# SLOW, STEADY, SOCIAL:

## TWITTER ENGAGEMENT TIPS & RESOURCES

SLOW – Social Capital Building

* Pick 2-3 topics that you’d like to get known for (find search terms and keywords to identify those conversations) and stick to those for at least a few months to test the potential for engagement.
* Do the research to identify influencers and engagers on your topic. Create a private Twitter list. Follow them for a while, begin to share their links and make comments when you are ready. Thank them via re-tweets/modified tweets or #followfriday for their helpful information.
* Give a lot more than you get, as you build up your followers and community.

STEADY – Content (Blogs and social posts)

* Build trust. The more value you give, the more engagement and trust you build. Over a period of time – keep people updated, asking for their input, and thanking them for comments. They will begin to include you in their communities.
* Curate content as well as creating it. Content can be a full blog post or just a few sentence introduction to a link or a thought-provoking photo. The same goes for social shares: they should be a mix of your own posts or research links with those of other thought leaders in the field.
* Stick around. Part of being STEADY with social media is monitoring the network for a bit after you’ve posted something. You build trust by being ready to get into some back & forth conversation in real-time, not 12 hours later when you are checking things before you go to bed. Out of sight (for too long) is out of mind.
* Manage expectations. Decide when and how often you want to be on your chosen network and try to stick to it (less crucial for LinkedIn). It may be that 10 am and 3 pm on weekdays are the best times (for you) to go on, and post or re-share things for 15 or 20 minutes. Followers will get to know your patterns, so decide, commit and manage expectations.

SOCIAL – Nurturing Relationships/Building “LOVE”

* Cheerlead. Be the first to share other good content you see being posted that you consider of value to your followers. Social networks give you the chance to be bolder (with more obvious outreach) than you might be offline.
* Build bridges. Help followers see how the link you share is valuable or how dots connect with your own work. Even a few words introducing a link in a tweet can be incredibly valuable for a scanning eye (hashtags also help in this way).
* Provide value. You can likely connect with anyone you want (in time) by providing real value in what you share.
* Get involved. Participate in comment loops on blog posts you like, and mention the names of article writers in what you share on Twitter (or elsewhere). Add that human face to whatever you post - it will stand out in your networks, and the writers will pay more attention to you.
* Online love equals offline connection. Realize that the people you get to know on social networks will often be the people you run into offline at local or national events. It is a networking jumpstart to have an existing community when you arrive at a business event.

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What to tweet: Share 60% content/links from others (that offer value to your followers on your key topics of interest), 30% of your own research/wisdom/blog posts and 10% announcements (events, press releases etc.).

#FollowFriday #FF: This hashtag is used on Fridays as a way for people to thank particular favorites or resources (or those who have engaged with them the previous week). It can be used strategically (list of speakers at upcoming event, list of thought leaders you want to get noticed by, etc.)

For more information, visit: <http://learnedon.com> or follow Andrea Learned: @AndreaLearned

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