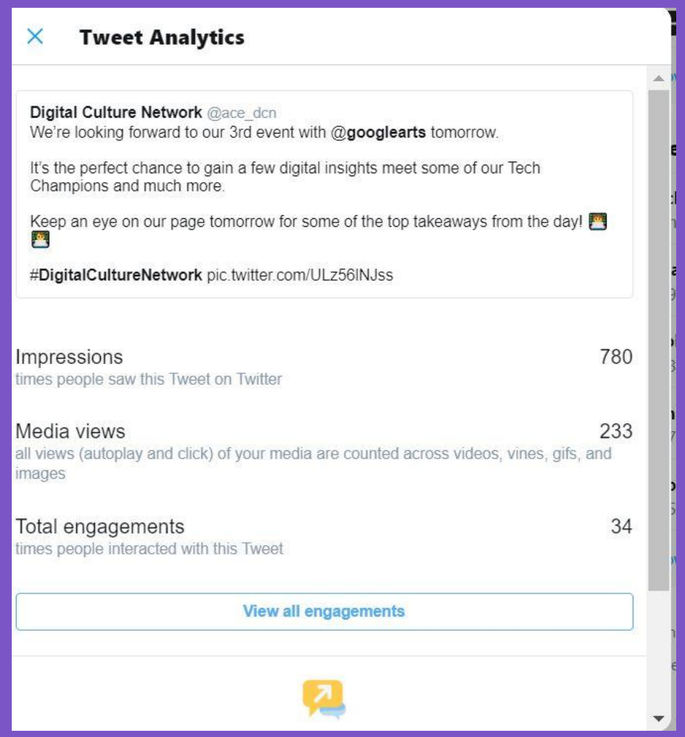
Consistency post frequency

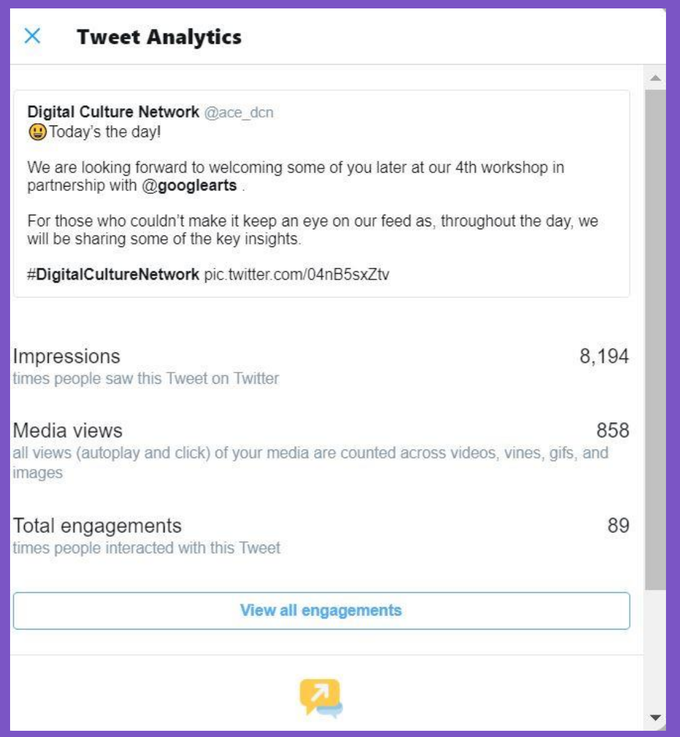


BAU Content

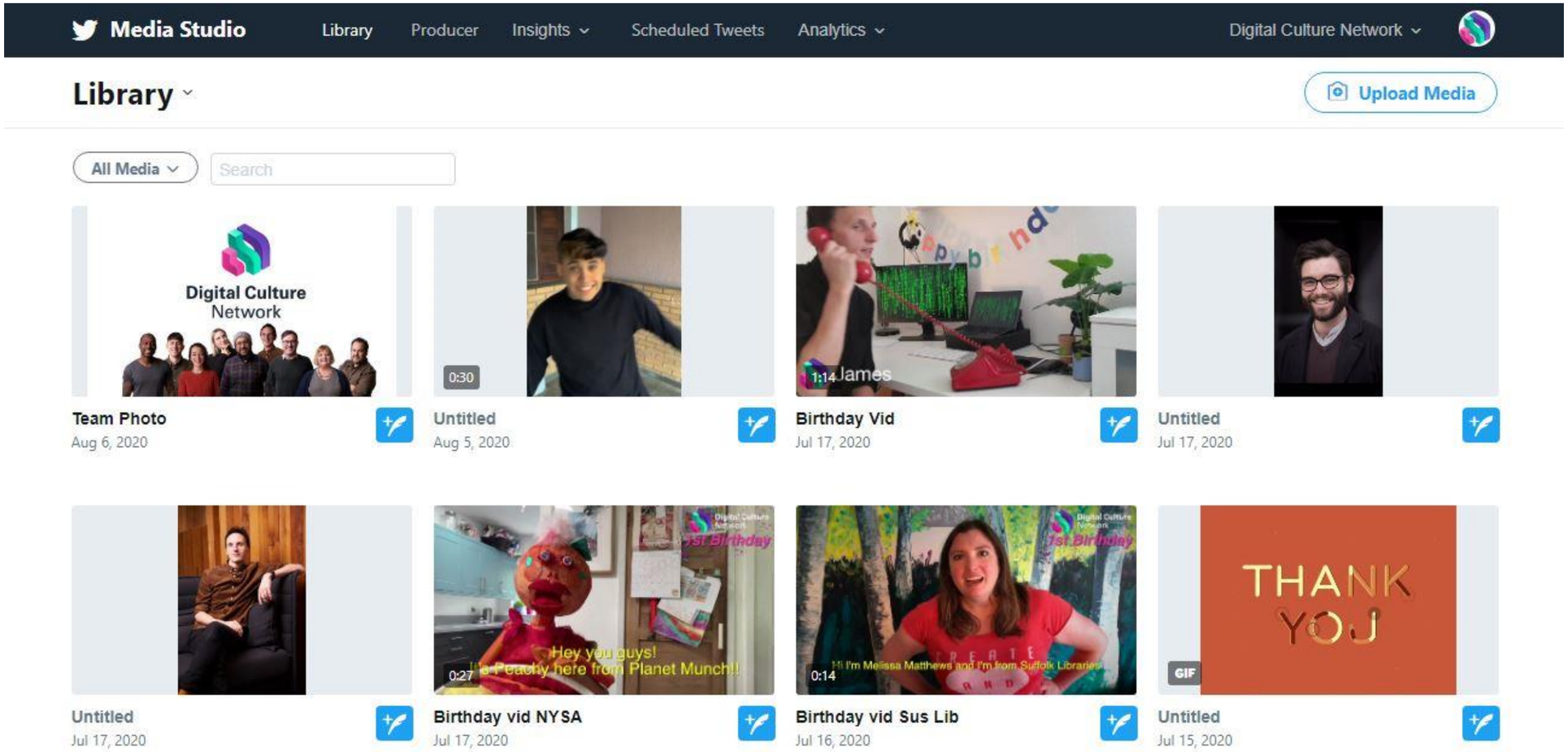

Create an asset & copy bank
Evergreen content or org info
Repurpose & reshare/retweet content
Content reach

Repurpose content





Asset & copy bank



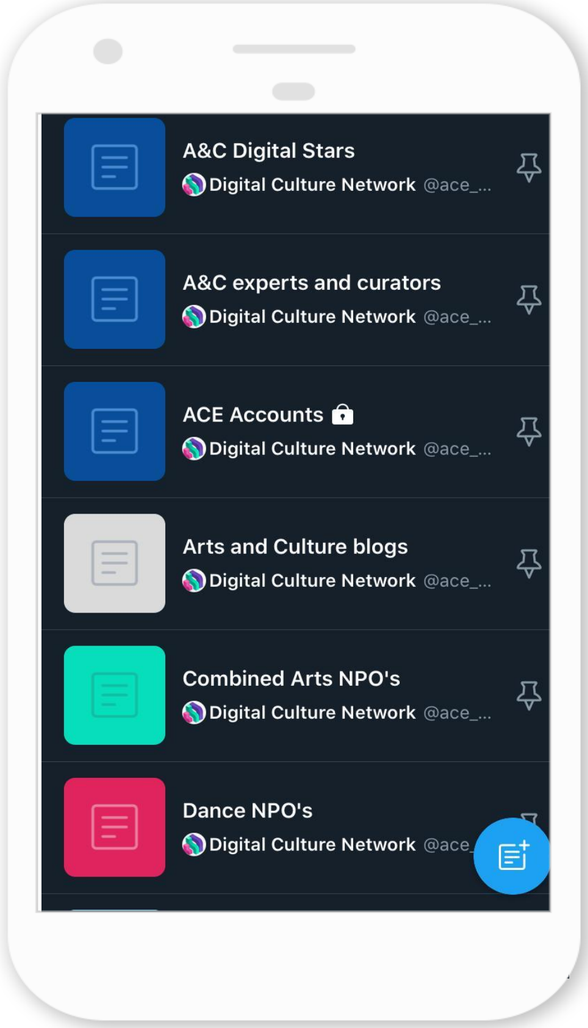
Asset & copy bank

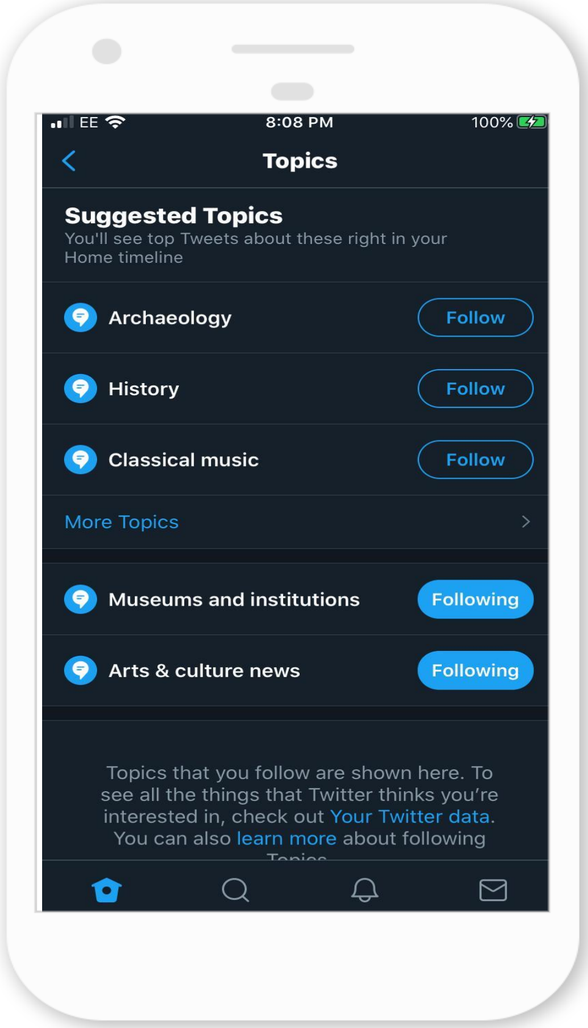
BAU Copy Template .XLSX

File Edit View Insert Format Data Tools Help Last edit was seconds ago

	A	B	C	D
1	The Network {EXAMPLE POSTS}	Newsletter/ sign up	Social Media Channels	[Insert Header]
2	Not sure what the Digital Culture Network is all about? Then watch the video below to see how our 9 Tech Champions can help your organisation today. Send us an email or drop us a DM to find out more. digitalnetwork@artscouncil.org.uk #DigitalCultureNetwork			
3	The #DigitalCultureNetwork's Tech Champions are digital specialists, on-hand to provide support and training for the arts and culture sector! Find out how we can help your organisation below or get in contact: digitalnetwork@artscouncil.org.uk			
4	Say hi to our 9 Tech Champions! Find out more about our digital specialists and how they can help your organisation below: https://www.artscouncil.org.uk/digital-culture-network/tech-champions #DigitalCultureNetwork			

Joining conversations



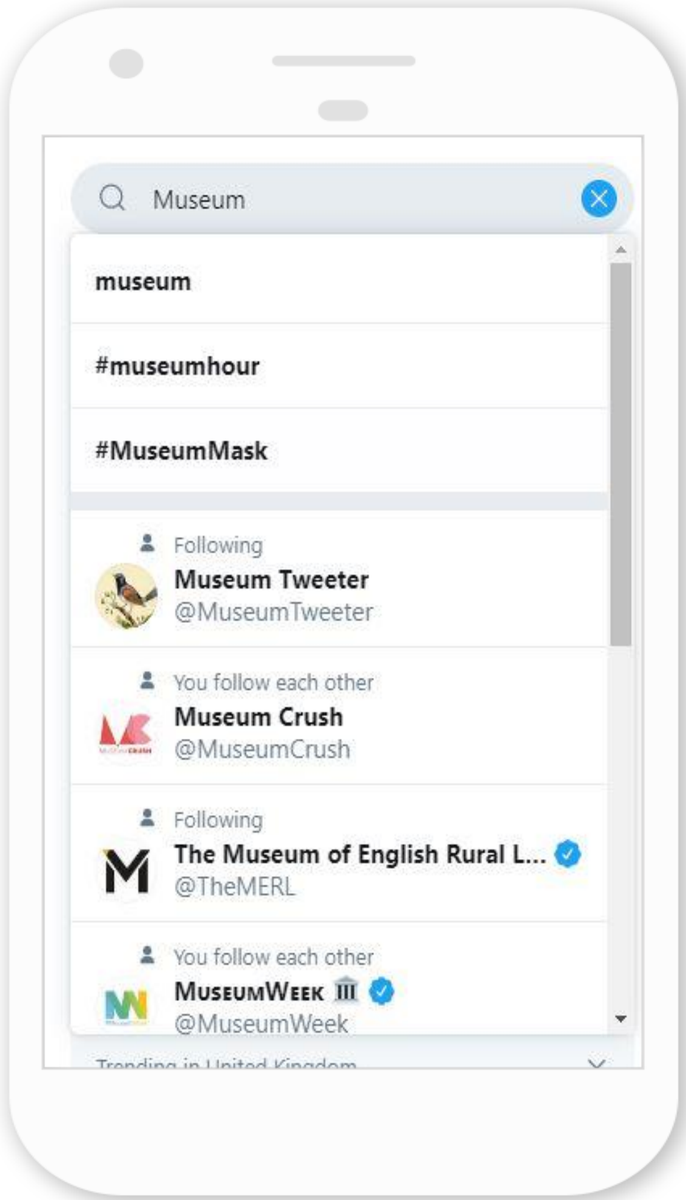


Contributing to relevant conversations

Resharing trending topics.

Shows subject authority

Using Search

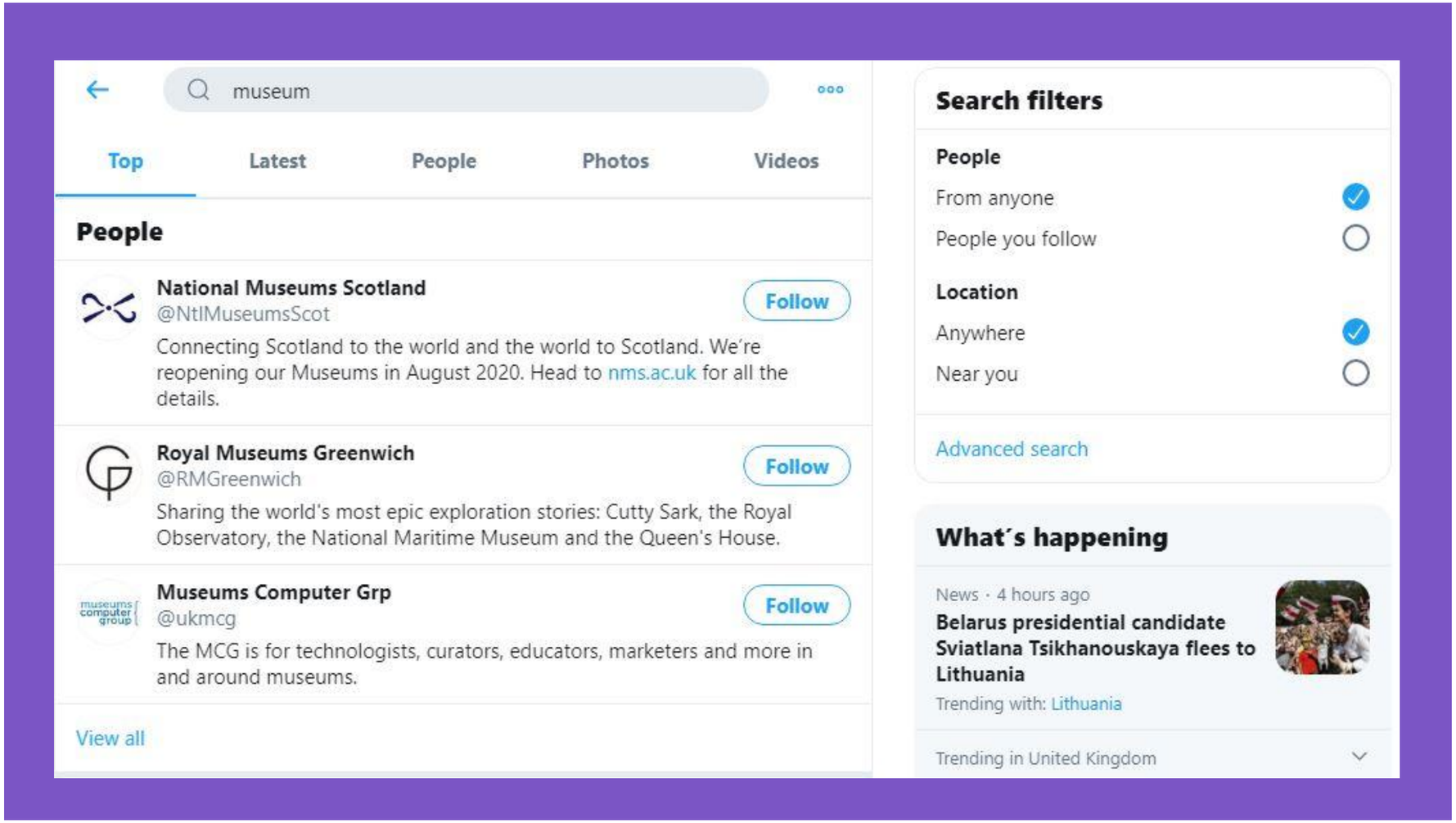


You can save search's

Can help inform on trending #

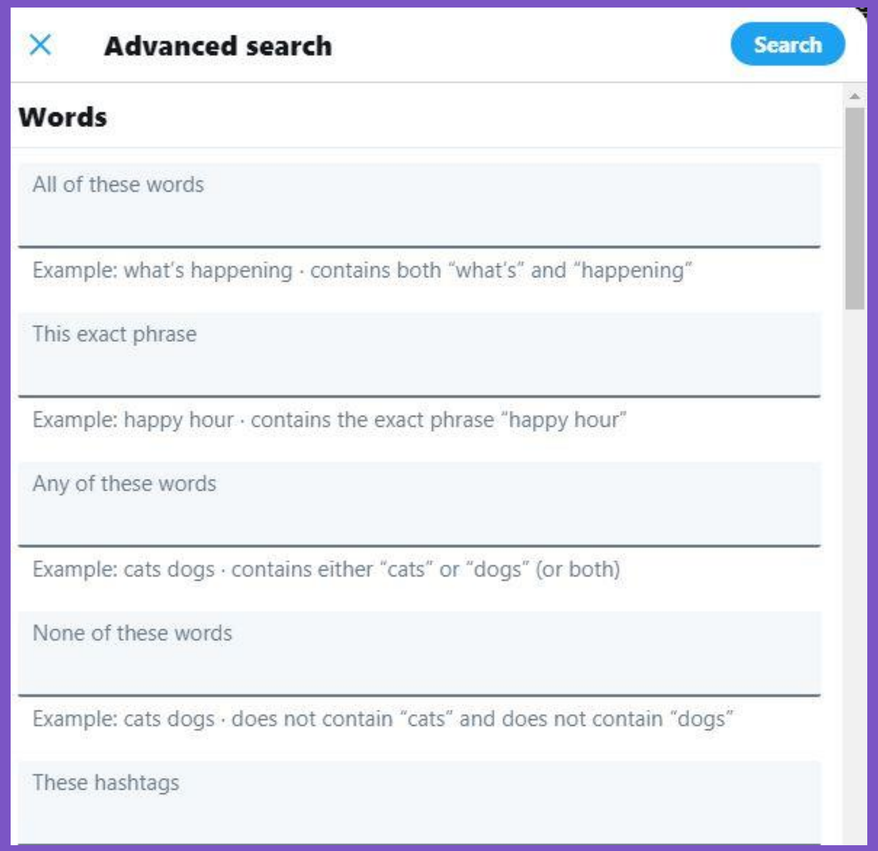
Relevant account suggestions

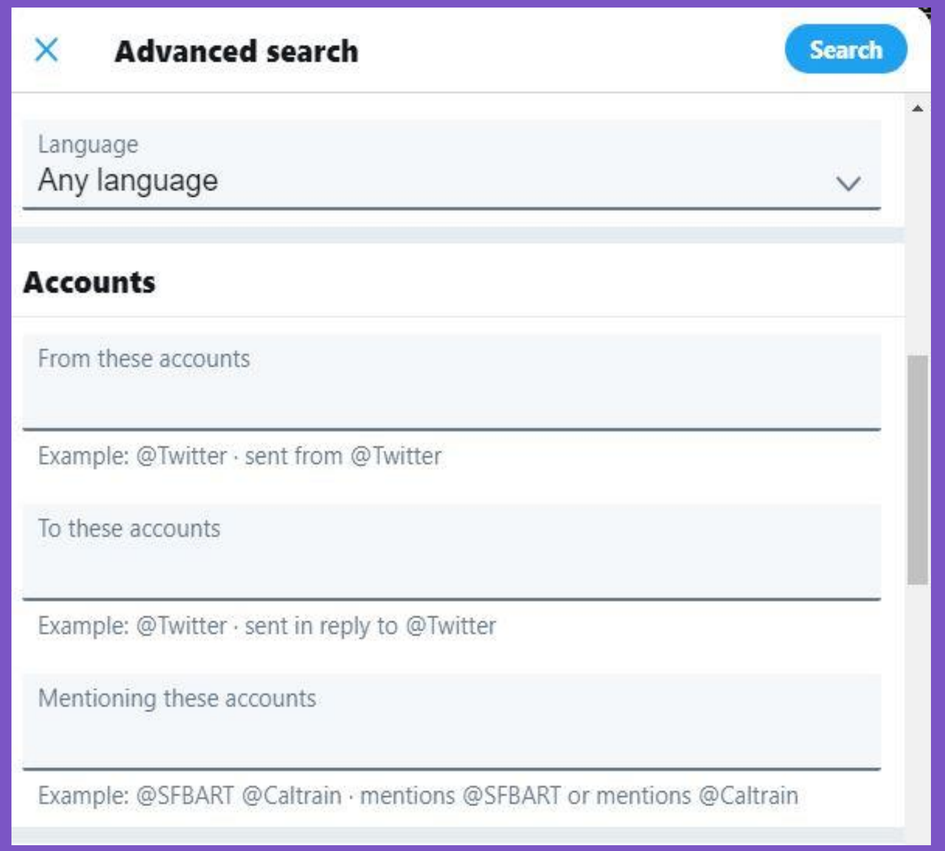
Using Search



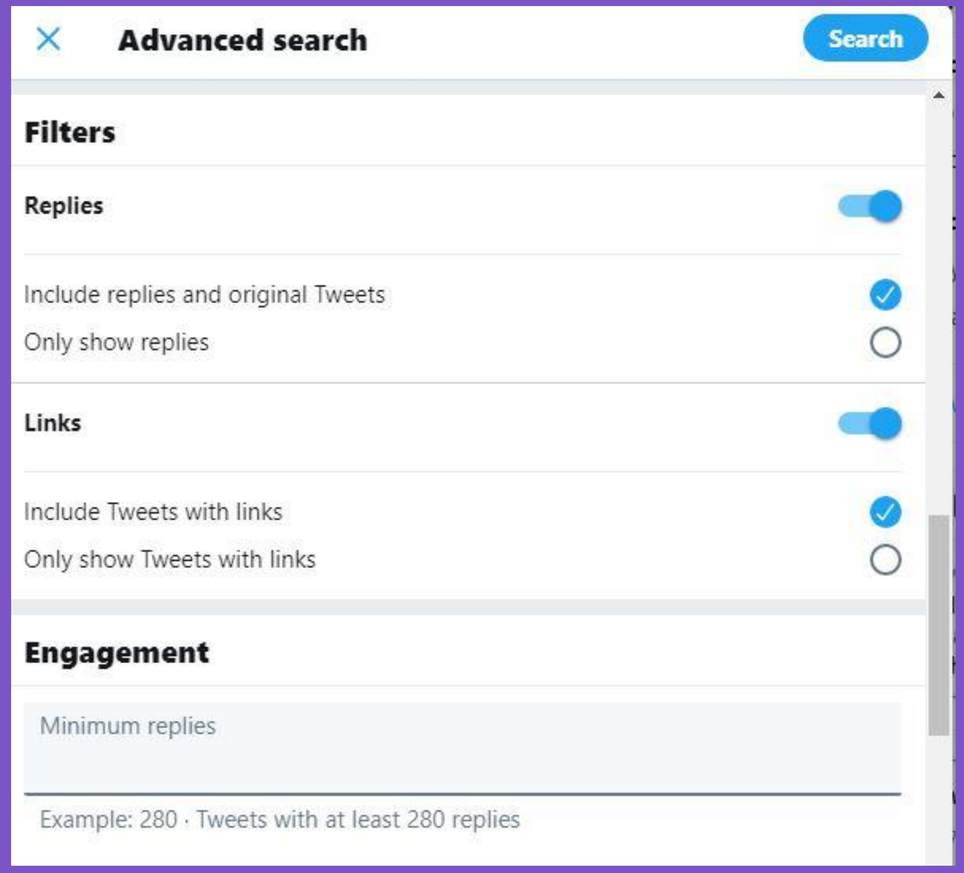
The power of advanced search

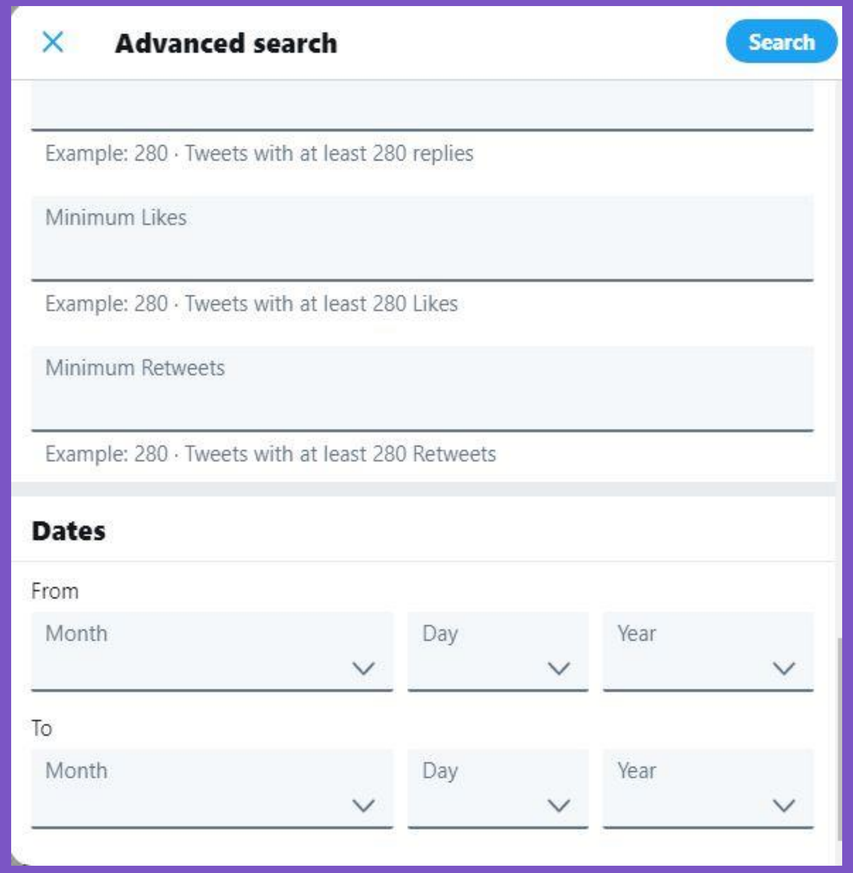
Using Search



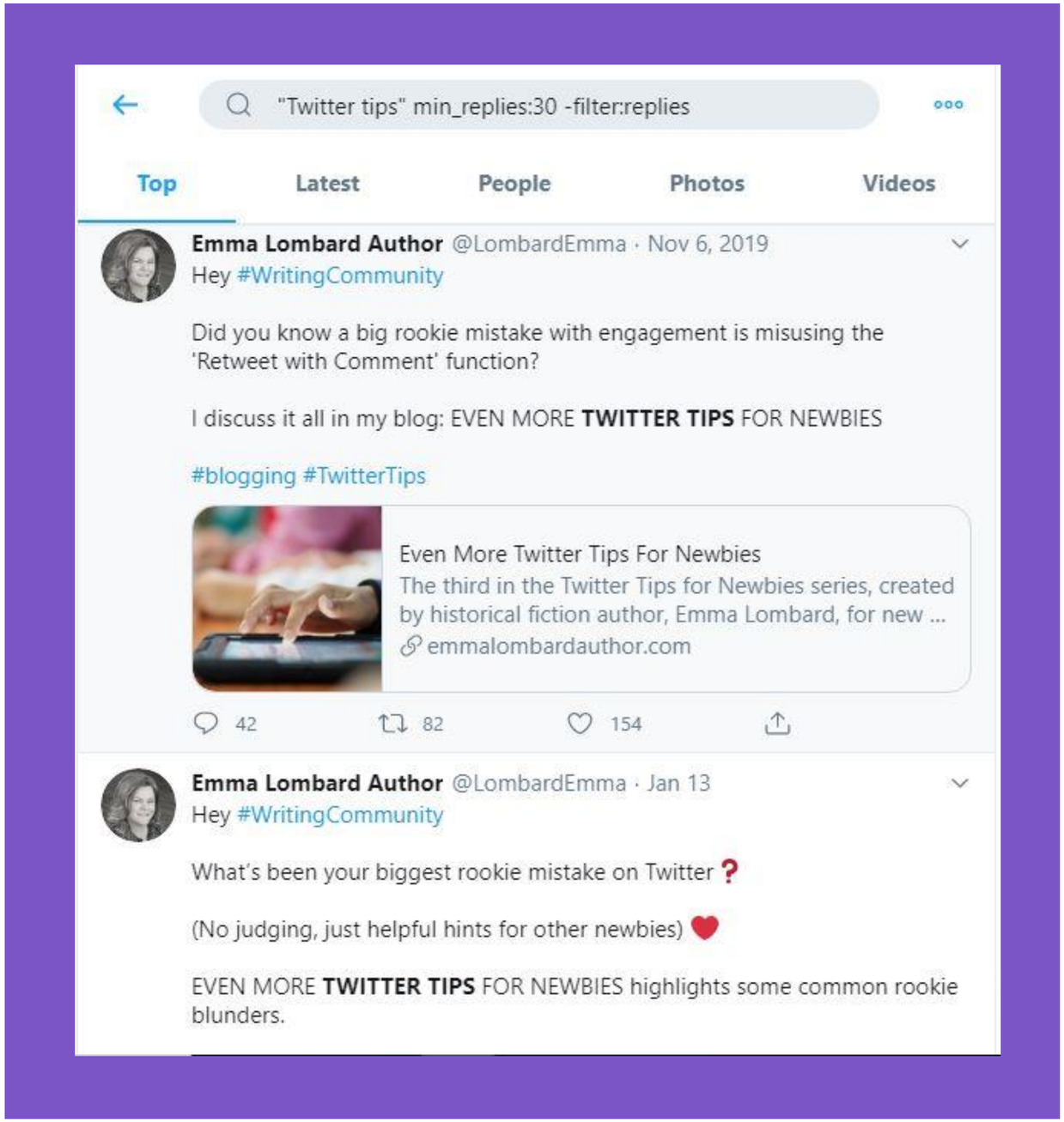


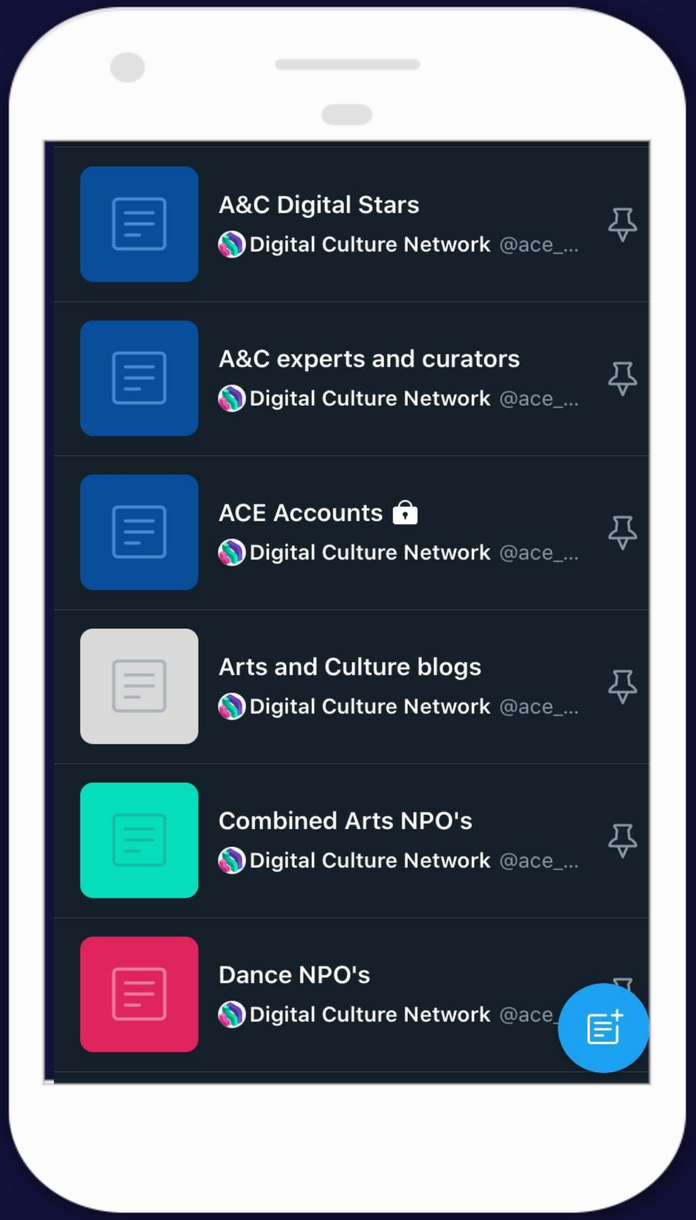
Using Search





Using Search



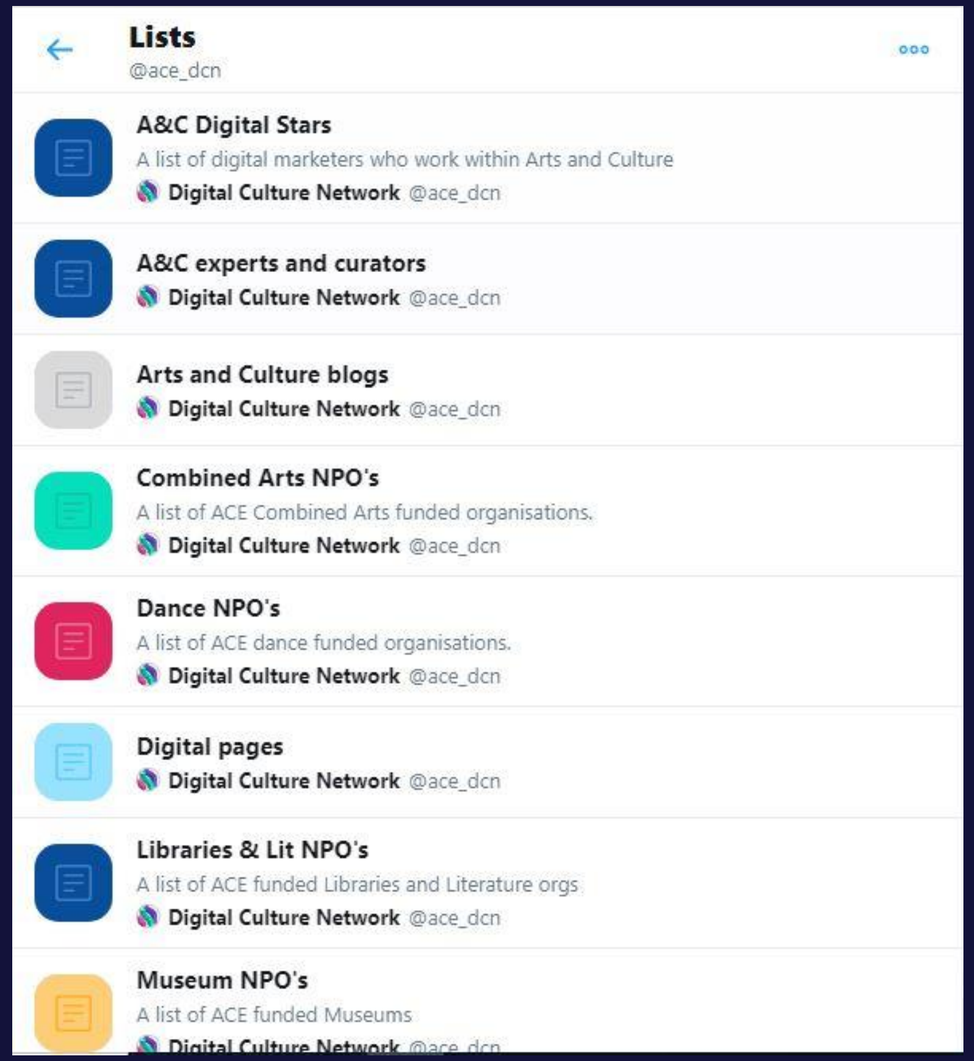


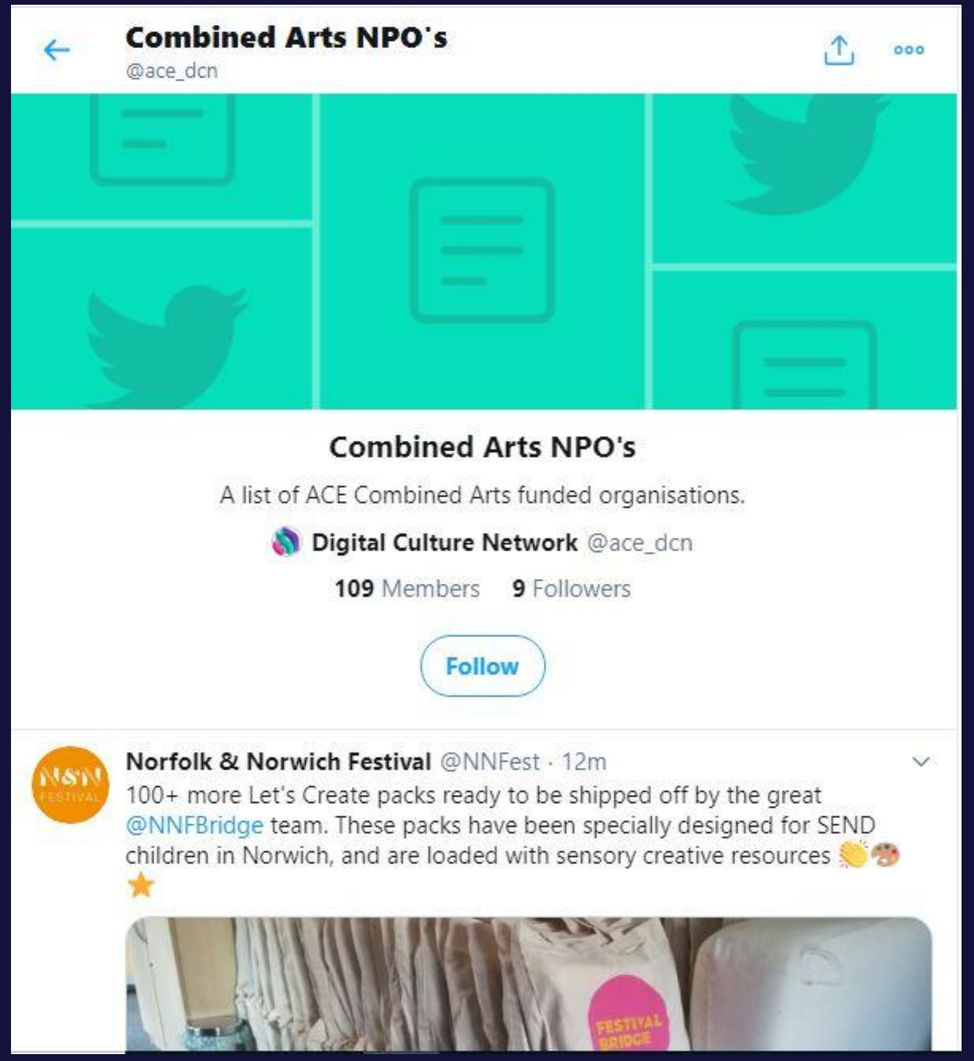
Your turn.

Subscribe to the relevant list over @ace_dcn

Digital Culture Network
895 Tweets
Digital Culture Network
Following
Digital Culture Network
@ace_dcn Follows you
The DCN is here to help develop your organisation's digital skills. Working across the arts & culture sector, the DCN is led by 9 digital marketing specialist.
England digitalculturenetwork.org.uk Joined August 2019
111 Following 1,853 Followers
Followed by Adam Koszary, Darren Henley, and 6 others you follow
Tweets
Tweets & replies
Media
Likes
Pinned Tweet

Digital Culture Network
895 Tweets
Following
Turn off Retweets
View Topics
Add/remove from Lists
View Lists
View Moments
Copy link to profile
Mute @ace_dcn
Block @ace_dcn
Report @ace_dcn
@ace_dcn Follows you
England
111 Following
Tweets
Media
Likes
Pinned Tweet


Lists
@ace_dcn
A&C Digital Stars
A list of digital marketers who work within Arts and Culture
Digital Culture Network @ace_dcn
A&C experts and curators
Digital Culture Network @ace_dcn
Arts and Culture blogs
Digital Culture Network @ace_dcn
Combined Arts NPO's
A list of ACE Combined Arts funded organisations.
Digital Culture Network @ace_dcn
Dance NPO's
A list of ACE dance funded organisations.
Digital Culture Network @ace_dcn
Digital pages
Digital Culture Network @ace_dcn
Libraries & Lit NPO's
A list of ACE funded Libraries and Literature orgs
Digital Culture Network @ace_dcn
Museum NPO's
A list of ACE funded Museums
Digital Culture Network @ace_dcn


Combined Arts NPO's
@ace_dcn
Combined Arts NPO's
A list of ACE Combined Arts funded organisations.
Digital Culture Network @ace_dcn
109 Members 9 Followers
Follow
Norfolk & Norwich Festival @NNFest · 12m
100+ more Let's Create packs ready to be shipped off by the great @NNFBridge team. These packs have been specially designed for SEND children in Norwich, and are loaded with sensory creative resources 👏🎨
⭐

EE
4:28 PM
34%
Following
Digital Culture Network
@ace_dcn
Follows you
The DCN is here to help develop your organisation's digital skills. Working across the arts & culture sector, the DCN is led by 9 digital marketing specialist.
England
digitalculturenetwork.org.uk
Joined August 2019
111 Following 1,853 Followers
Followed by Arts Council England, Arts Council England, London, Darren Henle...
Tweets
Tweets & replies
Media
Likes
Pinned Tweet
Digital Culture Network @a... · 11/6/19
The #DigitalCultureNetwork's Tech
Champions are digital specialists,
hand to provide support and training

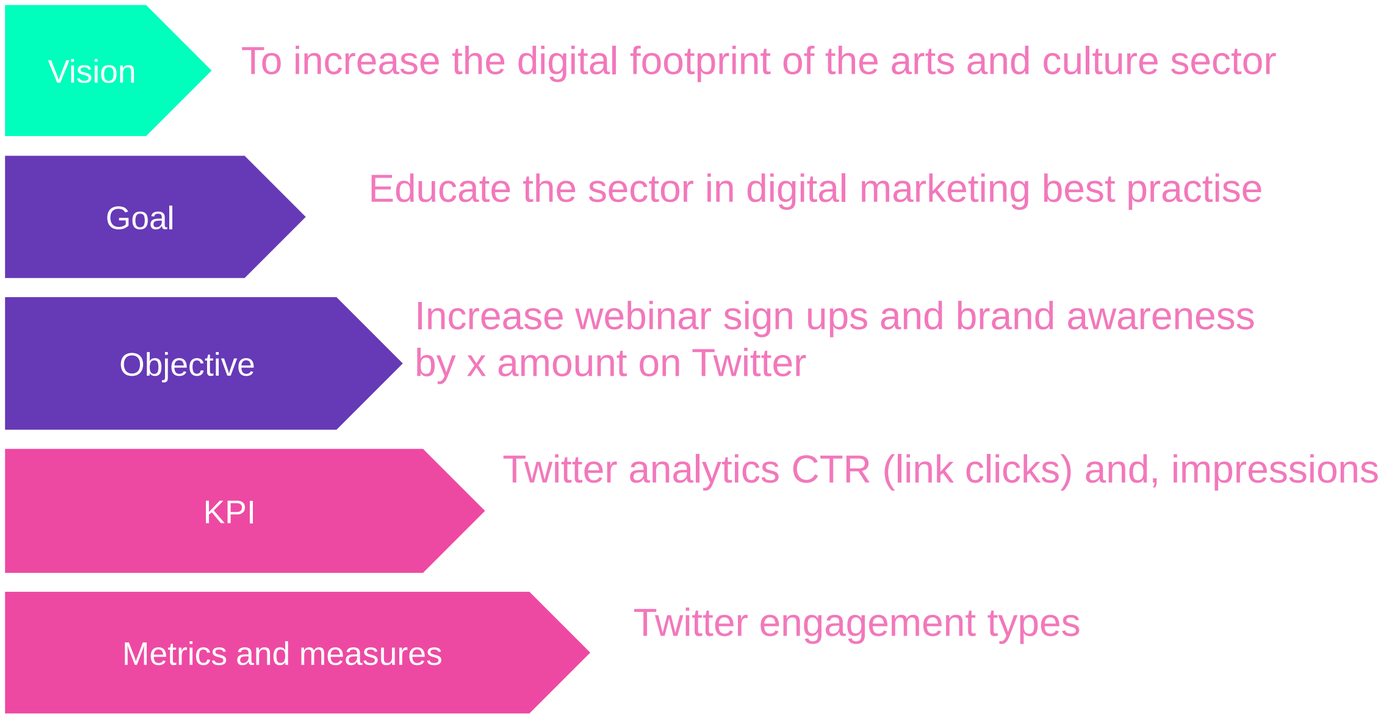
How to measure results.

How to measure results

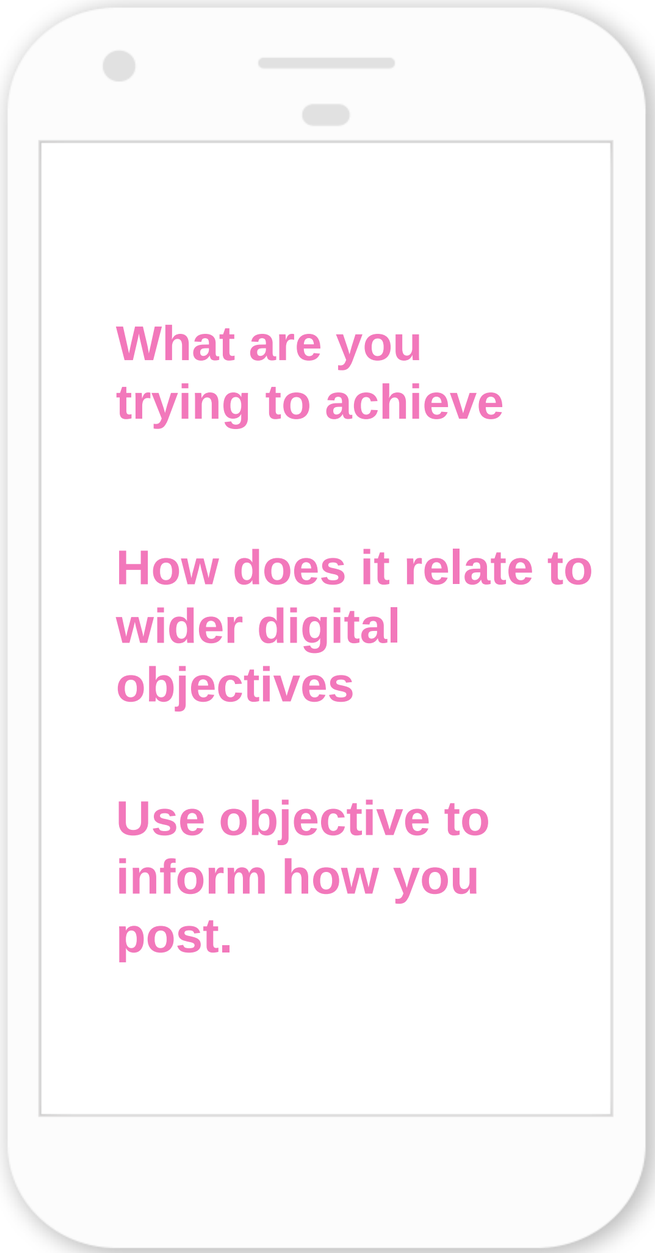
Have clear objectives

Benchmarking

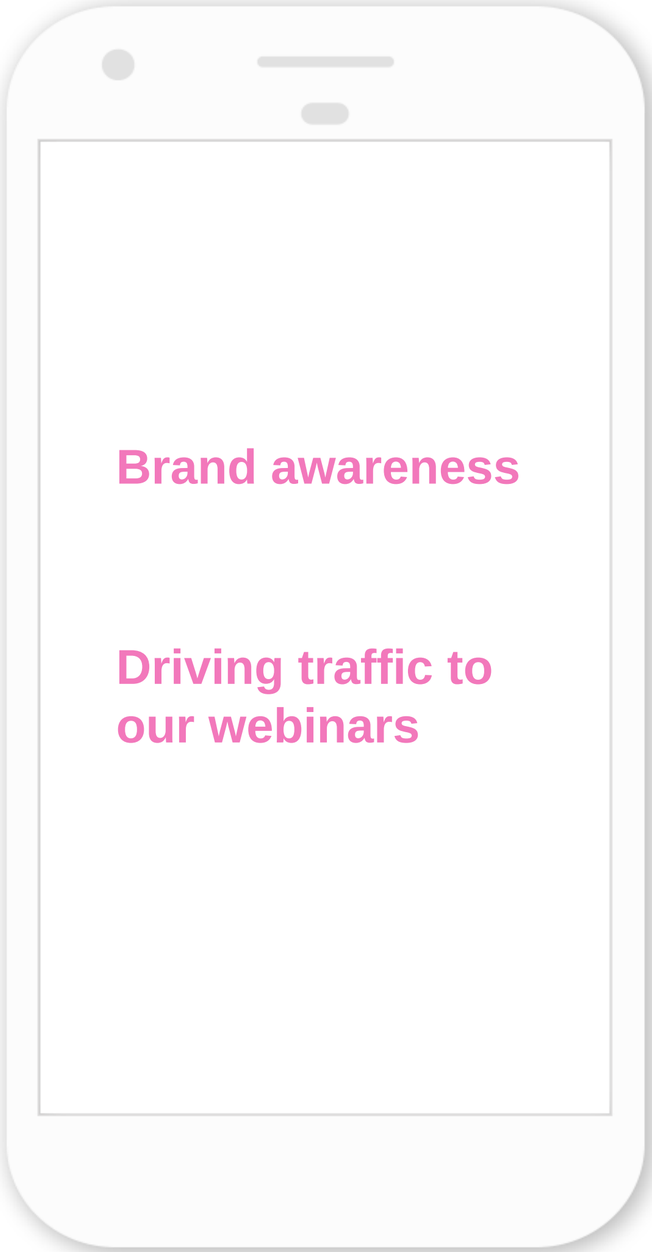
What’s an objective



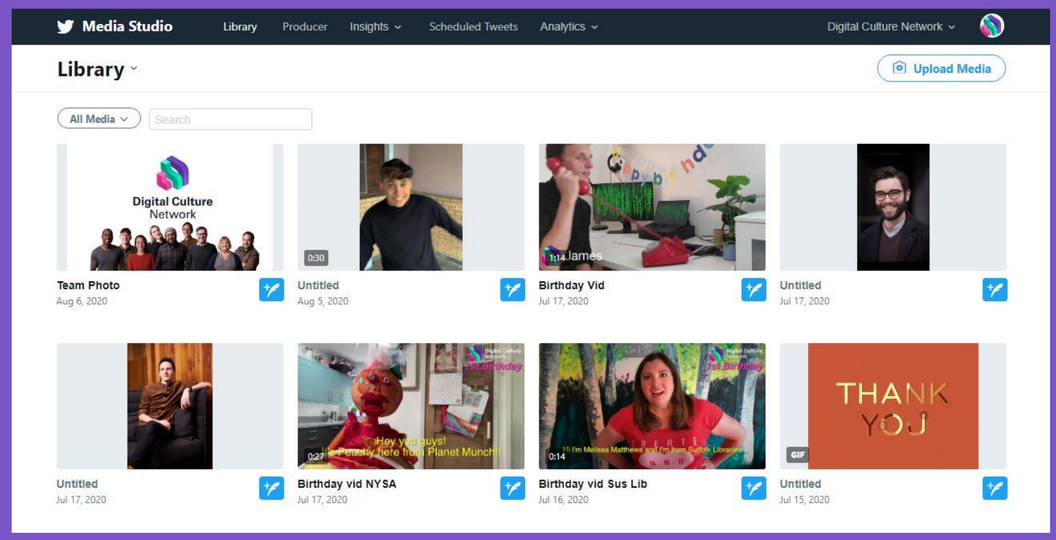
Clear objectives



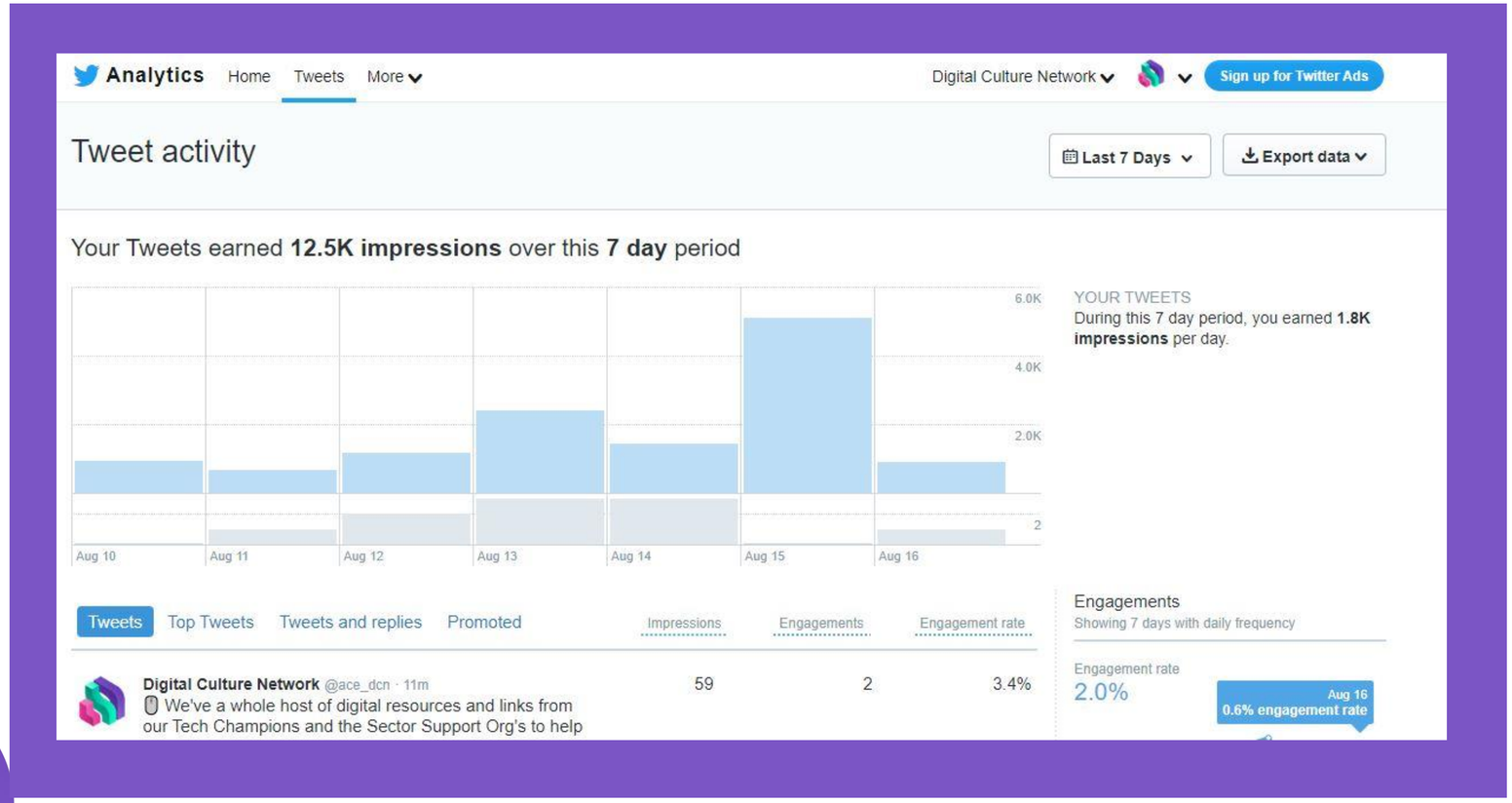
Example objectives



Twitter Insights page overview



Insights page brief overview

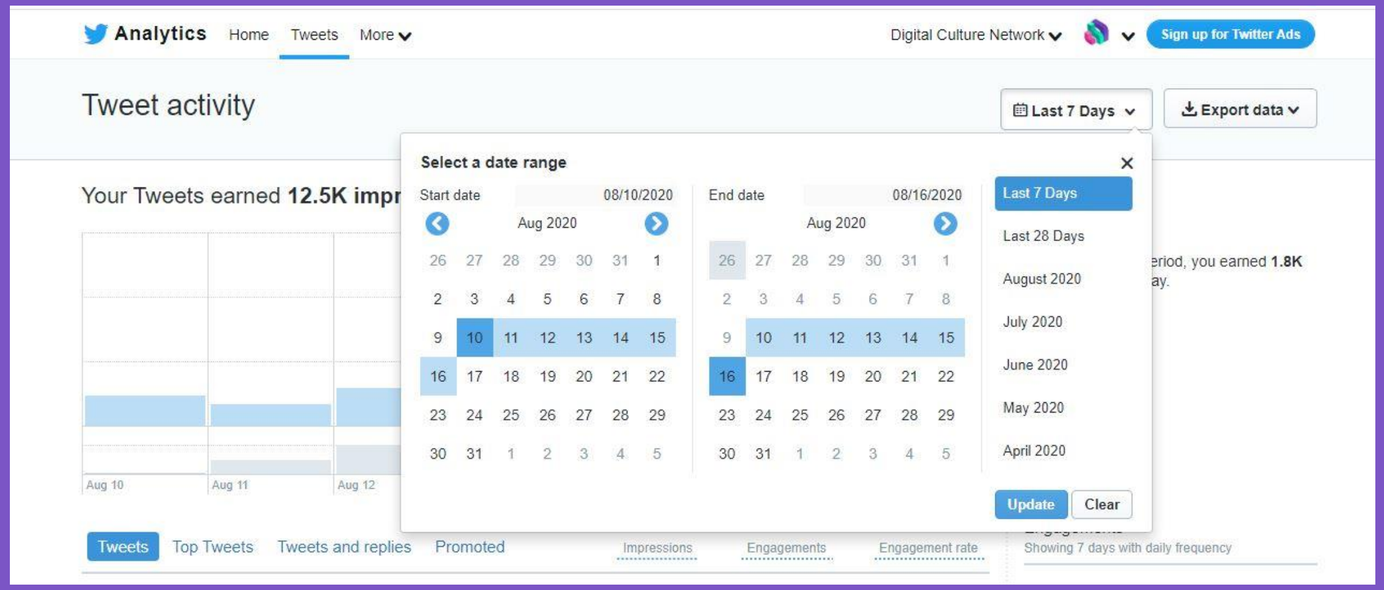


Organic Impressions and number of tweets

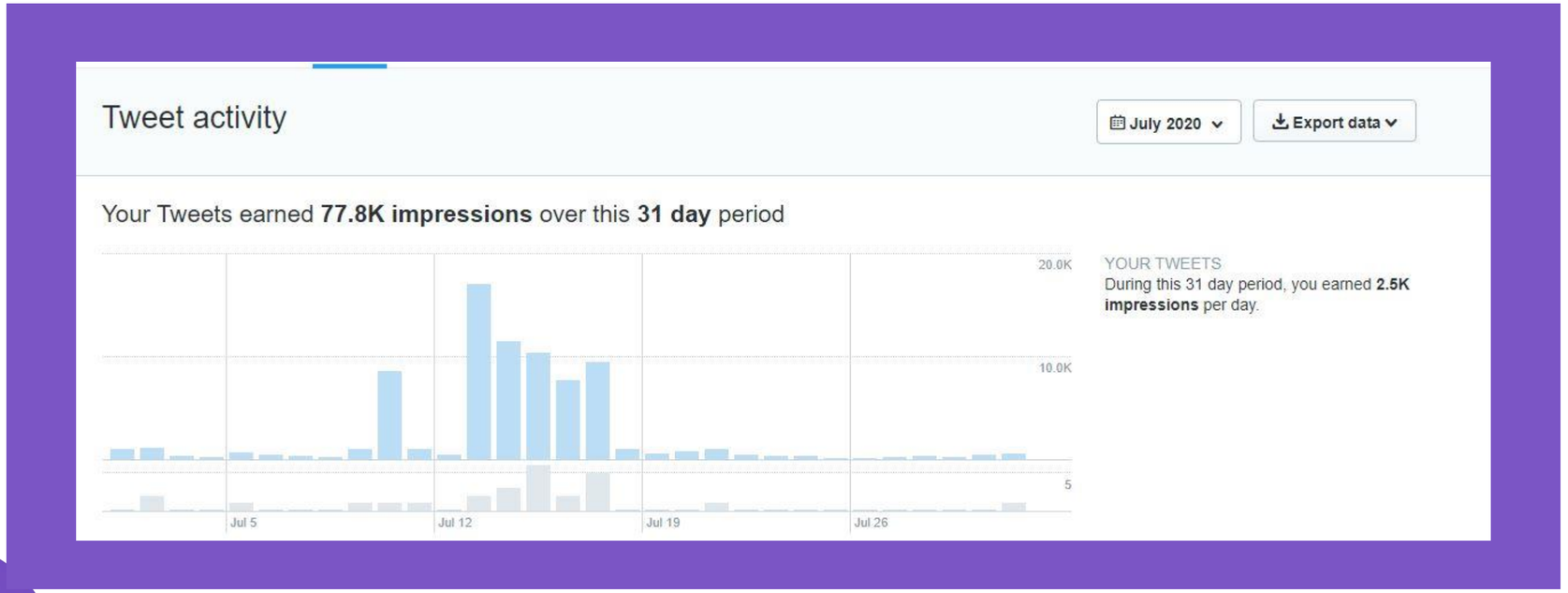
Impressions / engagements

Reach = impressions / total followers

Insights page brief overview



Benchmarking

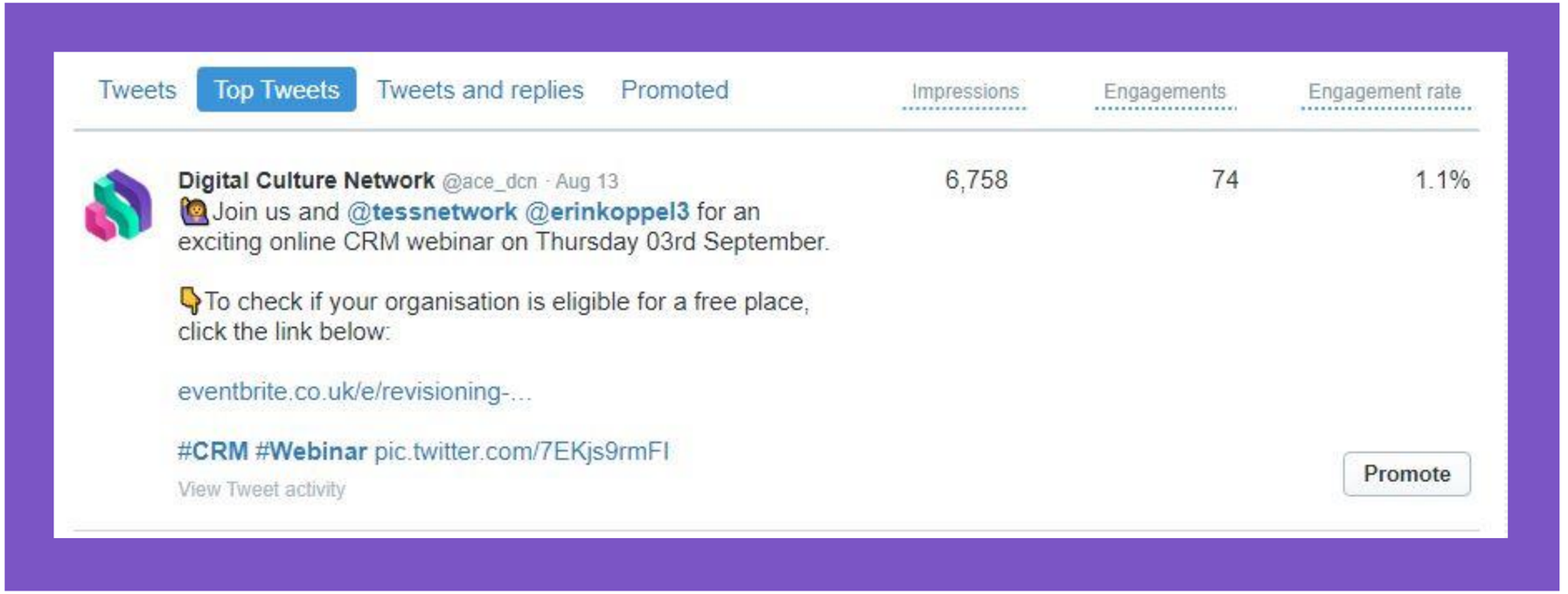


Look back on up to 3200 tweets

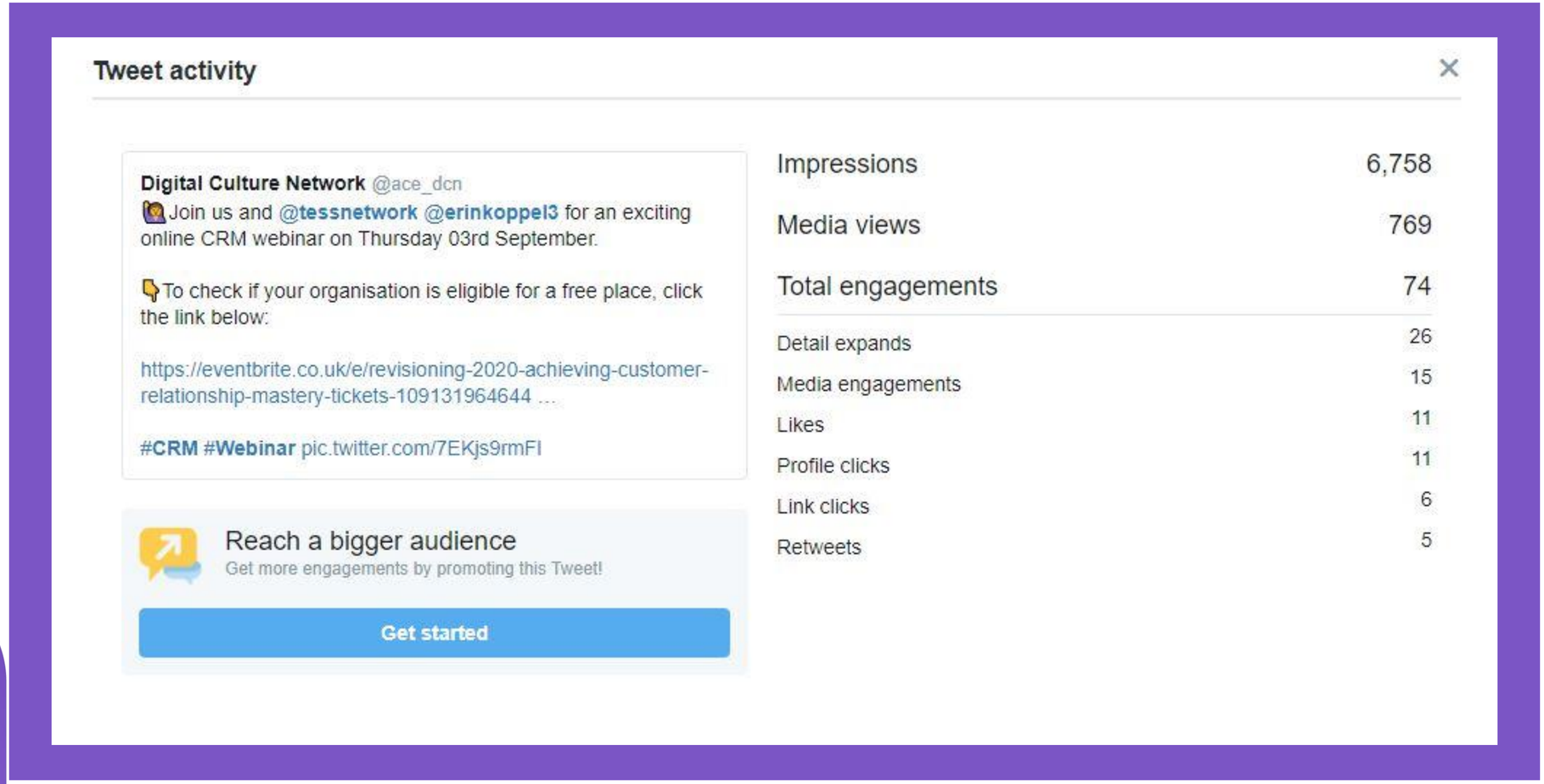
Calculate mean average

Align KPI's to objectives & resource levels

Measuring relevant KPI’s



Measuring relevant metrics



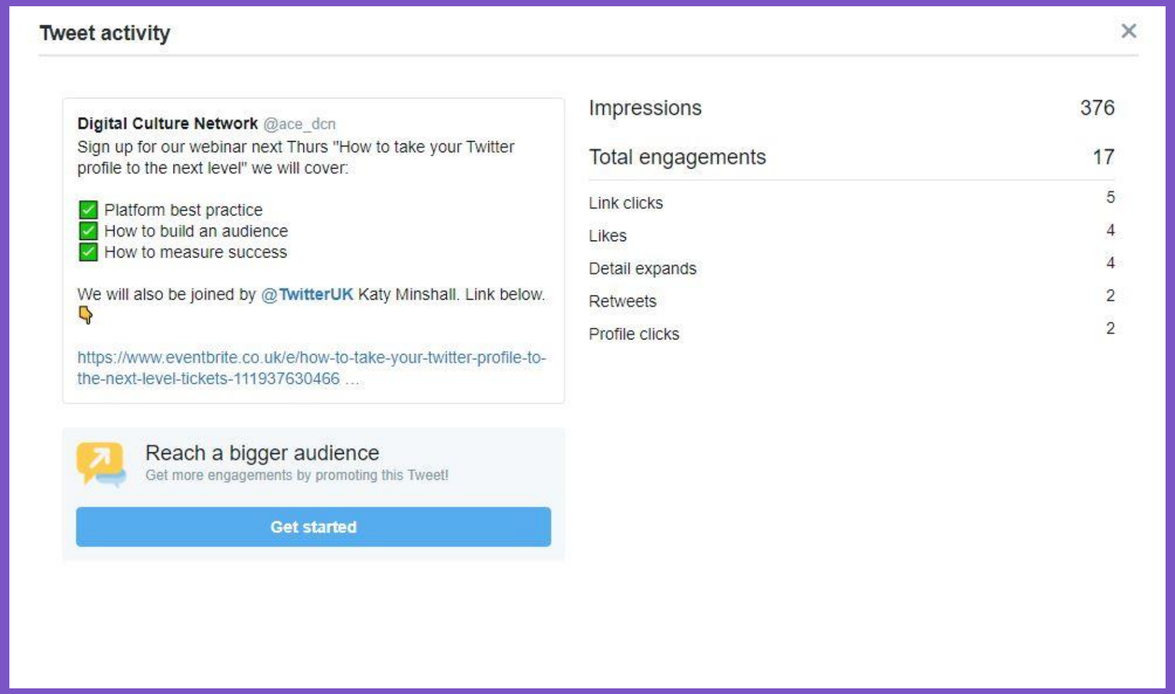
Impressions

Details expanded

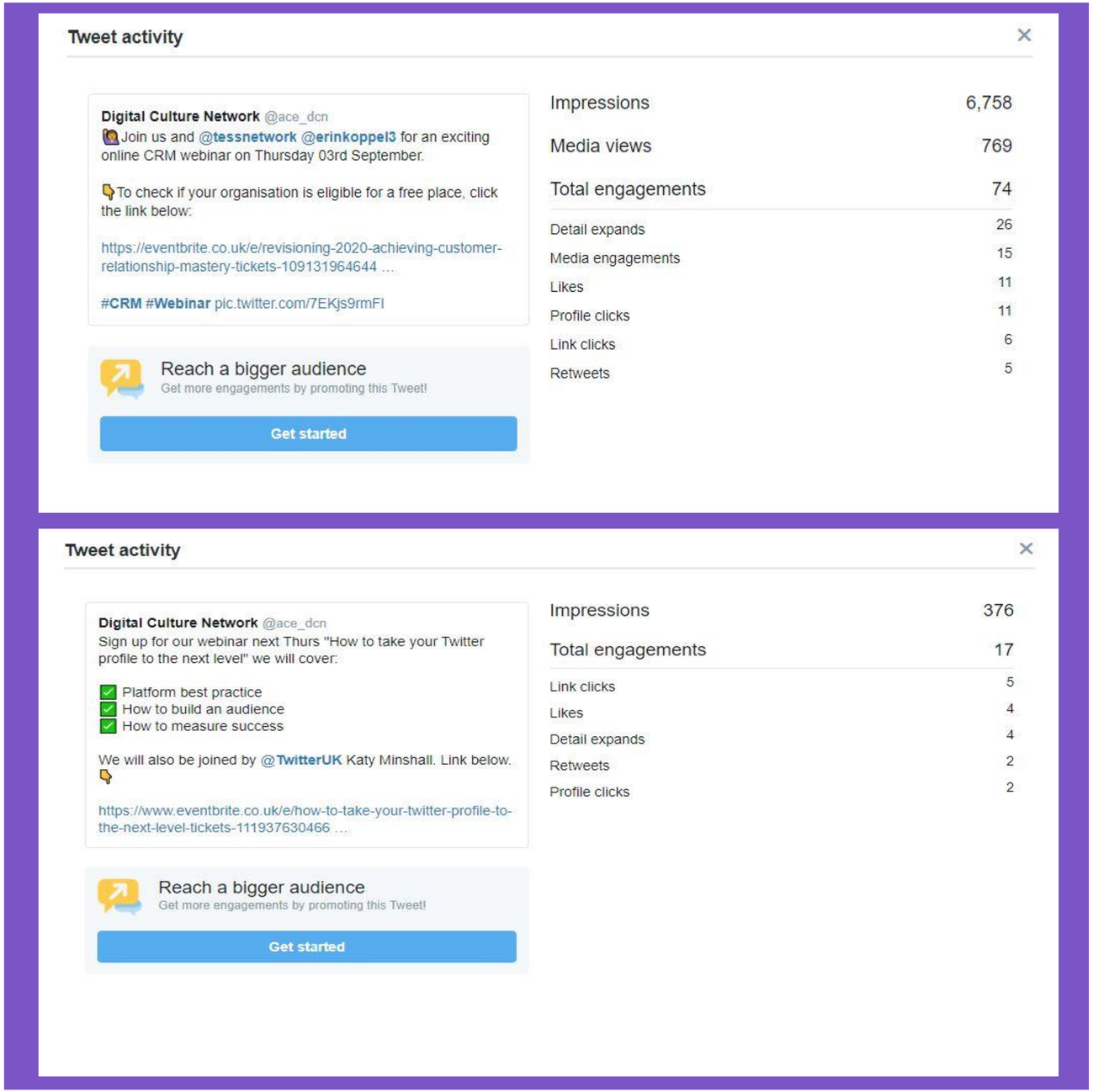
Link clinks

Measuring relevant metrics

Reviewing the data



Content vs Objectives vs Data

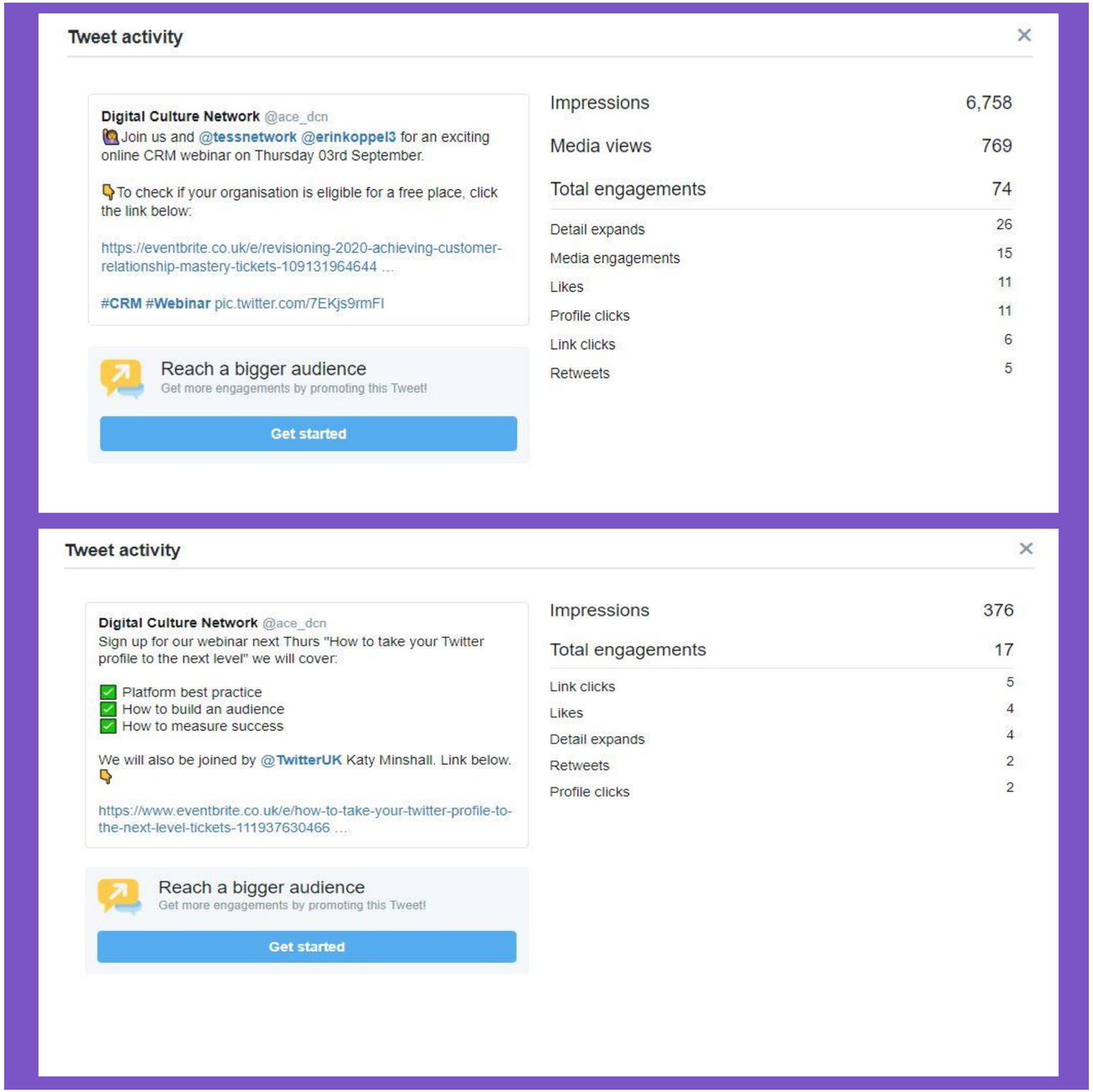


Impressions

Content

Benchmark link clinks

Content vs Objectives vs Data

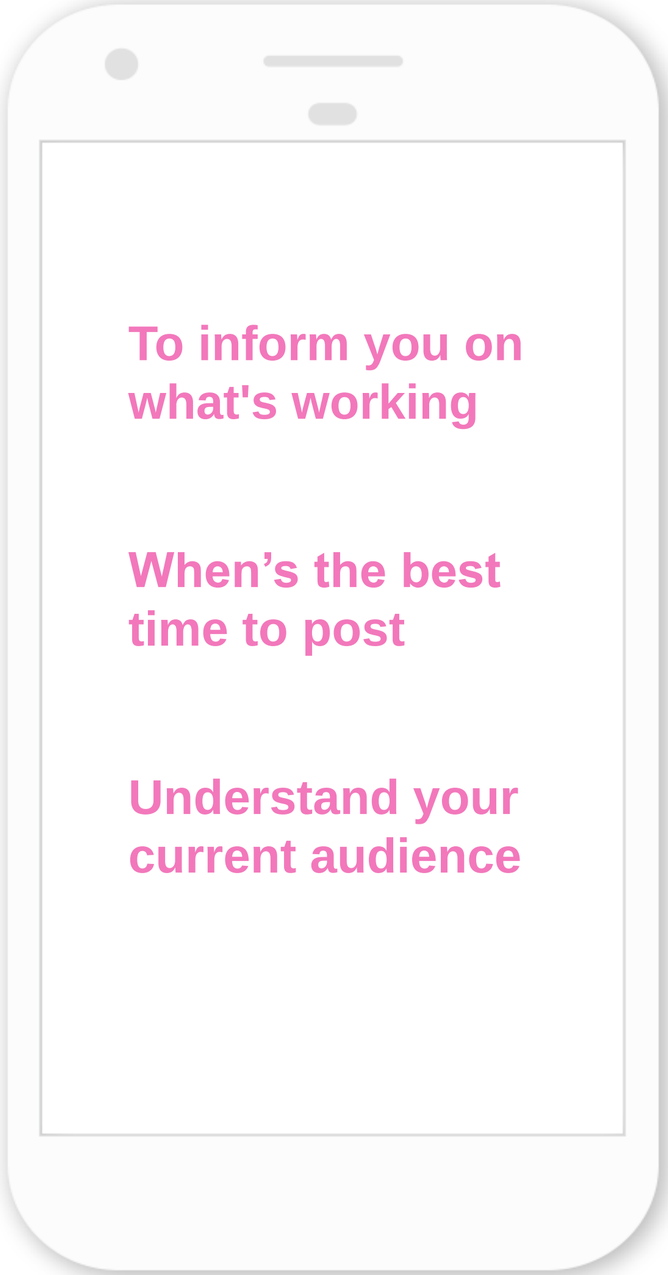


Link clicks M.A 6 & we want 30 per month

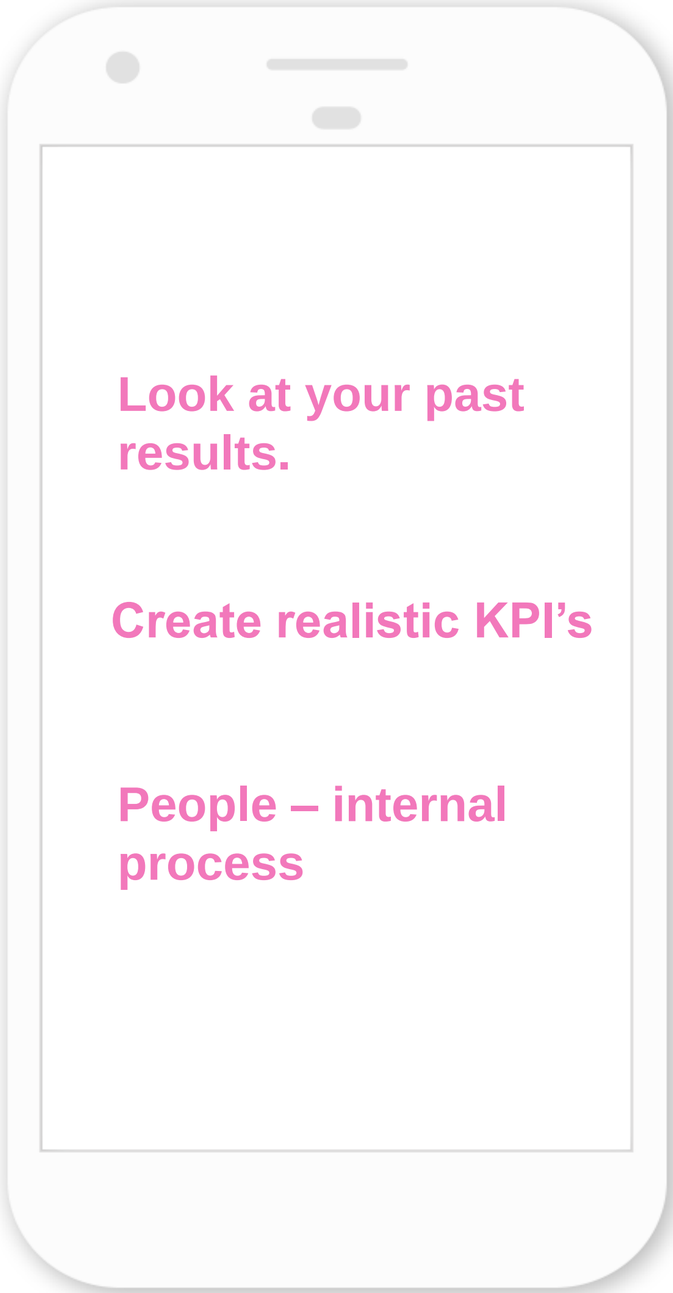
Means posting 5 times a month

Review content and data

Use your analytics



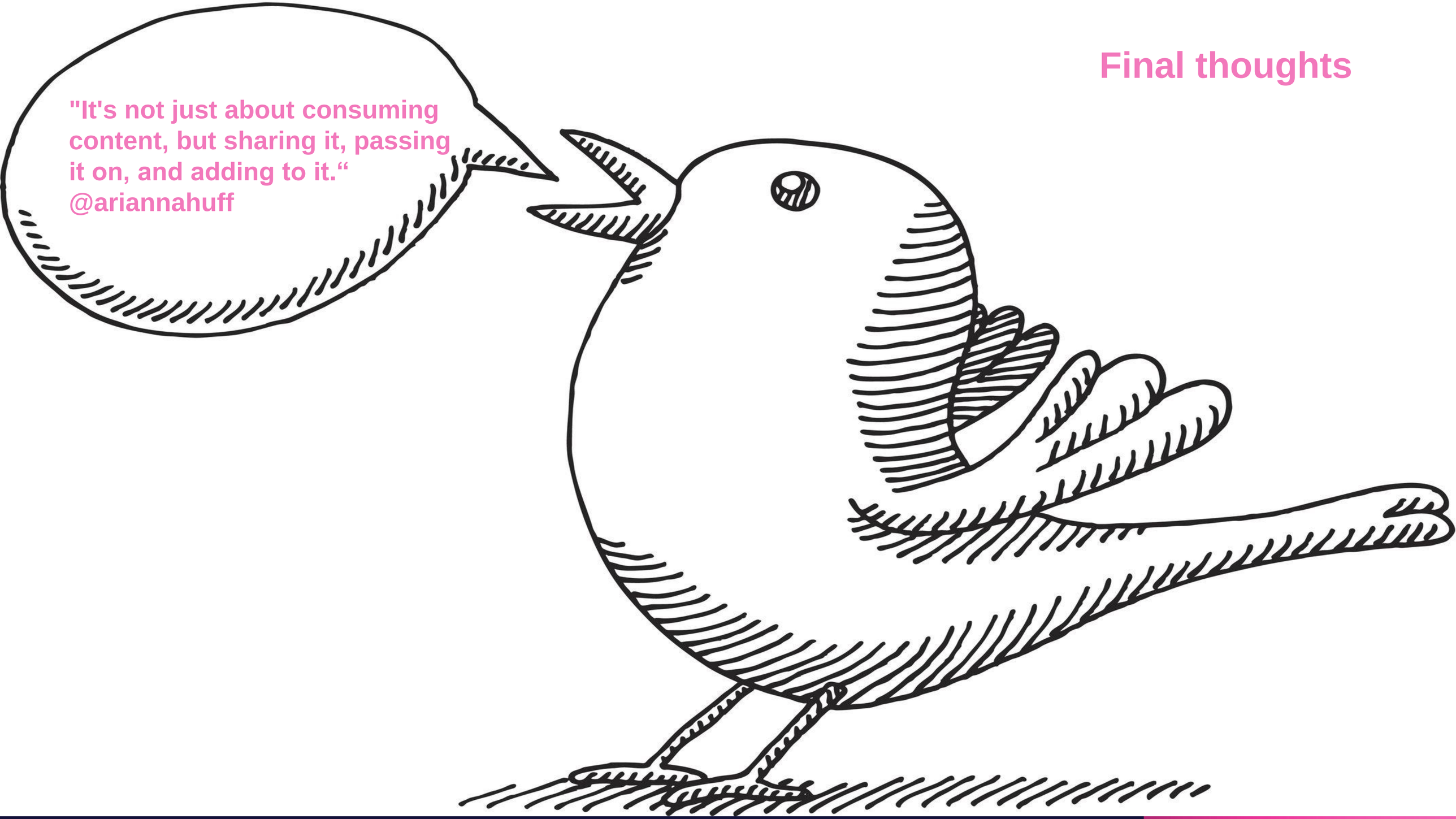
Benchmarking



New features and insights from the lockdown with Katy

Final thoughts

"It's not just about consuming content, but sharing it, passing it on, and adding to it.“ @ariannahuff



Resources

Digital Marketing Resources

- Digital Marketing plan from the space: **https://www.thespace.org/resources?body_value=digital+plan**
- SEO and Google acronyms: **https://diggitymarketing.com/seo-abbreviations-and-acronyms/**

Content resources

- The DCN Twitter account: **https://twitter.com/ace_dcn**
- Size Guide: **https://sproutsocial.com/insights/social-media-image-sizes-guide**
- Content Calendar: **https://docs.google.com/spreadsheets/d/1ty_MVhV3O2q2AekHuezz0-cNASIXujHRMZpKLYxUusw/edit#gid=544490062**
- Trends Calendar: **https://docs.google.com/spreadsheets/d/1xN2GFQHXlT67aWn7QtNhOm24X2I1LA5J/edit#gid=1271960294**
- BAU Copy template sheet: **https://docs.google.com/spreadsheets/d/1uXSVXSymFu00wbslfFF42m3mPozqF9gm/edit#gid=2107675936**

Platform information

- Everything you need to know about moments: **https://business.twitter.com/en/blog/everything-you-need-to-know-about-twitter-moments.html**
- **5 top Twitter features for business: https://www.amplify-pr.co.uk/blog/twitter-features-for-businesses/**
- **How to schedule posts on Twitter: https://business.twitter.com/en/help/campaign-editing-and-optimization/scheduled-tweets.html**
- **How to build followers on Twitter: https://blog.hootsuite.com/how-to-get-twitter-followers/**
- Twitter Polls: **https://smhack.io/blog/leverage-twitter-polls-increase-audience-engagement/**

Resources

Twitter accounts to follow

- The DCN Twitter account: **https://twitter.com/ace_dcn**
- Twitter marketing: **https://twitter.com/twitterMktg**
- Twitter Media: **https://twitter.com/TwitterMedia**

Thank You

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