

How to take your Twitter account to the next level.

Haydn Corrodus

Tech Champion for Social Media, Digital Culture Network

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@Ace_Dcn

**Digital Culture
Network**



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



Katy Minshall

**Head of UK Government, Public Policy
& Philanthropy | Twitter**





Your turn.



Platform features and how to use them



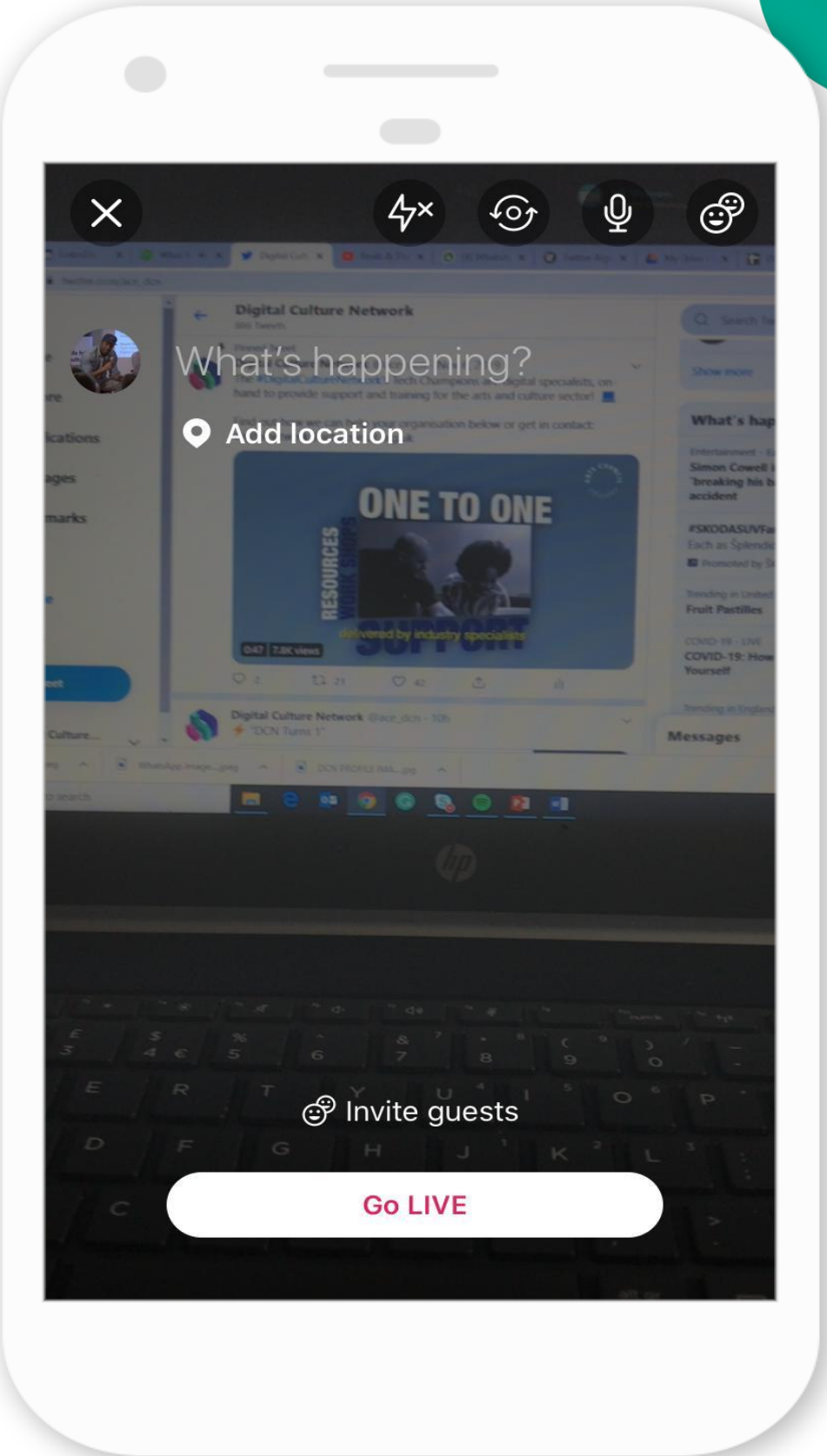
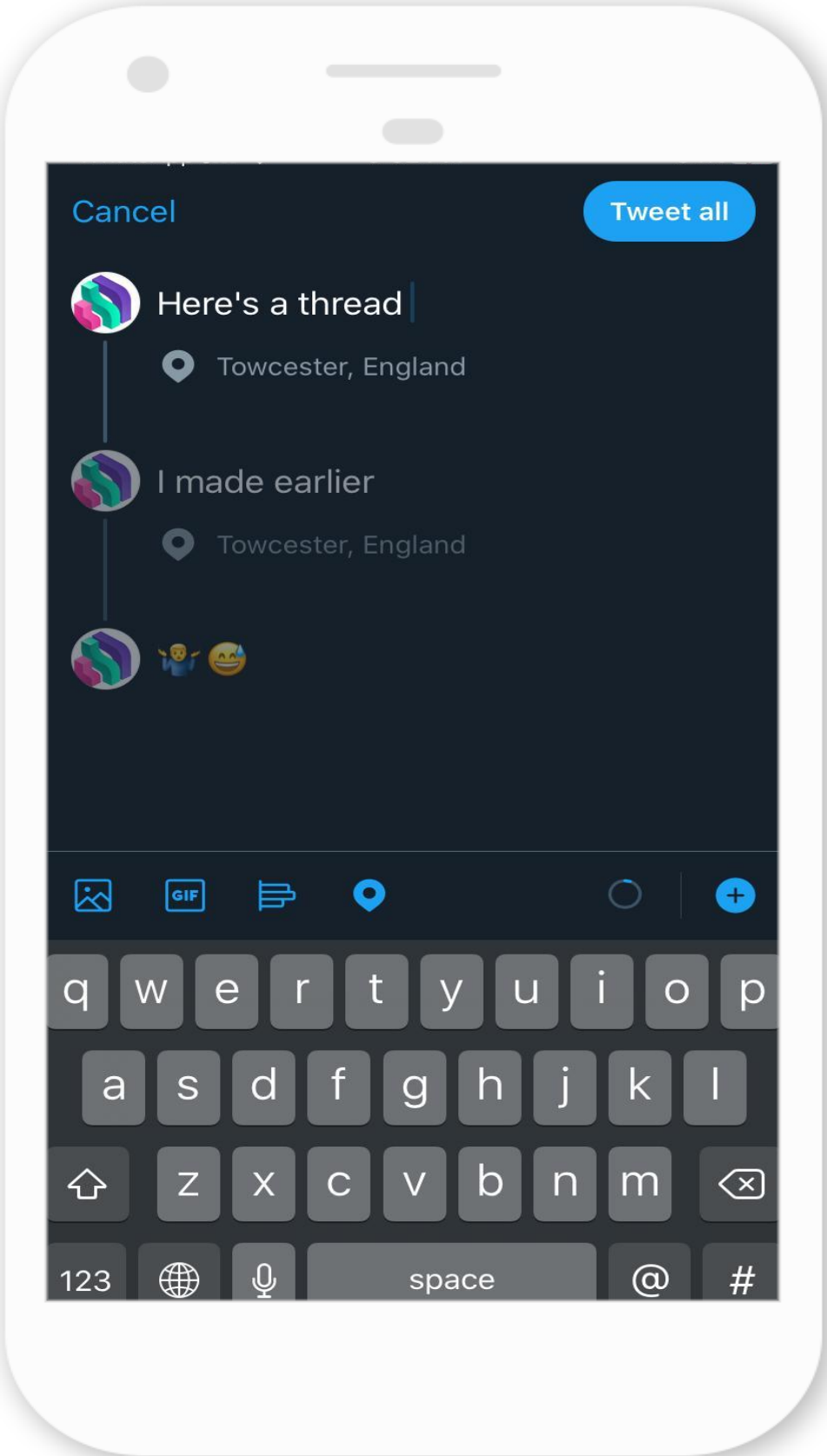
Platform features

Optimise profile

Threads

Live streaming

Post features



Optimised Profile



You have a 160 characters

Add your website

Use key words

Profile features

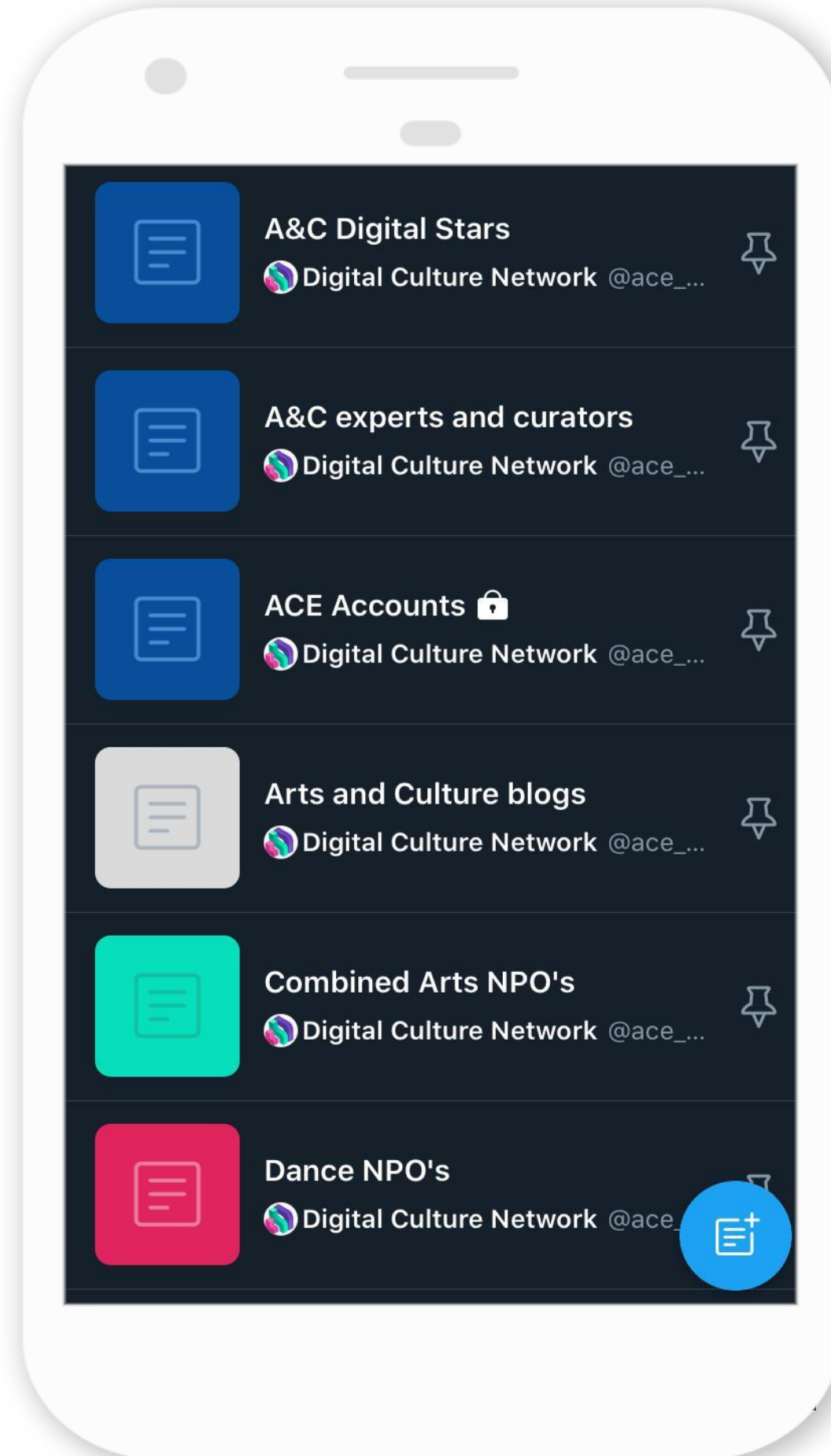


Great for content curation

Building an audience

Engaging with your
communities

Profile features - Lists

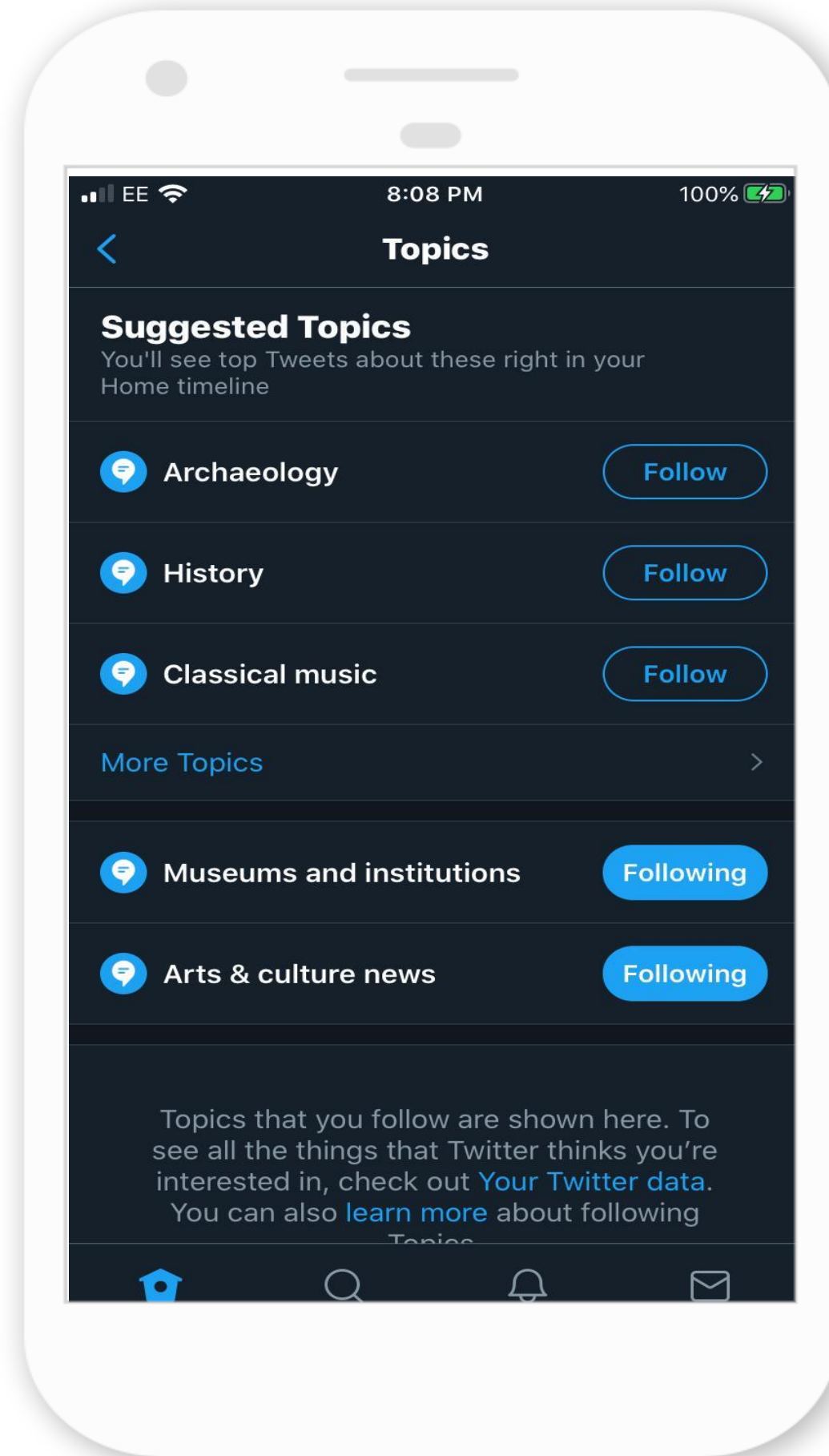


Curate relevant timelines

You don't have to follow them

Easier to stay informed

Profile features - Topics

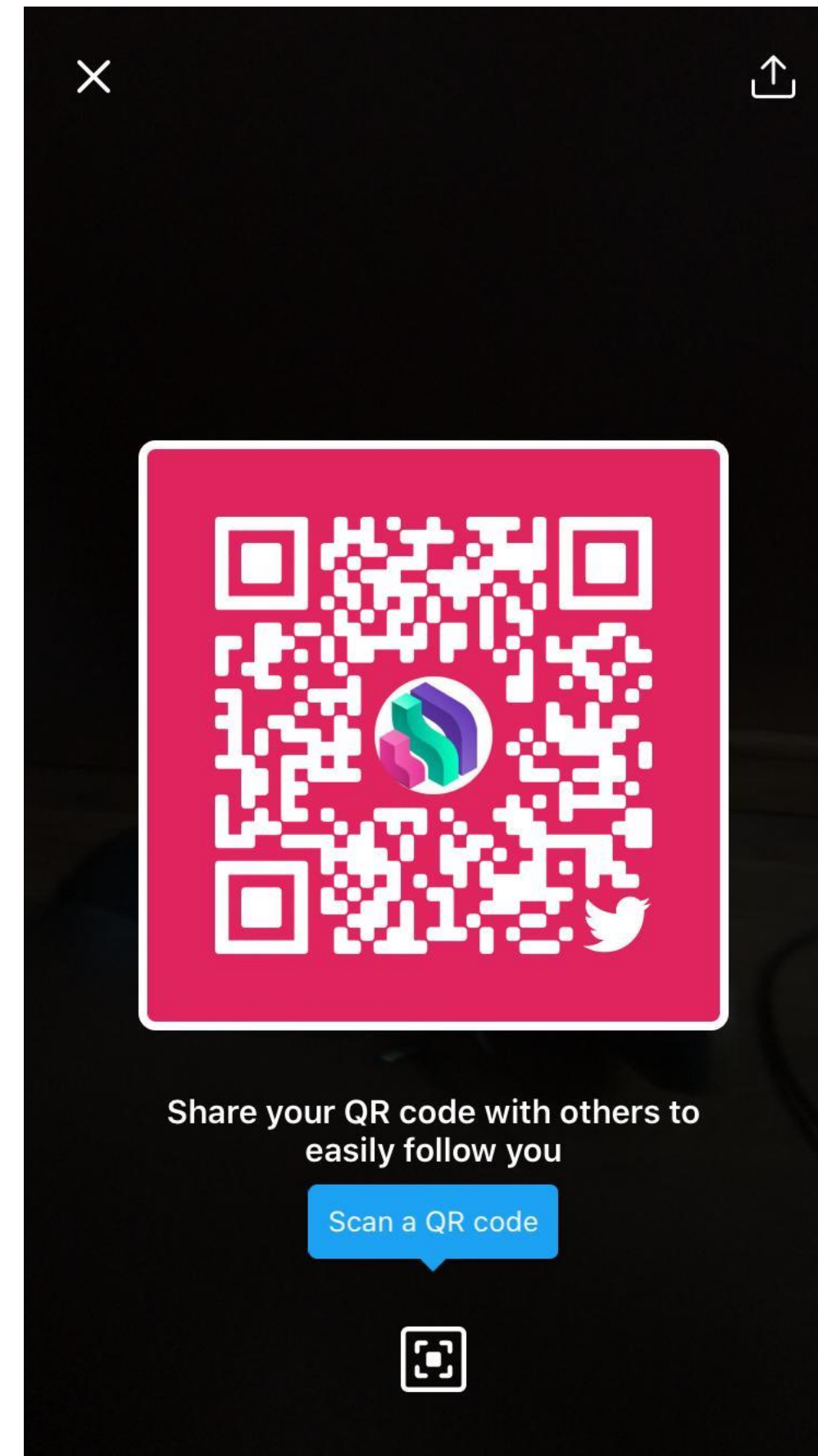


A good way to join relevant conversations

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

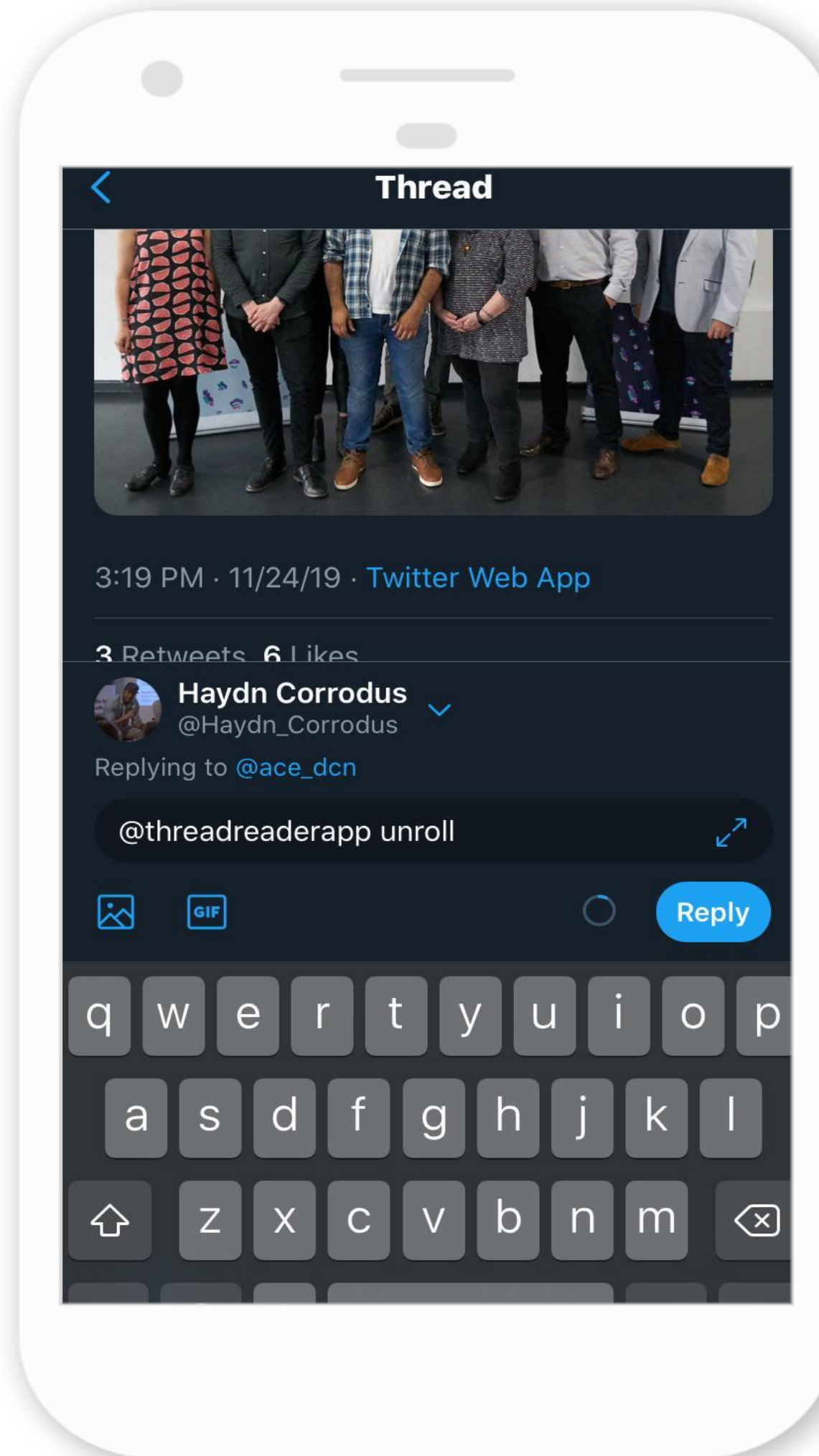


Have a clear
purpose/story

one idea/point per
Tweet

Consider your
audiences

Threads

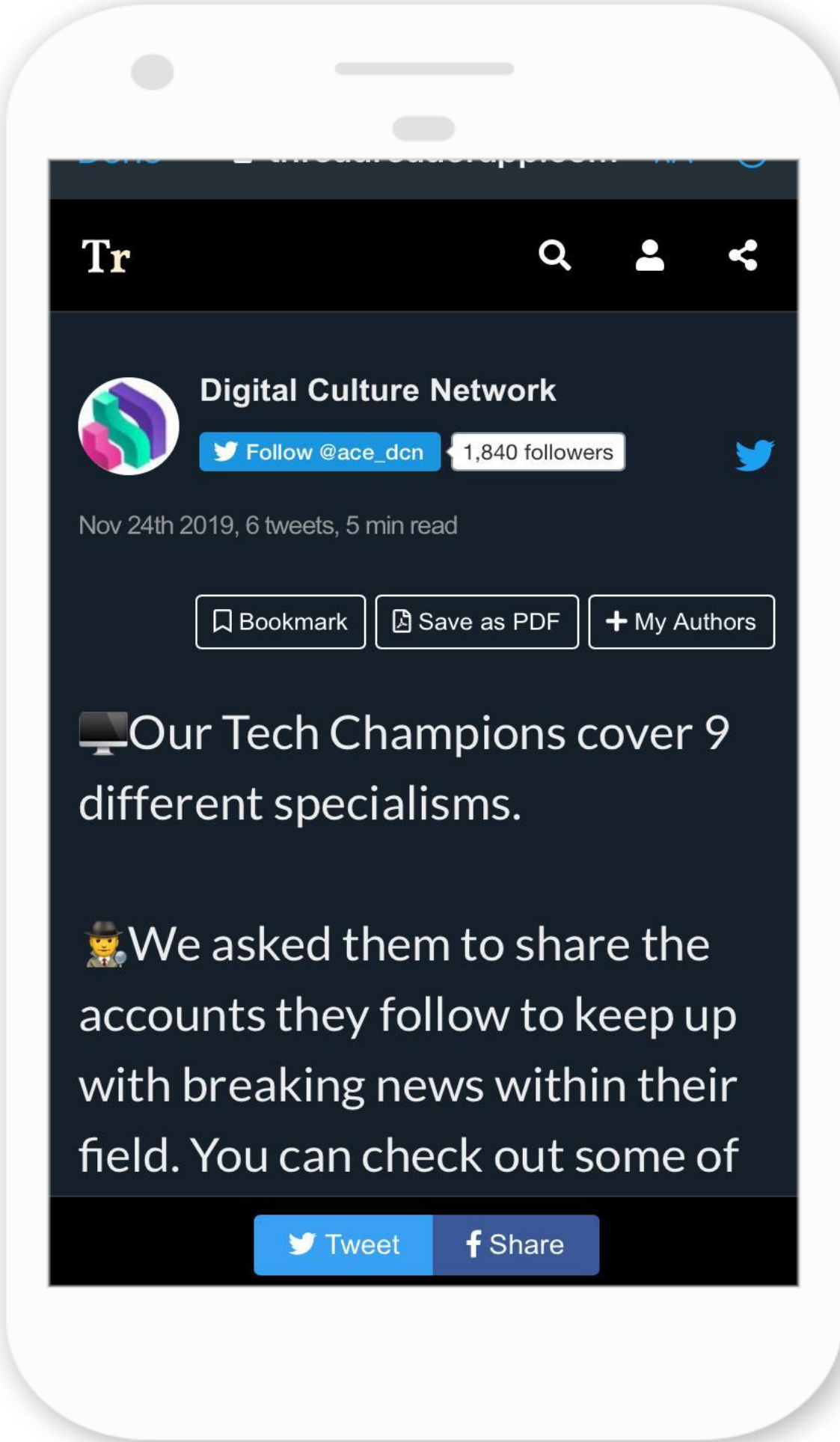
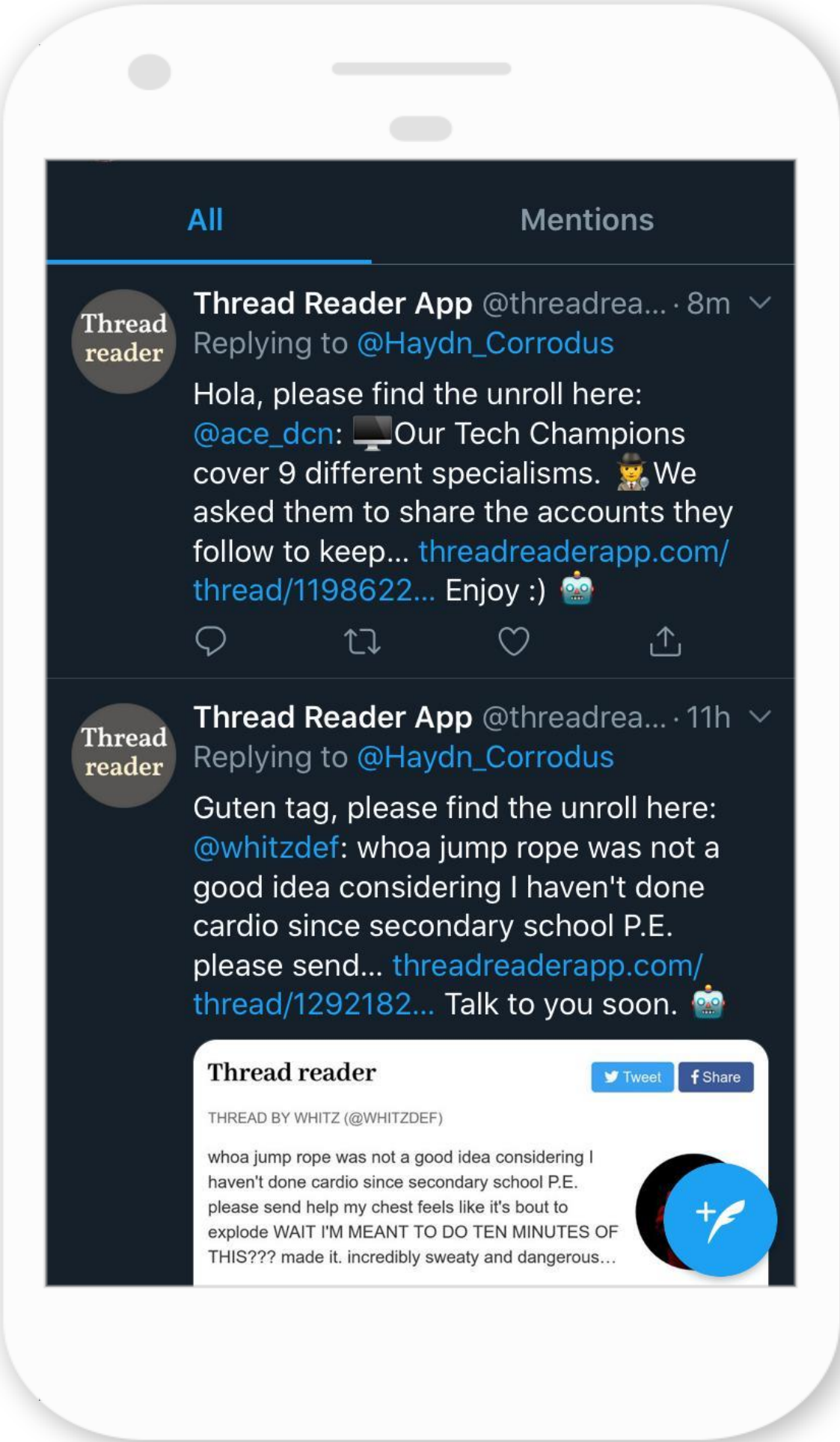


@threadreaderapp

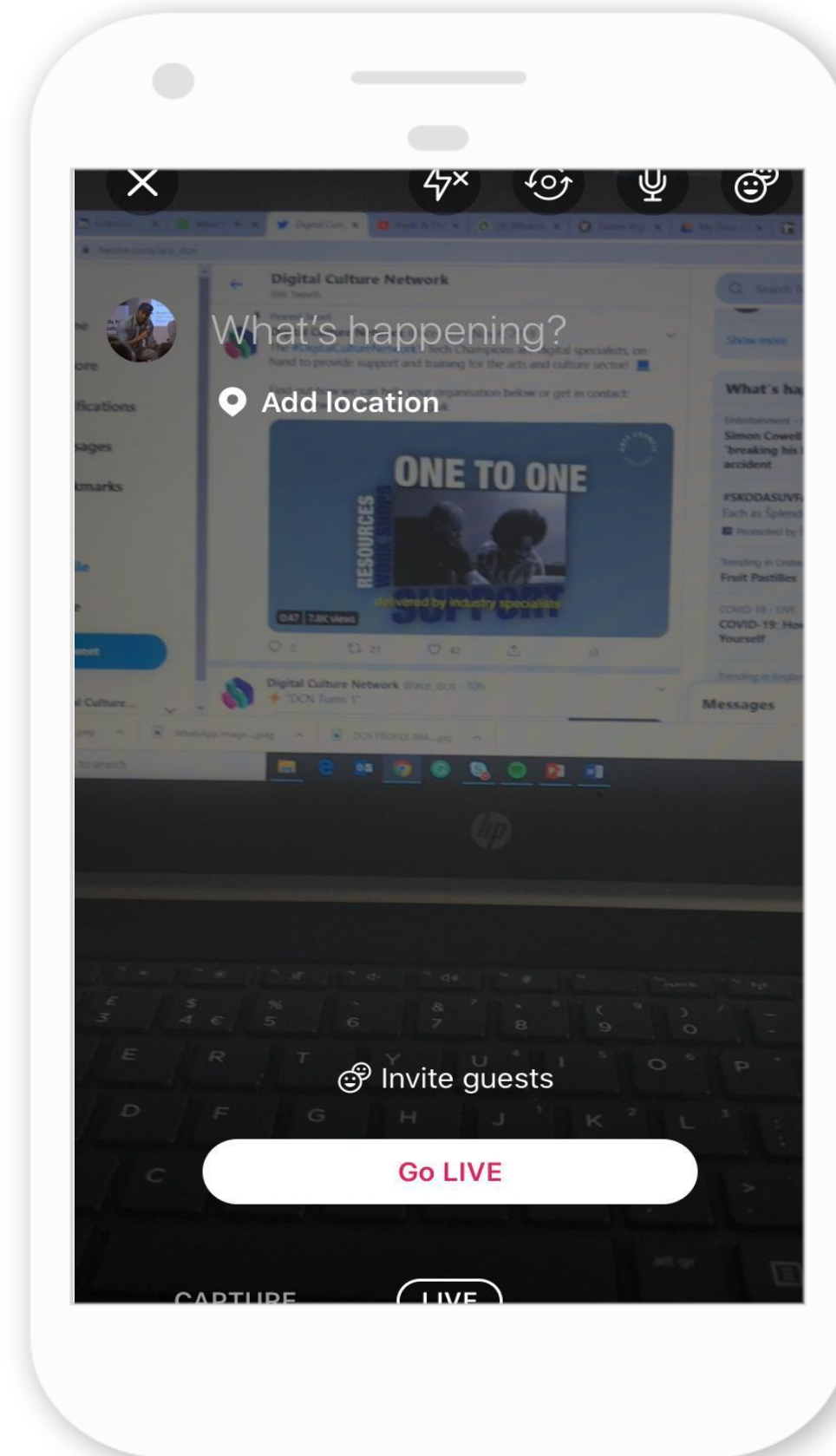
Easier to follow threads

Makes thread more
accessible

Threads



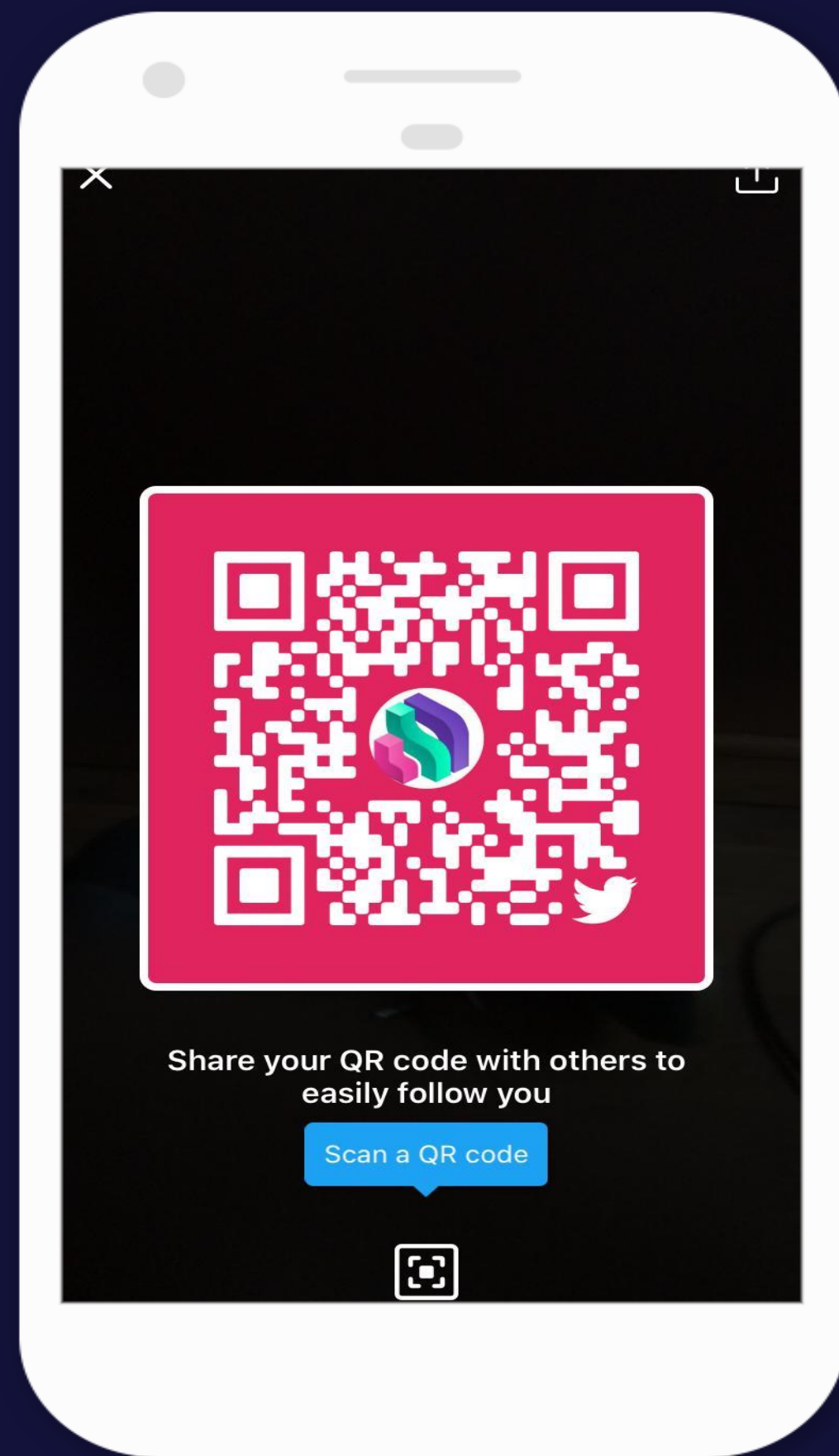
Livestream



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 tools

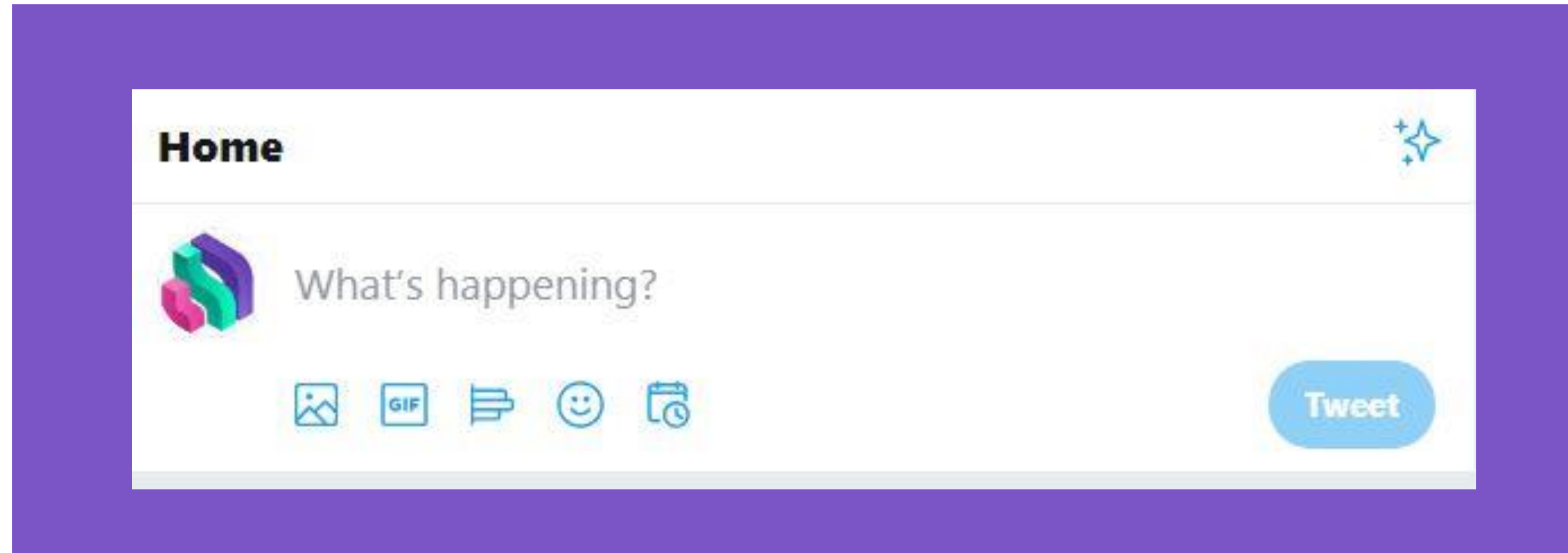
**Business as usual
content and
asset/copy banks**

**Repurposing
content**

**Monitoring
content reach**

**Monitoring your
insights**

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](#)









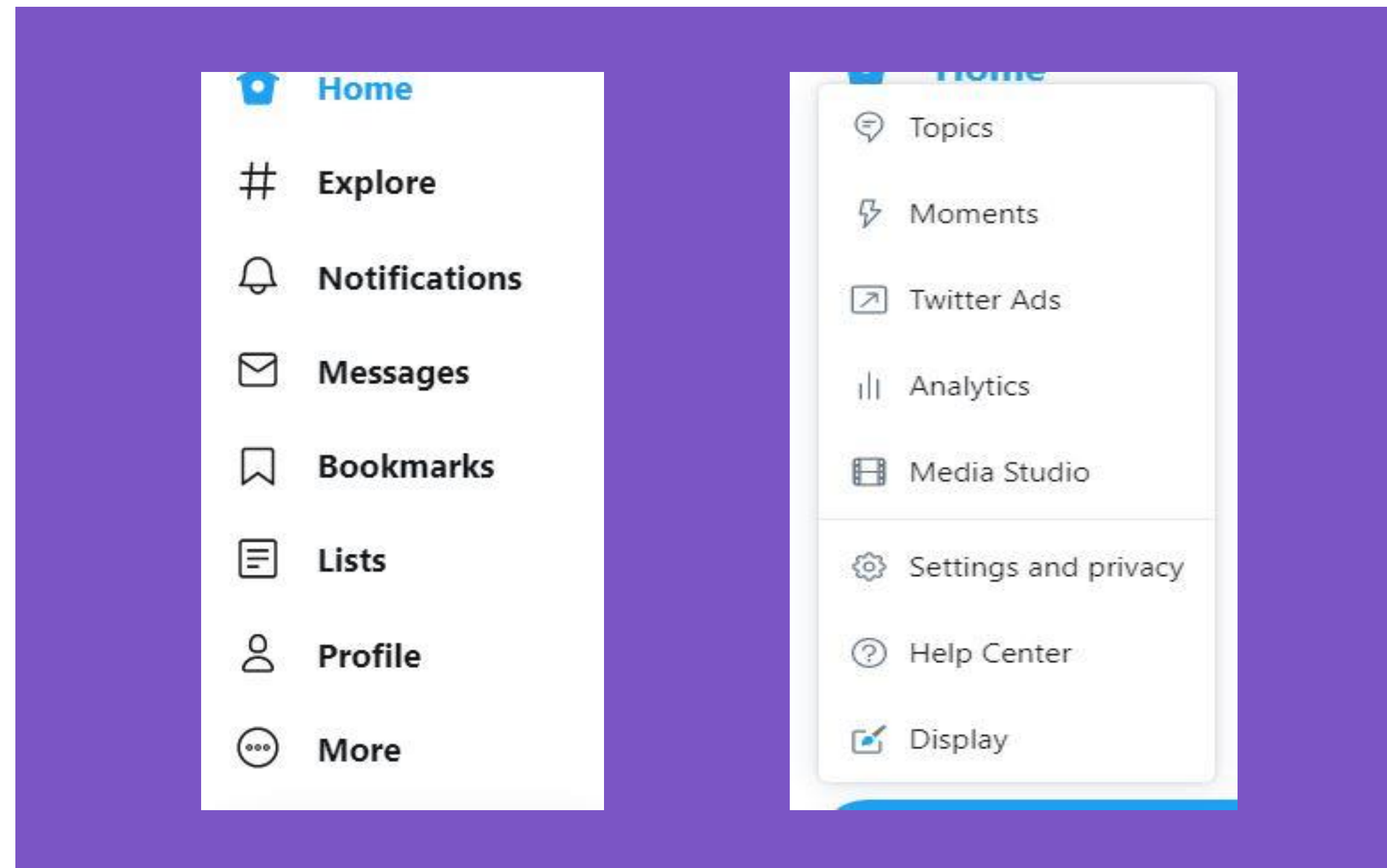


↺


+

Schedule

Scheduling/Media Studio




Media Studio quick overview


 **Media Studio**


Library


Producer


Insights 


Scheduled Tweets


Analytics 


Digital Culture Network 




Library 

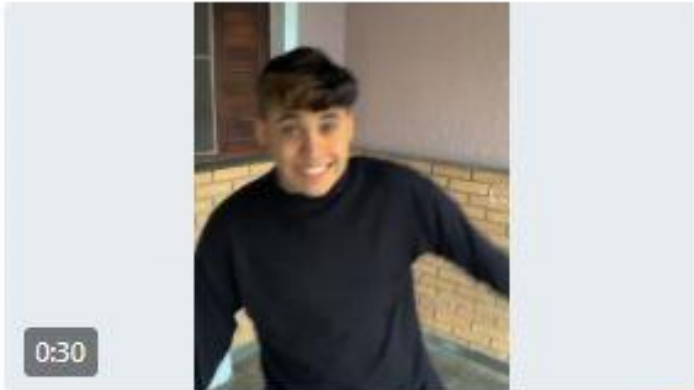
 Upload Media

All Media 





Team Photo
Aug 6, 2020







Untitled
Aug 5, 2020







Birthday Vid
Jul 17, 2020







Untitled
Jul 17, 2020







Untitled
Jul 17, 2020







Birthday vid NYSA
Jul 17, 2020






Birthday vid Sus Lib
Jul 16, 2020





Untitled
Jul 15, 2020



Scheduling/Media Studio

Media Studio

Library

Producer

Insights

Scheduled Tweets

Analytics

Digital Culture Network

Schedule

Aug 2020

Date	Time	Tweet	Media	Monetization
Aug 10 Today	12:00 PM	<div><div><div>Digital Culture Network @ace_dcn</div><div>Did you attend @iamsyedrahman SEO webinar last week? If so this posts for you.</div><div>How to improve your SEO strategy using anchor text optimization.</div><div>https://www.socialmediatoday.com/news/how-to-improve-your-seo-strategy-using-anchor-text-optimization-infographi/583180/</div></div><div></div></div>		

Consistency post frequency

**Planning content
scheduling**

**General consensus
is 6 tweets a day**

**BUT use objective
to inform how
often you post.**

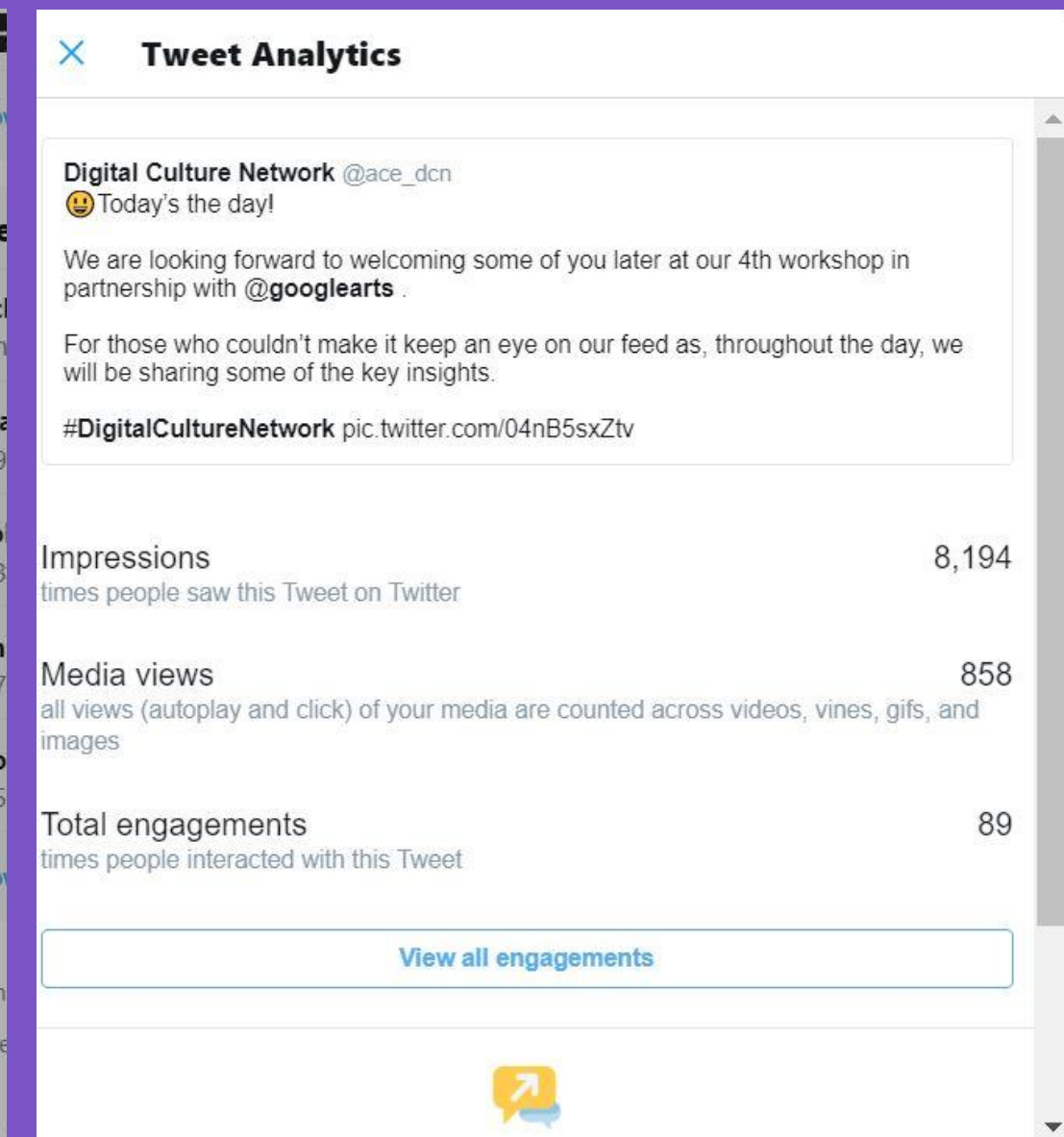
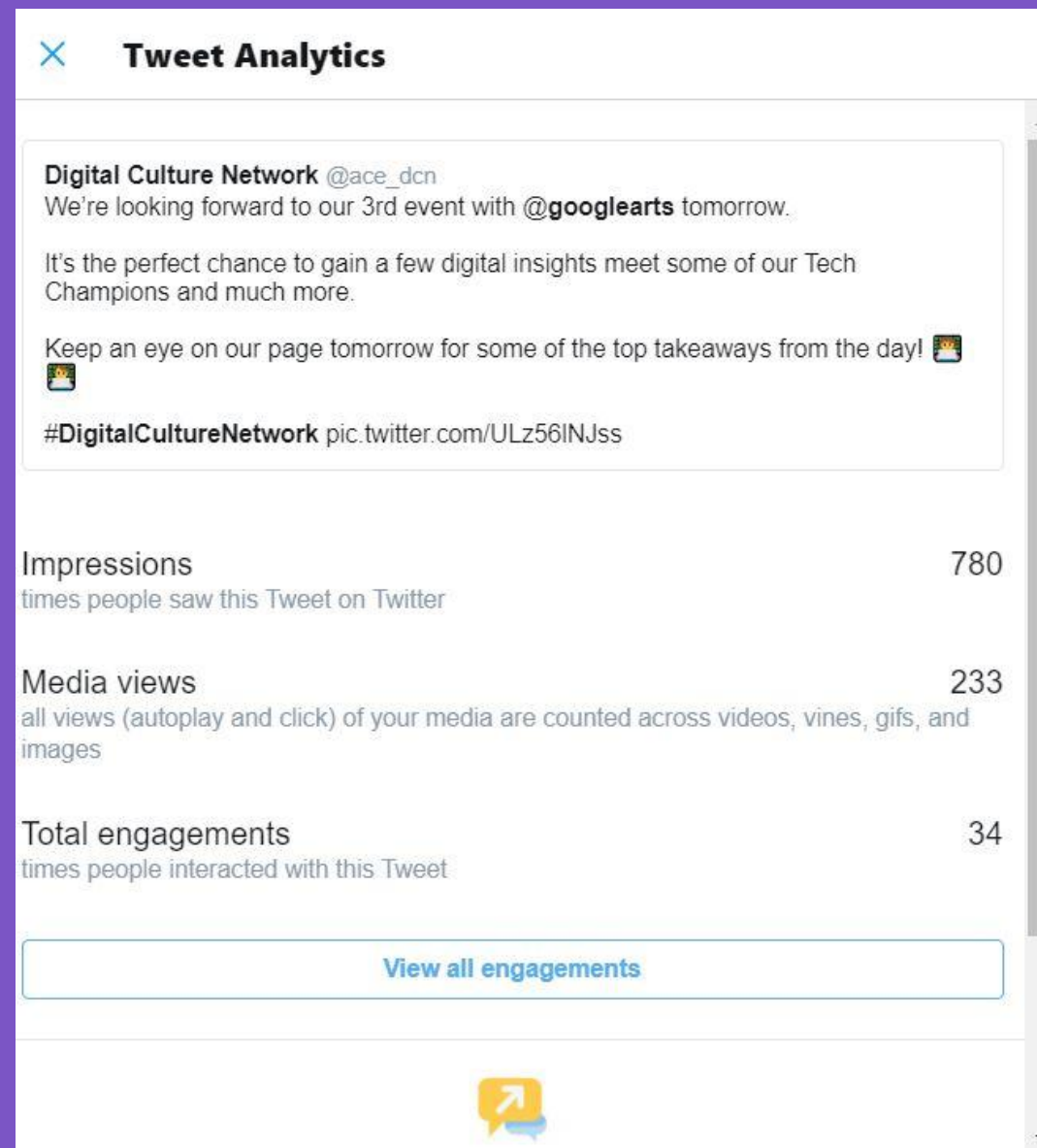
BAU Content

Create an asset &
copy bank


Evergreen content or
org info

Repurpose &
reshare/retweet
content

Content reach



Asset & copy bank

 **Media Studio**

Library


Producer

Insights ▾


Scheduled Tweets

Analytics ▾


Digital Culture Network ▾



Library ▾




All Media ▾

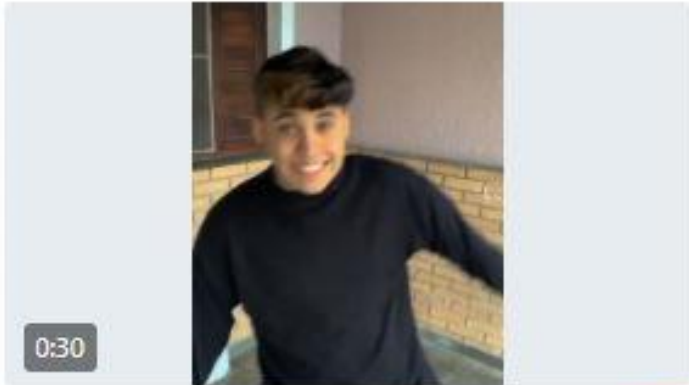


Digital Culture Network

Team Photo

Aug 6, 2020







0:30

Untitled

Aug 5, 2020







1:14 James

Birthday Vid


Jul 17, 2020






Untitled


Jul 17, 2020






Untitled

Jul 17, 2020







0:27

Hey you guys!
It's Peachy here from Planet Munch!!

Birthday vid NYSA

Jul 17, 2020







0:14

Hi I'm Melissa Matthews and I'm from Suffolk Libraries

Birthday vid Sus Lib

Jul 16, 2020






GIF

THANK YOU

Untitled

Jul 15, 2020



Asset & copy bank

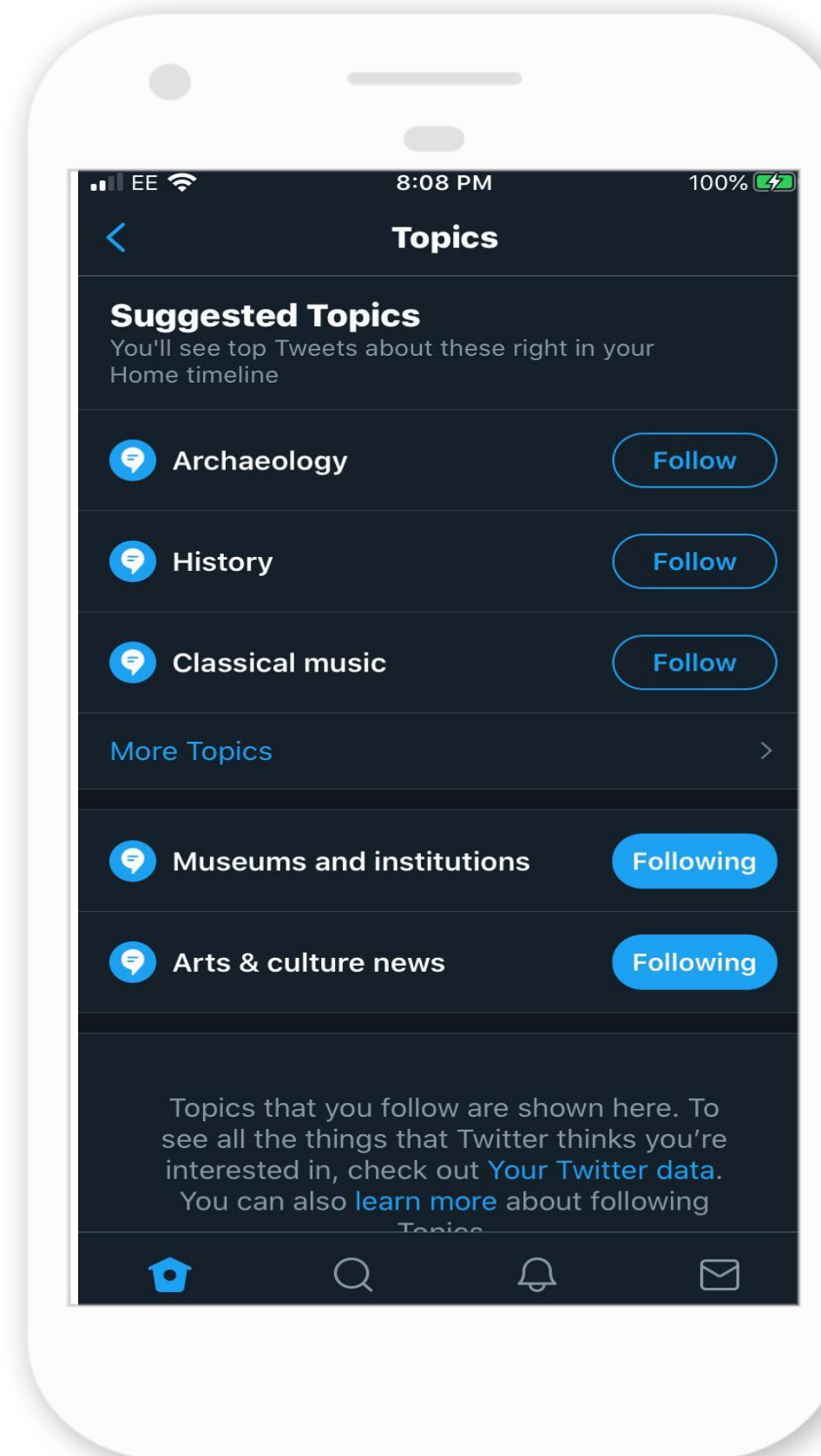
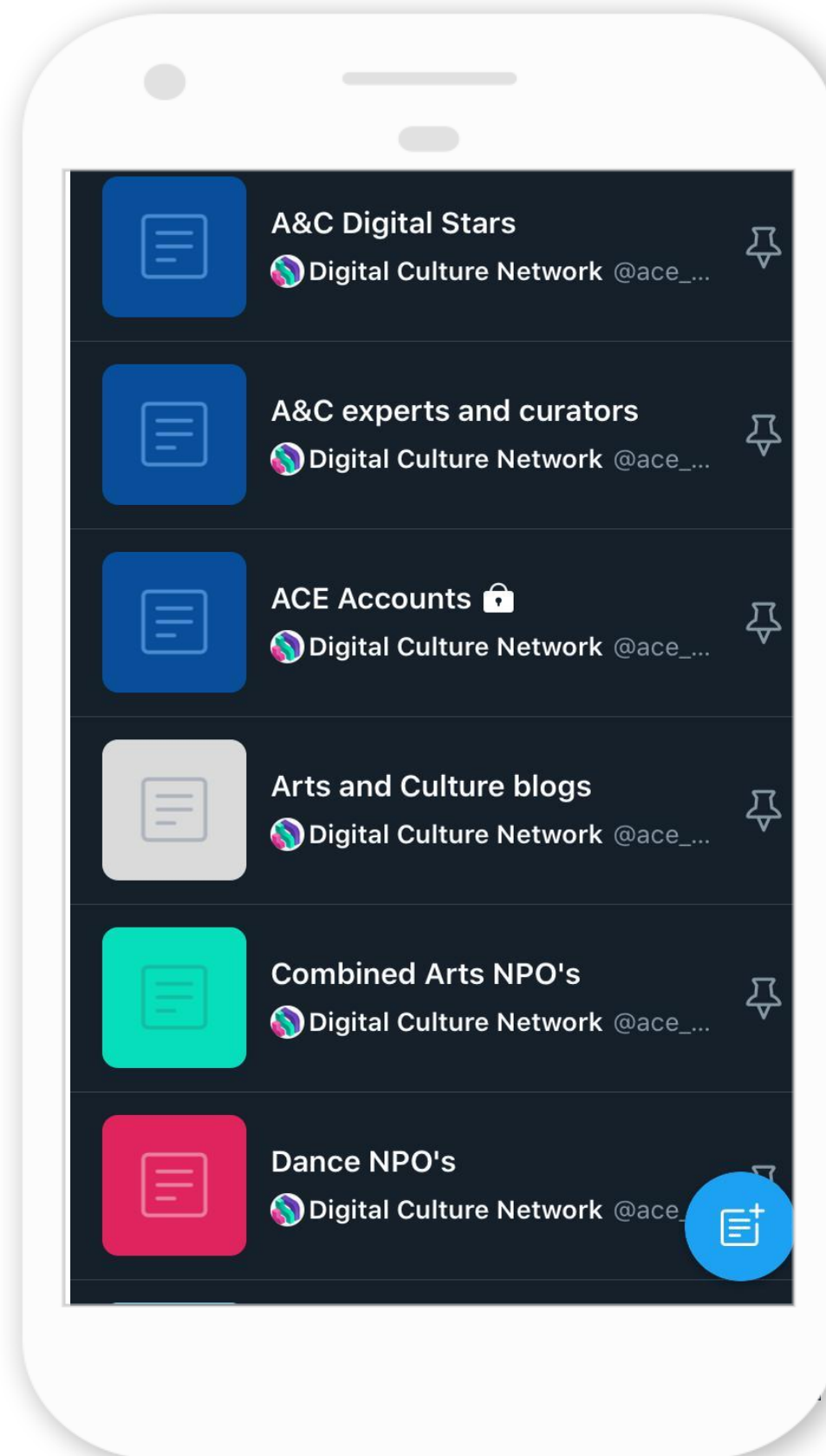
BAU Copy Template .XLSX

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

100% \$ % .0 .00 123 Calibri 11 B I A

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

Joining conversations

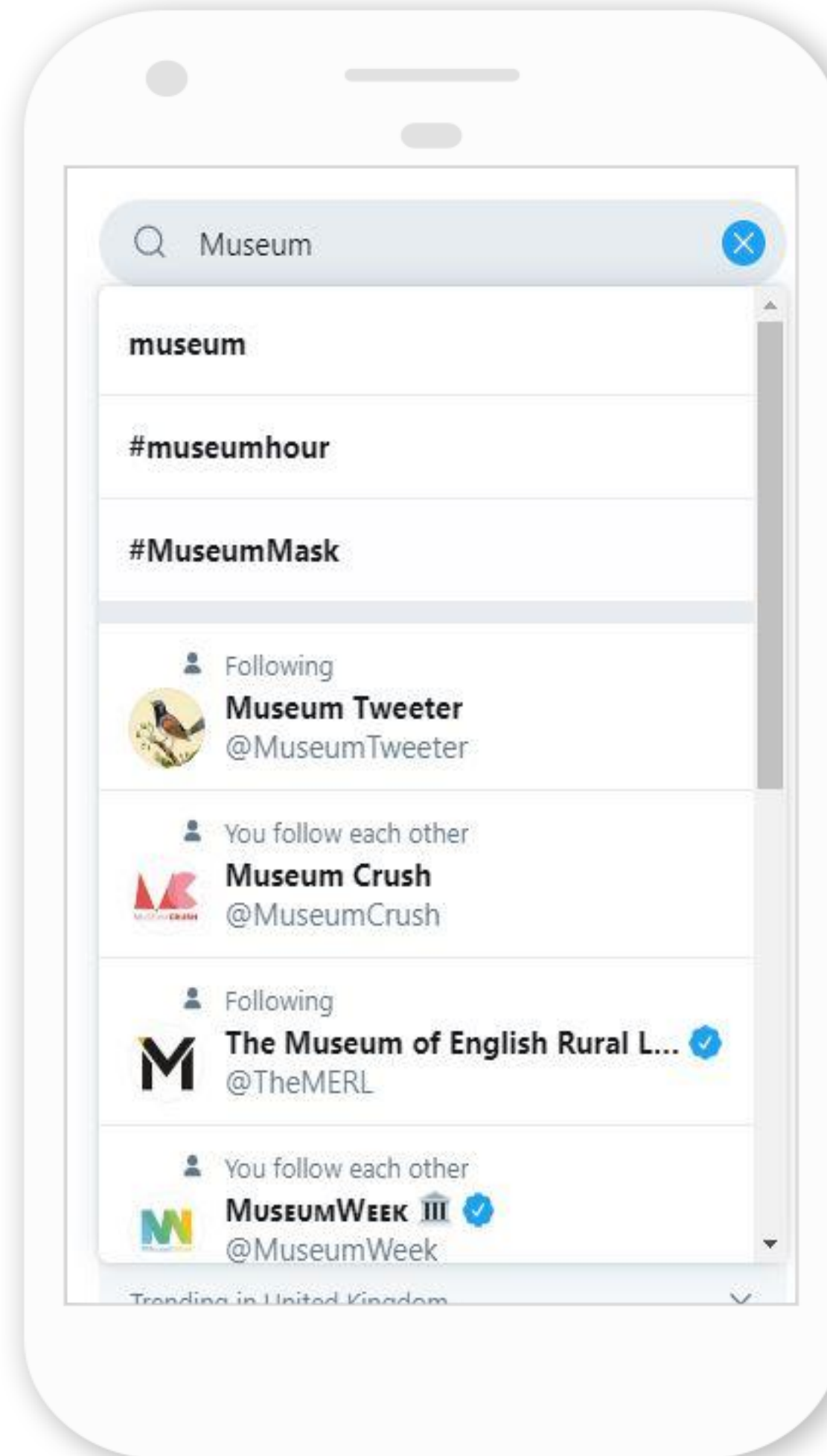


Contributing to relevant conversations

Resharing trending topics.

Shows subject authority

Using Search

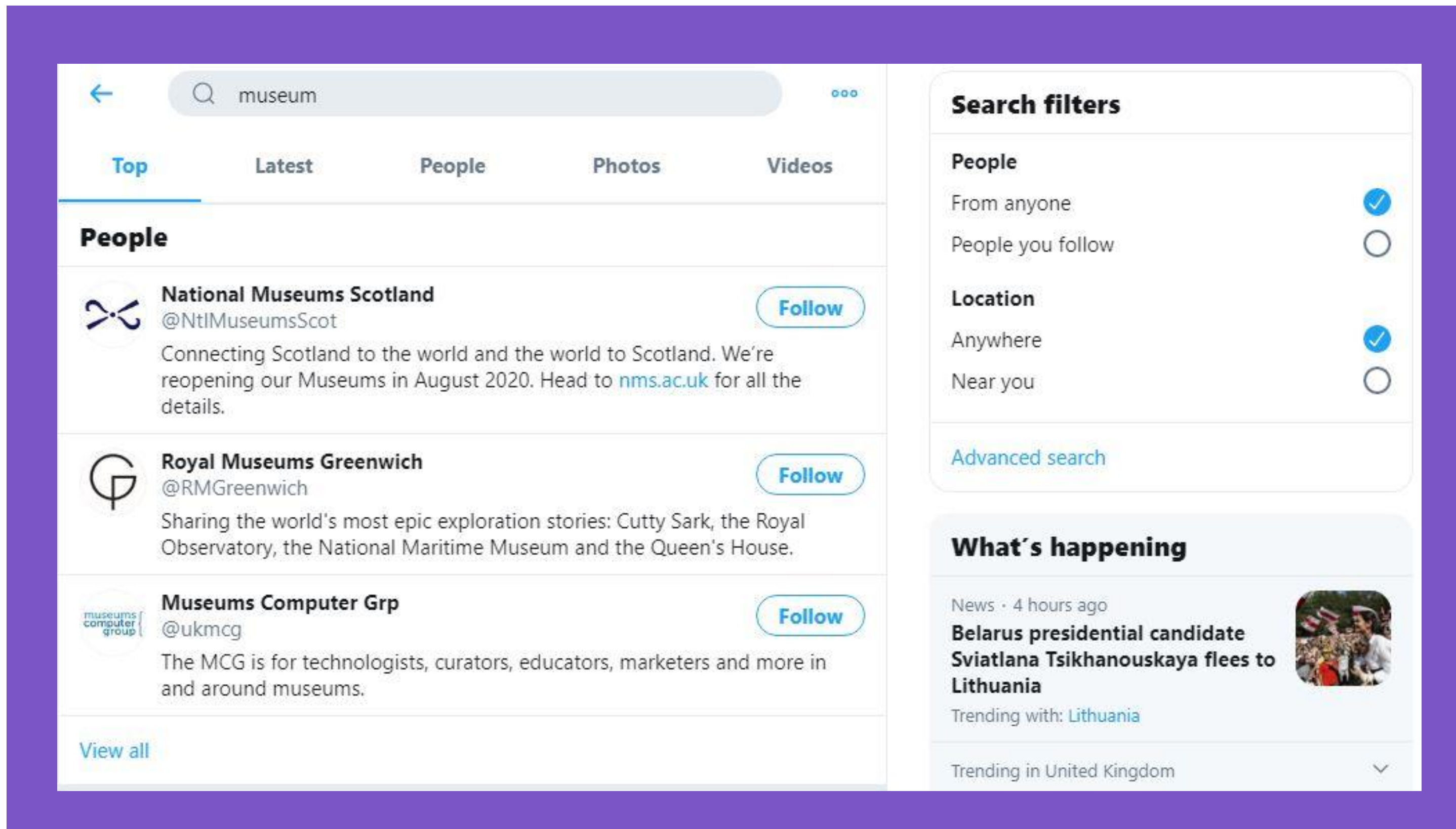


You can save search's

Can help inform on
trending #

Relevant account
suggestions

Using Search



The power of
advanced search

Using Search

×

Advanced search

Search

Words

All of these words

Example: what's happening · contains both "what's" and "happening"

This exact phrase

Example: happy hour · contains the exact phrase "happy hour"

Any of these words

Example: cats dogs · contains either "cats" or "dogs" (or both)

None of these words

Example: cats dogs · does not contain "cats" and does not contain "dogs"

These hashtags

×

Advanced search

Search

Language

Any language

Accounts

From these accounts

Example: @Twitter · sent from @Twitter

To these accounts

Example: @Twitter · sent in reply to @Twitter

Mentioning these accounts

Example: @SFBART @Caltrain · mentions @SFBART or mentions @Caltrain

Using Search

×

Advanced search

Search

Filters

Replies

Include replies and original Tweets

✓

Only show replies

Links

Include Tweets with links

✓

Only show Tweets with links

Engagement

Minimum replies

Example: 280 · Tweets with at least 280 replies

×

Advanced search

Search

Example: 280 · Tweets with at least 280 replies

Minimum Likes

Example: 280 · Tweets with at least 280 Likes

Minimum Retweets

Example: 280 · Tweets with at least 280 Retweets

Dates

From

Month

Day

Year

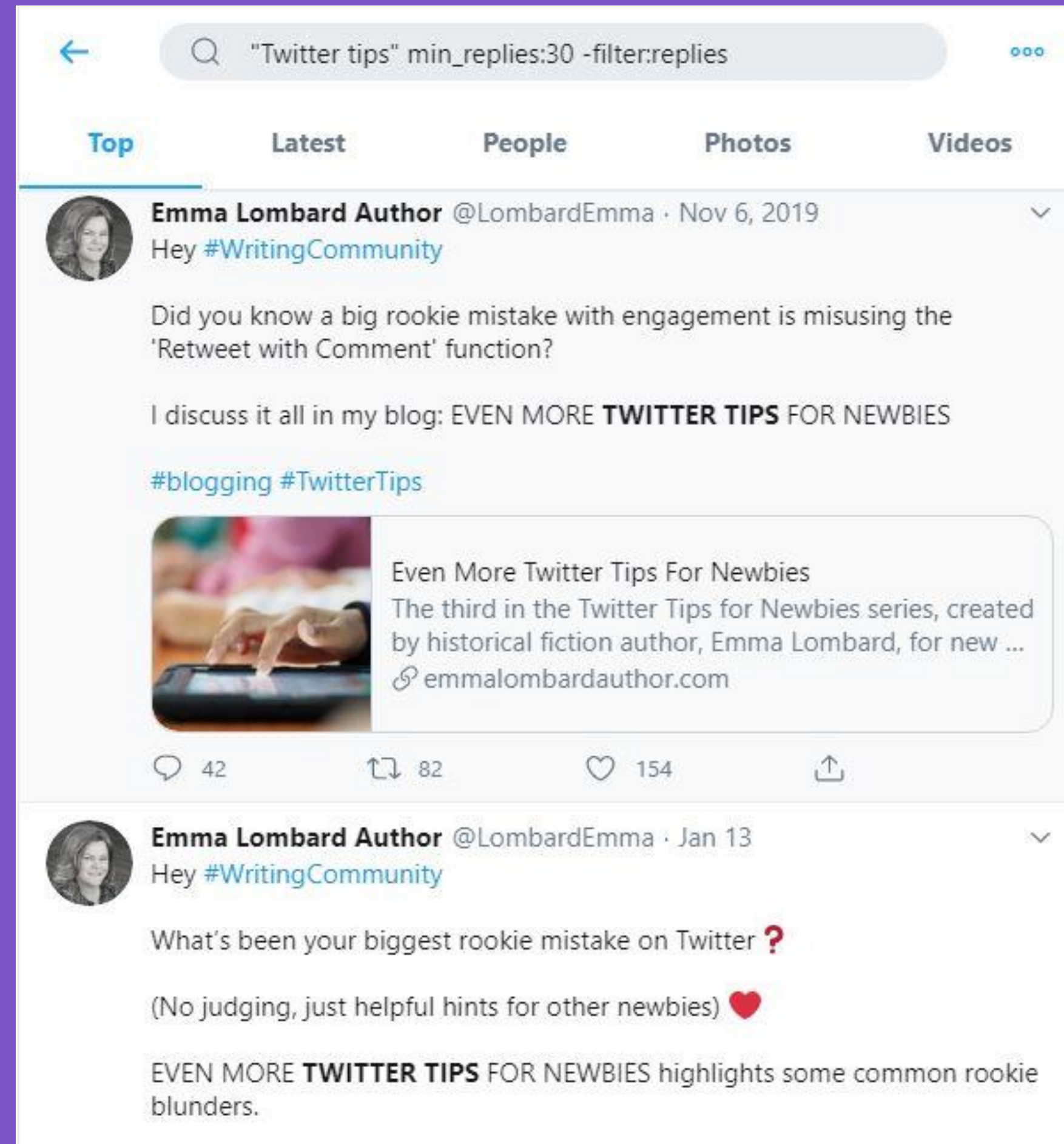
To

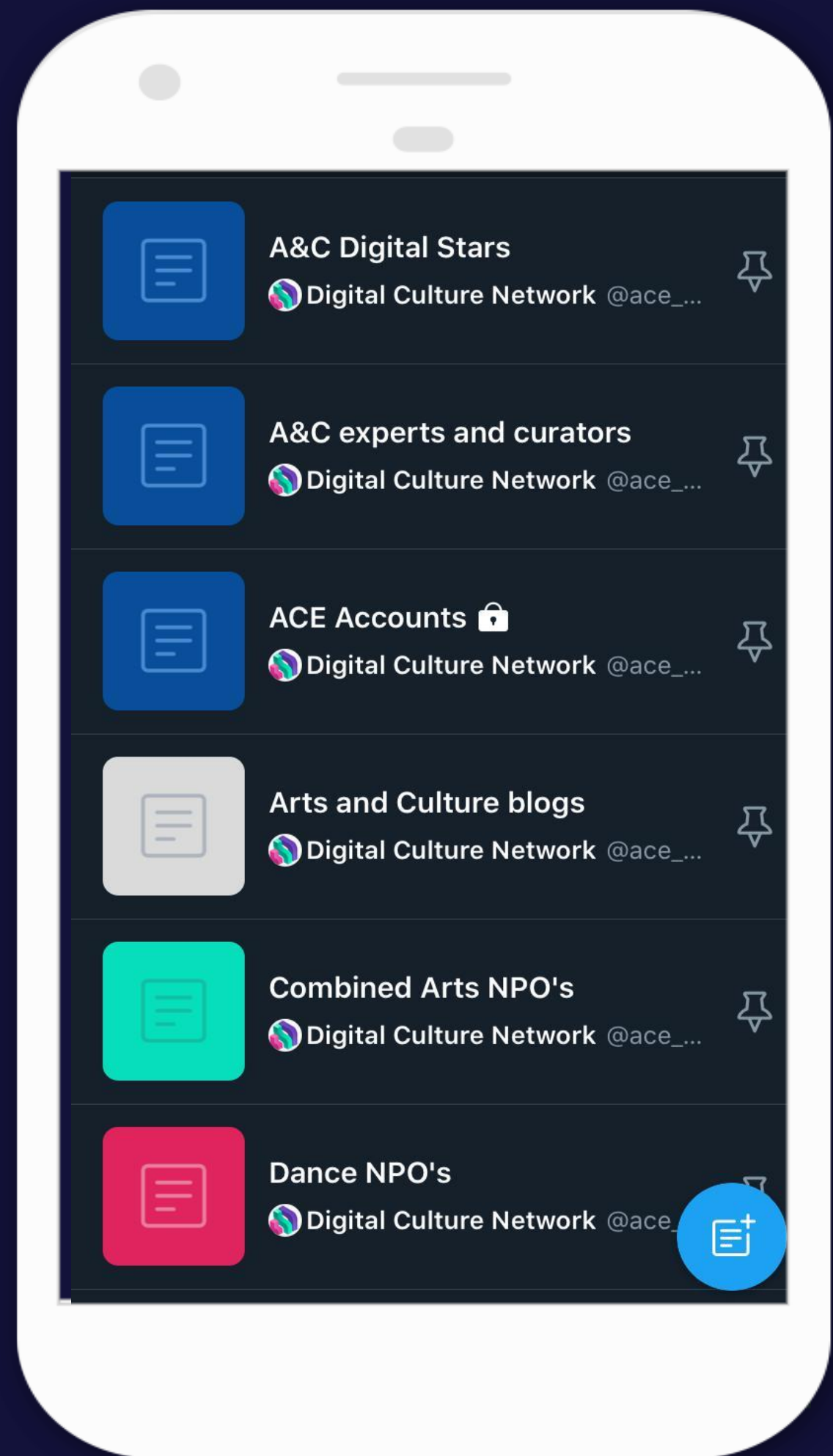
Month

Day

Year

Using Search





Your turn.

**Subscribe to the relevant list over
[@ace_dcn](#)**





Digital Culture Network
895 Tweets





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



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



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Find out how we can help your organisation develop its digital skills. digitalculturenetwork.org.uk or info@digitalculturenetwork.org.uk


2019


These are digital specialists, on-site or remote, working across the arts and culture sector! 📺


Get in touch with us below or get in contact: digitalculturenetwork.org.uk





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 🌟🎨




**How to measure
results.**

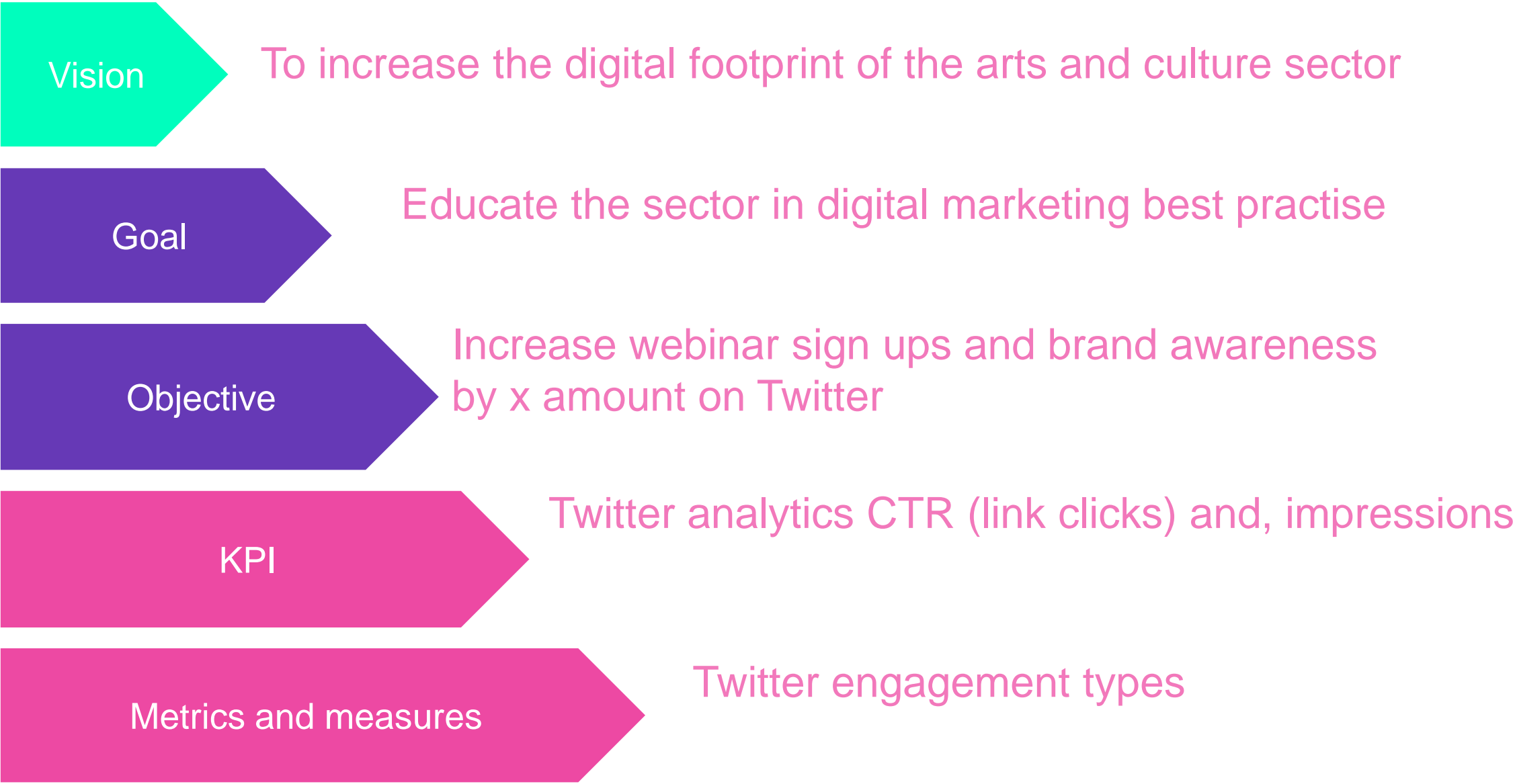


How to measure results

Have clear objectives

Benchmarking

What's an objective



Clear objectives

**What are you
trying to achieve**

**How does it relate to
wider digital
objectives**

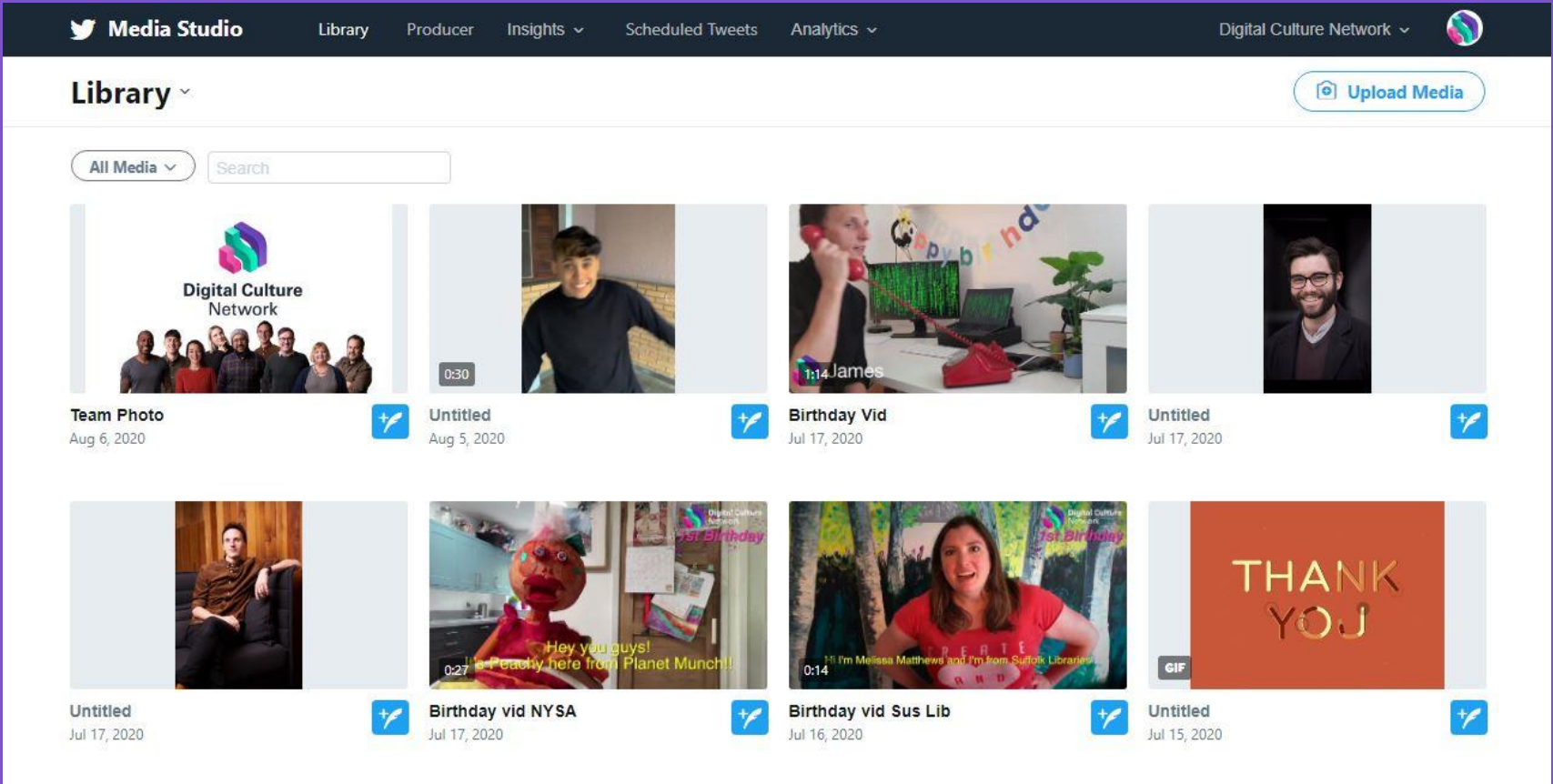
**Use objective to
inform how you
post.**

Example objectives

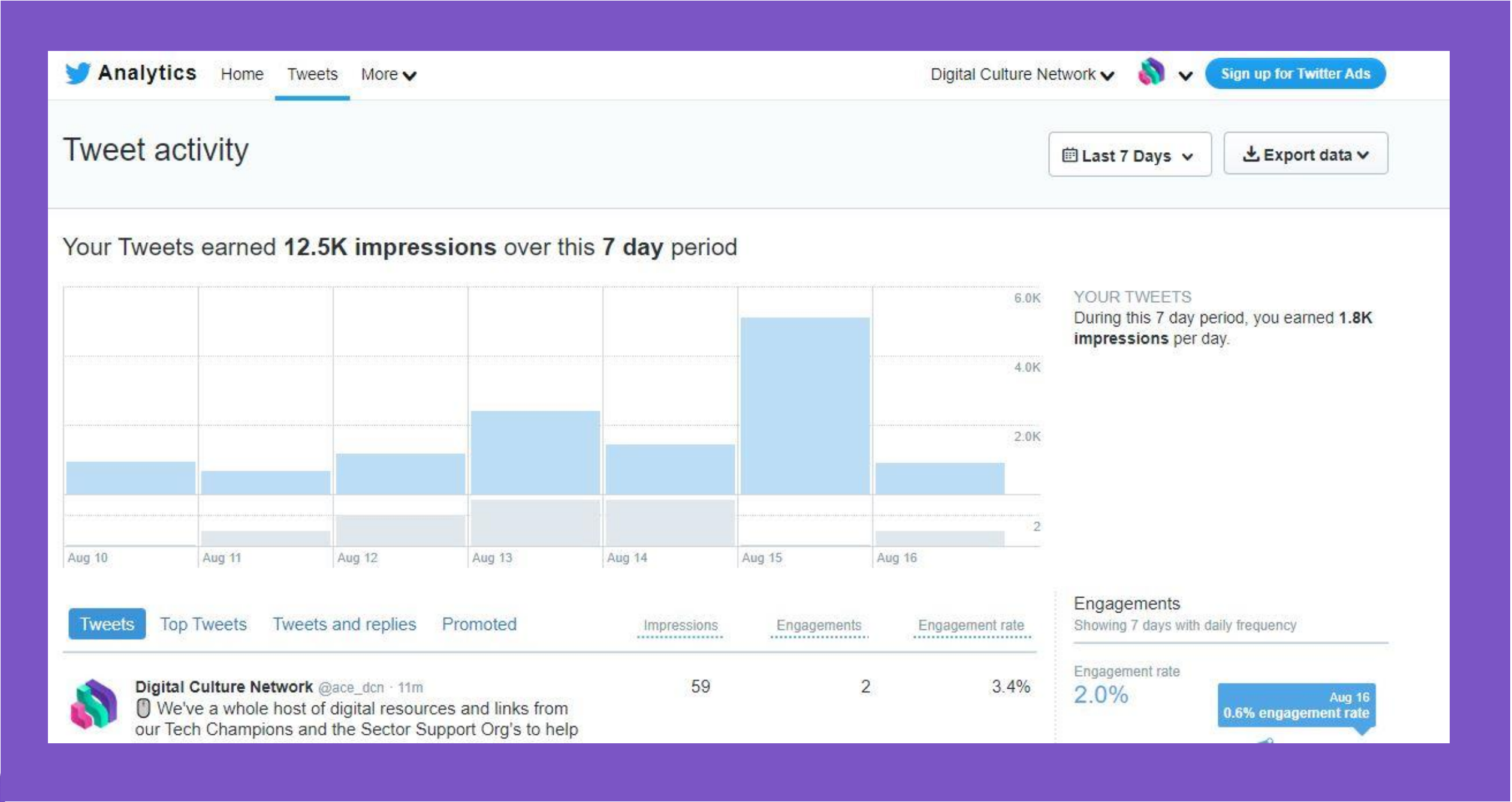
Brand awareness

**Driving traffic to
our webinars**

Twitter Insights page overview



Insights page brief overview

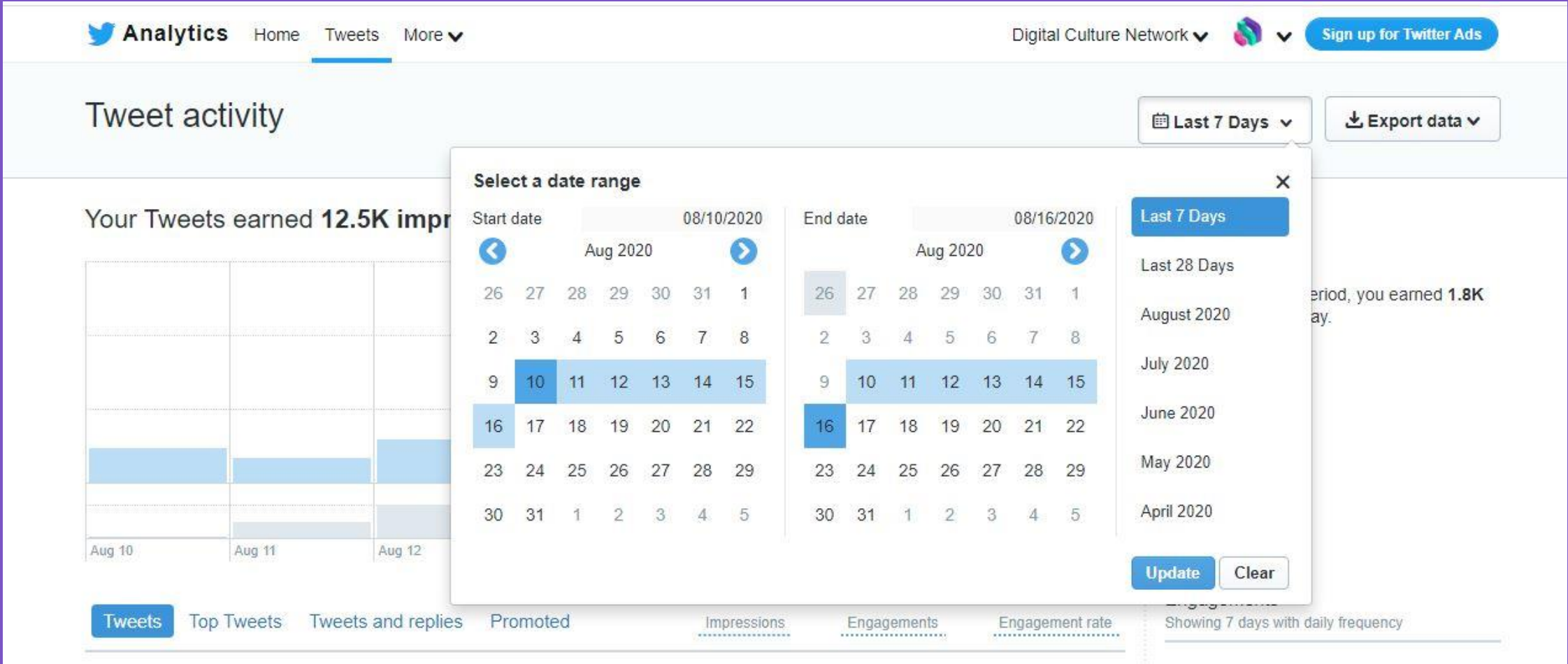


Organic Impressions
and number of tweets

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

Tweets

Top Tweets


Tweets and replies

Promoted


Impressions


Engagements

Engagement rate



Digital Culture Network @ace_dcn · Aug 13

 Join us and @tessnetwork @erinkoppel3 for an exciting online CRM webinar on Thursday 03rd September.

 To check if your organisation is eligible for a free place, click the link below:

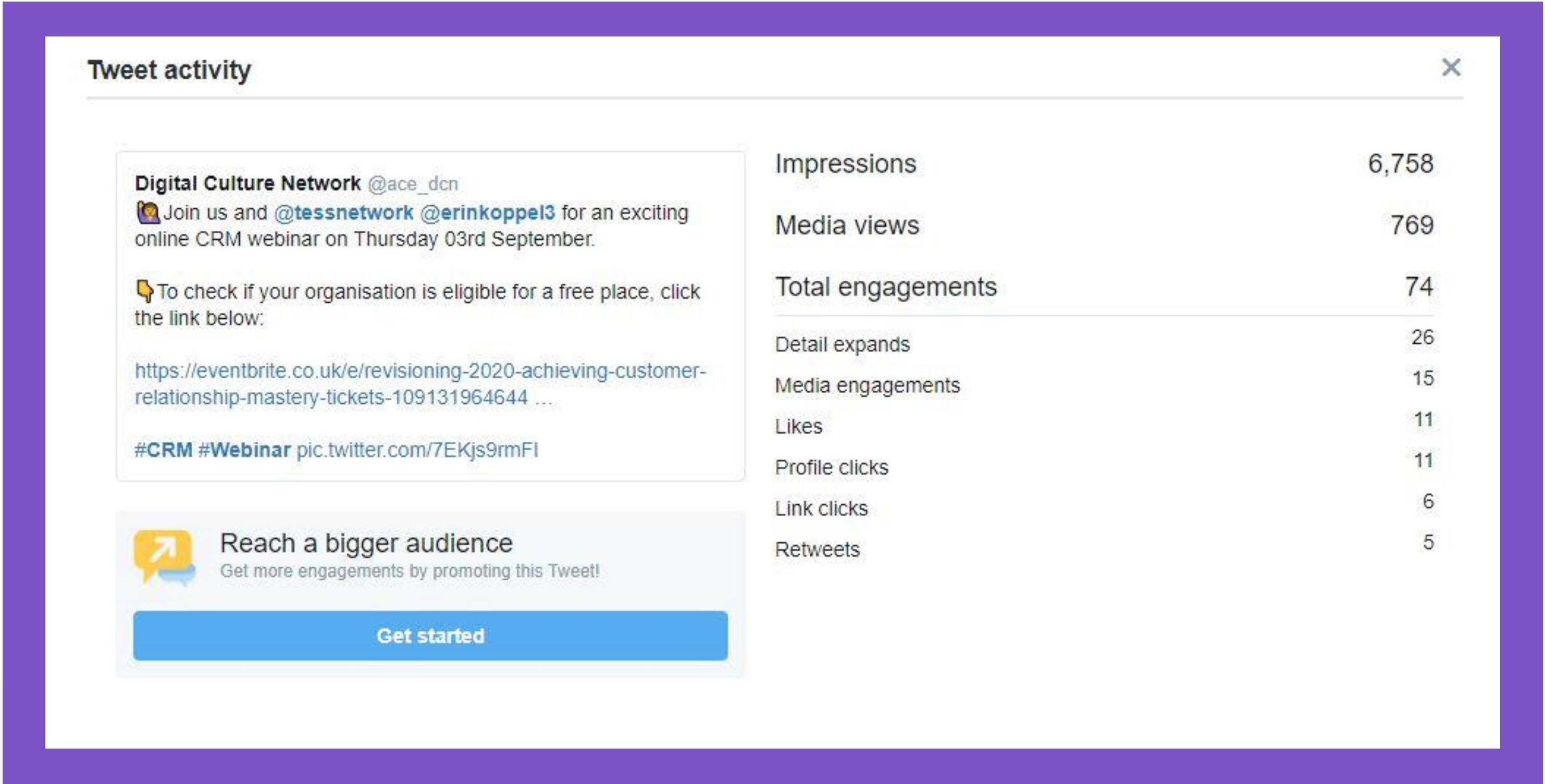
eventbrite.co.uk/e/revisioning-...

[#CRM #Webinar](#) pic.twitter.com/7EKjs9rmFI

[View Tweet activity](#)

Promote

Measuring relevant metrics



Impressions

Details expanded

Link clicks

Measuring relevant metrics



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eventbrite.co.uk/e/revisioning-...

#CRM #Webinar



Reviewing the data

Sign up for our webinar next Thurs "How to take your Twitter profile to the next level" we will cover:

- ✓ Platform best practice
- ✓ How to build an audience
- ✓ How to measure success

We will also be joined by @TwitterUK Katy Minshall. Link below. 🗨️



How to take your Twitter profile to the next level
A webinar for arts and cultural organisations who want their Twitter account to work harder and reach further.
[eventbrite.co.uk](https://www.eventbrite.co.uk)

10:37 AM · Aug 14, 2020 · [Twitter Web App](#)

[View Tweet activity](#)

2 Retweets 4 Likes

Tweet activity

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<https://www.eventbrite.co.uk/e/how-to-take-your-twitter-profile-to-the-next-level-tickets-111937630466> ...

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	376
Total engagements	17
Link clicks	5
Likes	4
Detail expands	4
Retweets	2
Profile clicks	2

Content vs Objectives vs Data

Tweet activity

Digital Culture Network @ace_dcn
Join us and @tessnetwork @erinkoppel3 for an exciting online CRM webinar on Thursday 03rd September.
To check if your organisation is eligible for a free place, click the link below:
<https://eventbrite.co.uk/e/revisioning-2020-achieving-customer-relationship-mastery-tickets-10913196464> ...
#CRM #Webinar pic.twitter.com/7EKjs9rmFI

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	6,758
Media views	769
Total engagements	74
Detail expands	26
Media engagements	15
Likes	11
Profile clicks	11
Link clicks	6
Retweets	5

Impressions

Content

Tweet activity

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Benchmark link
clinks

Content vs Objectives vs Data

Tweet activity

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

Tweet activity

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Get more engagements by promoting this Tweet!

Get started

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Profile clicks	2

Means posting 5 times a month

Review content and data

Use your analytics

To inform you on
what's working

When's the best
time to post

Understand your
current audience

Benchmarking

Look at your past results.

Create realistic KPI's

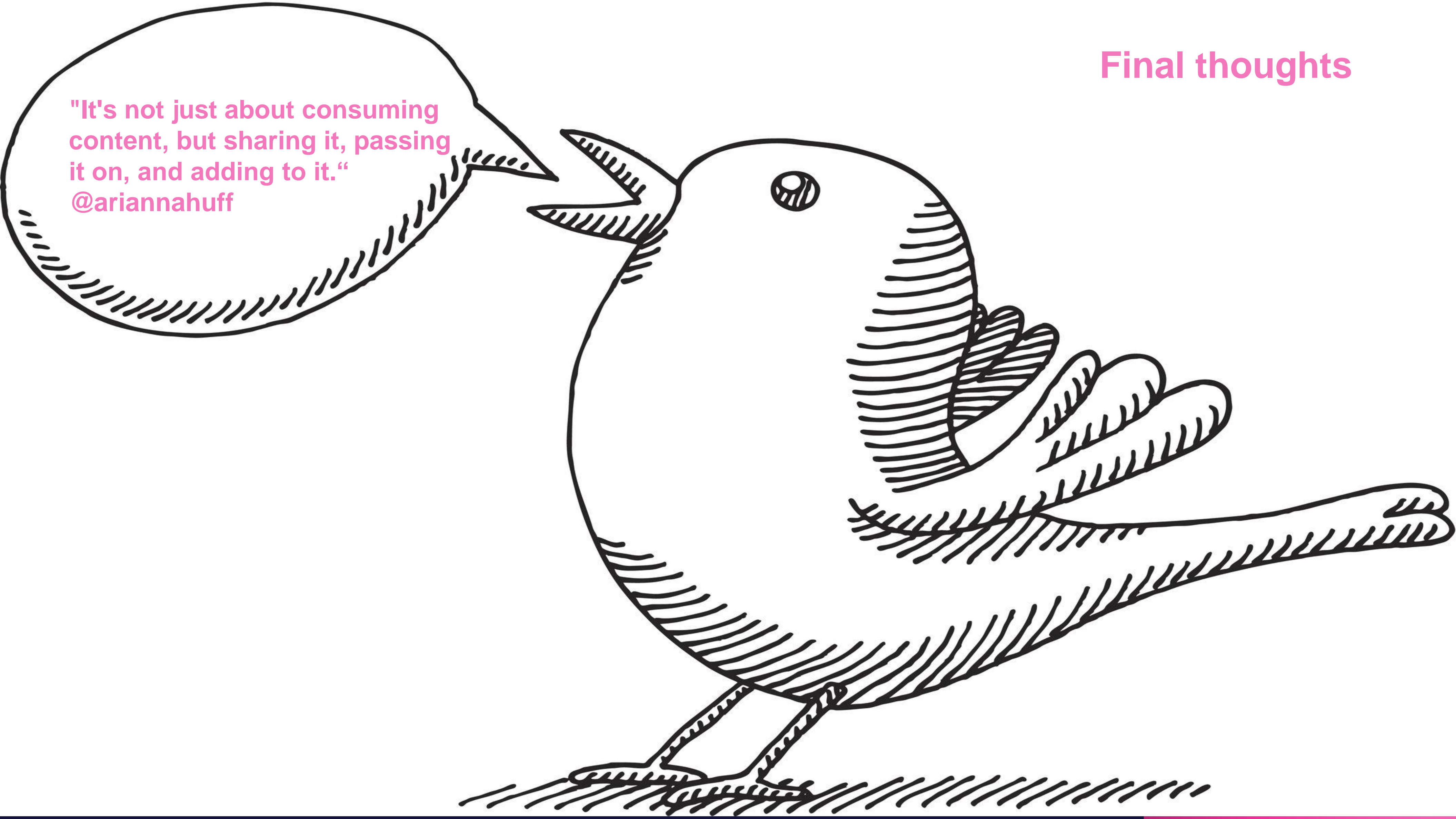
People – internal process

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/1xN2GFQHXIT67aWn7QtNhOm24X2I1LA5J/edit#gid=1271960294>
- BAU Copy template sheet: <https://docs.google.com/spreadsheets/d/1uXSVXSymFu00wbslFF42m3mPozqF9gm/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

digitalnetwork@arts council.org.uk
arts council.org.uk/dcn

@ACE_DCN
#DigitalCultureNetwork

Digital Culture Network





Digital Culture Network