

Twitter Webinar Recap

Thank you to all who joined us for our first month of Social Media Boot Camp. We focused on Twitter for the month of February and in March we will shift our focus to Facebook, so stayed tuned for more from IPG.

On February 24, we hosted our live Wrap-Up Webinar for Twitter where we answered questions we received throughout the month and took attendee questions as they came up. Here's a recap of what we discussed and the questions we answered.

First let's recap the questions you asked during the webinar:

If my following is more related to my name rather than my company name, does it make sense to establish my Twitter account in my own name?

Yes, if you already have an established following under your own name, it is best to keep consistency with your following. Your followers know your brand as Jane Smith, not Best Book Publishing. In this case, we recommend making sure all your social media accounts, including Twitter, match your name. If you wish to establish your name as connected to your company name, highlight that connection in your profile and in your posts when you can.

Can graphics be posted directly on Twitter, or is best to have links to them on the web?

Yes, graphics can be posted directly on Twitter and we actually recommend it. This is because Twitter doesn't talk well to Instagram or other multimedia posting apps. When posting from Instagram to Twitter, it will show up as a link to the image, rather than displaying an image. As we discussed in our [introduction presentation to Twitter](#) and in our blog post, [Get the Most Out of Your Promoted Tweets](#), you will receive more engagement on your tweets when you include multimedia, rather than just text and a link.



Which of the Twitter-aggregating, -organizing, or-scheduling sites are worth using? Some of them seem very expensive.

IPG recommends using [TweetDeck](#) for all your organizing and scheduling needs on Twitter. TweetDeck is great because it is already integrated with your Twitter account, and the best part is it's free! On TweetDeck you can schedule posts, organize your followers into lists, see your Home newsfeed, your notifications, and your activity. All of this on one webpage!

We recommend TweetDeck over Hootsuite or Buffer because although you can schedule multiple social platforms on Hootsuite, every platform has a different voice and audience and it's important to keep that distinction in mind when creating posts. As we described in our [introductory presentation](#), Twitter has the unique voice of being witty, short, conversational, fun. Be careful not to get caught up in the automation of aggregating sites.

Is there someplace I can find the pixel measurements and specs for images to go onto Twitter?

You can find up-to-date Twitter size guides on [Sprout Social](#). Profile photos are 400 x 400 and displays 200 x 200. Your header photo is 1500 x 1500. An in-stream photo is a minimum of 440 x 220 (2:1 ratio).

Finally, we will answer the questions from our webinar slides that were collected throughout February:

How do I integrate Twitter with my blog or website?

You can integrate Twitter with your blog or website by adding the [Tweet Button](#) to your website or your website's landing or product pages. You can also encourage new followers by adding a [Twitter Follow Button](#) to your website's home page as well.

How will Twitter Hashtags (#) increase my sales?

This is a great question! It's important to keep in mind that adding hashtags (#) to your tweets will not directly increase your sales, but it does help boost your product's presence and your brand presence among the followers of that hashtag. For example, if you share your new title's release on twitter and use the hashtag #amreading or #booklovers in your tweet, you will not only be sharing that tweet with your followers, but also with the followers of those hashtags. This will hopefully help boost your title's presence and therefore increase interest (and hopefully sales)!

What should I tweet or not tweet on Twitter?

It's important to maintain consistency and establish an expectation of quality posts with your followers. Twitter is conversational, so don't be afraid to tweet an answer to a follower asking a question, or ask your followers what they have on the TBR (To-Be-Read) list. IPG recommends that you don't tweet Amazon or Goodreads reviews, even if they are phenomenal. We recommend sharing trade reviews with your followers, or endorsements from fellow authors or booksellers.

How do I connect with IPG on Twitter?

You can connect with IPG on Twitter by following us at @ipgbooknews

Is a Tweet like a Facebook status update?

No, a tweet is not like a Facebook status update. As we said above, Twitter is more conversational and quick, whereas with Facebook you can elaborate more and provide a larger picture in your message.

Should I connect my Twitter account to my Facebook account?

NO. Although you can connect the accounts, all research and articles on Twitter analytics will tell you that it is a bad idea to connect the two accounts. This is due to the different voice and audience between Facebook and Twitter, as explained above and in our [introductory presentation](#).

Thanks again to all of you who were able to join us for our live wrap-up!

On March 1, we posted our [kick-off Facebook presentation](#), so check it out! We will be posting more blog posts and host a LIVE Facebook Wrap-Up Webinar at the end of March.