



National PTA[®] Social Media: Twitter Tip Sheet

Companies and organizations use **Twitter** primarily for sharing about a product, brand or a program. It is also used to make announcements and share breaking news. All updates on Twitter should be 140 characters or less. The tips below will help increase your followers and enable you to get your message to a larger audience.

Reference: Mansfield, Heather (2011) A How to Guide for NonProfits: Social Media for Social Good. USA:McGraw-Hill

- 1. Develop Your Twitter Voice.** The kind of content and the tone your members and followers respond to will help you give your Twitter voice personality. Your ultimate goal should be to inspire action and reaction from your followers.
- 2. Track Your Links!!!** Use a Twitter app like Bit.ly or Ow.ly to track your links. They shrink your long links which allows more characters for tweeting. It also provides useful statistics on the number of people that click on your links.
- 3. Tweet your Content as Well as the Content of Others.** Master the art of both retweeting and responding. Tweet articles or blog posts from your favorite newspapers, bloggers, and partner organizations. These practices will encourage your followers to retweet your content and information.
- 4. Follow on a 1:1 Ratio.** If you have 1,000 followers, then you should follow 1,000 Twitterers in return. This will help your visibility and let your followers know that you are vested in them.
- 5. Follow People with Similar Interests.** Help increase your visibility and understanding of your audience by following users with similar interests that are relevant to your goals and objectives. Do not forget to tag them in your messages by using the @ symbol.
- 6. Integrate.** To maximize the success of your Twitter efforts, integrate into other online and offline materials. Incorporate a Twitter feed on your website, add a link to follow Twitter into direct mail pieces, and include a “share” button or Twitter link in an e-mail or e-newsletter.
- 7. Drive Website Traffic.** 140 characters does not provide much room for detail. Offer a hook and lead your followers to your website or PTA.org for more information.
- 8. Tweet Often.** Experts recommend tweeting four to six times per day. For some local units that may be too overwhelming. Twitter is most active from 9 am to 12 pm in any given time zone so focus your attention on tweeting during that time span.
- 9. Use Hashtags Strategically.** Hashtags (#) allow Twitterers to discuss issues and events on Twitter in real time. They also help to organize tweets, spread information and find new friends. Tweets should not have more than one or two hashtags.
- 10. Design your Twitter Profile to Match Your Local PTA logo.** Try to blog once a week and at the same time every week. Followers appreciate consistency and routine. Even if you just describe what you are working on this week, share it with the people who have invested time in your blog.

If you want more information about how your PTA can best utilize social media, please contact our [Communications Department](#). This tip sheet is one of many resources that National PTA offers members. Go to [PTA.org](#) for more!

National PTA Social Media

Facebook - www.facebook.com/ParentTeacherAssociation

Twitter - @NationalPTA

YouTube - Youtube.com/nationalpta

PTA Great Idea Bank - www.ptagreatideabank.org