



# Social Media Boot Camp

Introduction to Twitter



# OVERVIEW



**February:**



**Twitter**

March:



Facebook

April:



Instagram

May:



Pinterest

June:



Blogging

July:



Recap



# SURVEY SAYS...

Most of you want to learn how to:

- Schedule posts
- Add value to the conversation
- Generate shareable content and inspire more engagement
- Expand reach
- Drive sales
- Gain followers
- Maintain interest
- Use Promoted Posts on Twitter
- Engage with @ipgbooknews on Twitter

# BRIEF OVERVIEW:

## Set Up Twitter



- Create your handle:
  - A “handle” is the name that comes after “@” which allows users to tag you in posts.
  - Be consistent with your other social media accounts
  - Use the name of your *business*
  - Don’t use punctuation, special characters, spaces, etc.





# FIND YOUR VOICE

- Decide what your voice will be:
  - Pop Culture/Satire – Melville House:
    - <https://twitter.com/melvillehouse>
  - Informative/Fun – Penguin Kids:
    - <https://twitter.com/penguinkids>
  - Conversational – Fountain Bookstore
    - <https://twitter.com/FountainBkstore>
  - Bookshelfie – Parnassus Books
    - <https://twitter.com/ParnassusBooks1>
- Take a Tour
  - Follow other publishers, booksellers, librarians, and industry tastemakers.
  - See what the trending topics are.
  - Get to know your unique audience on Twitter.



# CREATING CONTENT

- Add value to the conversation
  - Make sure your tweets stand out from the crowd; more than 6,000 tweets sent out every second! ([Sprout Social](#))
- Generate shareable content and inspire more engagement
  - Create catch-y headlines! Utilize your copywriting skills.
  - The 4-U's: useful, urgency, unique, ultra-specific ([Sprout Social](#)).
- Reposting the same tweet is okay!



# DEVELOP A SCHEDULE

- When's the best time to post on Twitter?
  - According to [Buffer Social](#), the best time to post on Twitter is 12-1:00 p.m. and during commuting hours, 7-9 a.m. & 5-7 p.m.
  - B2B: Best time to tweet is during the workweeks.  
B2C: Best time to tweet is during the weekends.  
([CoSchedule.com](#))
- Establish your routine
  - IPG recommends you use [TweetDeck](#) for all tweet scheduling needs.
- Keep it consistent
  - Don't stray too far from your message or voice



# GROW YOUR FOLLOWING

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- Be thoughtful and selective about who you follow
    - Follow your target audiences or those you want to follow you.
  - Use the trending or popular hashtags in your tweets
  - Maintain interest
    - Keep it consistent. Don't stray from the messages people followed you for.
  - Live tweet book events and conferences
    - Tag the organization and use the event hashtag ([#IPGSummit17](#))
  - Watch trending conversations to see how you might contribute a valuable comment to the bigger discussion
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# TRACK YOUR PROGRESS

- Get a baseline reading of where you are:
  - # of followers
  - # of impressions
  - Rate of engagement (# of likes, comments & shares / impressions)
  - Amount of activity
- Acquaint yourself with [Twitter Analytics](#)
  - Find what tweets are most receptive and expand creatively on that message.

Jan 2017 · 29 days so far...

TWEET HIGHLIGHTS

**Top Tweet** earned 2,770 impressions

Check out the IPG Staff's Most Anticipated Books of 2017! [bit.ly/2jIElcs](http://bit.ly/2jIElcs)  
[@ChiReviewPress](#) [@LittleIslandBks](#)  
[#amreading](#) [pic.twitter.com/gjo3f1ngUw](http://pic.twitter.com/gjo3f1ngUw)



6 retweets 14 likes

[View Tweet activity](#) [View all Tweet activity](#)







# ANALYZE YOUR RESULTS AND ADAPT ACCORDINGLY

## IDENTIFY

- Successes based on your goals
  - Staff Picks: Banned Books saw a lot of engagement with followers
- Areas for improvement
  - #TravelTuesday could use a snappier message

## IMPLEMENT

- Replicate and build upon successful efforts
  - Staff Picks for 2017
- Discontinue strategies/content that aren't working
  - Add more to your tweet than a cover photo, title, and link

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions
	<b>IPGBook</b> @IPGbooknews · Jan 12			2,816
	Check out the IPG Staff's Most Anticipated Books of 2017! bit.ly/2jIElcs @ChiReviewPress @LittleIslandBks #amreading pic.twitter.com/gjo3f1ngUw			
	View Tweet activity			
	<b>IPGBook</b> @IPGbooknews · Jan 30			2,256
	"Indie presses can be incubators of new talent" & "there's a confluence of mission & message here" #indiesforindies #wi12 pic.twitter.com/TAnkXV7fAU			
	View Tweet activity			
	<b>IPGBook</b> @IPGbooknews · Jan 27			1,827
	Agente by Douglas Boyd bit.ly/2jmzHSq @TheHistoryPress #amreading pic.twitter.com/oUJYphBSHU			
	View Tweet activity			
	<b>IPGBook</b> @IPGbooknews · Jan 16			1,181
	"I have decided to stick with love. Hate is too great a burden to bear." #MLKDAY bit.ly/1U7R06r   bit.ly/2jrzPUn pic.twitter.com/F50SXtmpnS			
	View Tweet activity			



# PAID PROMOTIONS

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- Should I utilize Twitter's Paid Promotions?
    - Experiment with your content and titles. Use \$5-\$20 paid promotions and find what posts work the best.
    - IPG recommendation: Use paid promotions if your title has a direct tie-in to a popular/recent movie, TV show, cultural event, or pop culture.
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# TWITTER BEST PRACTICES



- Be mindful of timing with regard to current events
  - Remember the tweets you have scheduled.
- Interact with followers
  - Answer their questions. Let them know where to find your content.
- Remember that social media is a conversation, not a commercial
  - Twitter users like real connections.

# ENGAGE WITH @IPGBOOKNEWS



- When to tag @ipgbooknews on Twitter:
  - When you are participating in a giveaway of your book
  - When you receive a good review
  - When you are at Author Events
  - When you are at one of our events, or at trade shows with IPG
  - When your Ebooks are on sale

IPG tries hard to retweet every post we are tagged in. Don't be discouraged if we don't retweet your post at first. Send another and tag us again or reach out to us via Direct Message with a link to the tweet or [marketing@ipgbook.com](mailto:marketing@ipgbook.com)



# QUESTIONS?

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[Submit any questions here](#)

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# Tune in Every Wednesday

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- **February is Twitter month!** 
  - First week** – Introduction
  - Second & third week** – supplemental articles and blog posts on [www.ipgbook.com/socialmediabootcamp](http://www.ipgbook.com/socialmediabootcamp)
  - Fourth week** – Wrap-up webinar
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