Follow Me
Proven Twitter Tactics to Gain and Retain Followers
Tweets are ideas in short form
Be concise. You’re allowed 140 characters. Aim for 120-130 characters to allow shareability.
Tweet Types
- Replies
- Retweets
- Mentions

Categories
- News
- Instructional
- Entertainment
- Opinion
- Questions
- Statistics
- Promotions
- Small Talk

@KrisleighH | #prnbig3
American Heart Assoc @American_Heart 23 Jul
NEWS: New heart “maps” help doctors stay on the straight and narrow for kids’ heart procedures bit.ly/LCCgNh #CHD #simplescience
Collapse  ❯ Reply  ✂ Delete  ★ Favorite

American Heart Assoc @American_Heart 18 Jul
TIP: Take the stairs instead of the elevator today. #hearthealth
Expand

American Heart Assoc @American_Heart 23 Jul
5 days til #Olympics 2012! Challenge yourself with 30 minutes of physical activity every day this week.
Expand

American Heart Assoc @American_Heart 22 Jul
Minutes matter! Getting to the doctor within 3 hours of stroke symptoms could reduce long-term disability. bit.ly/qQR3BQ
Expand

American Heart Assoc @American_Heart 25 Jul
QUOTE & PHOTO: “You are never too old to set another goal or dream a new dream.” -CS Lewis ow.ly/i/K4P3
Collapse  ❯ Reply  ✂ Delete  ★ Favorite

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@KrisleighH | #big3pr
Make the connection
Bit.ly short links have the highest frequency of retweets. Photos and video make content shareable.
Swim with the stream
Find conversations in the stream by using keywords, hashtags and trending topics.
Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right #getngslizzerd

HootSuite • 2/15/11 11:24 PM

RedCross American Red Cross
We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.
12 hours ago

RedCross American Red Cross
Thanks for turning our Twitter mistake into a good thing: http://bit.ly/fZ6K0n and thanks to @Dogfishbeer for helping out.
1 hour ago

RT @Michael_Hayek: #craftbeer @dogfishbeer fans, donate 2 @redcross 2day. Tweet with #getngslizzerd. Donate here http://tinyurl.com/5s72obb
2 hours ago via TweetDeck ☆ Favorite 13 Retweet Reply
The best defense is a good offense. Don’t show up late to the party. Establish your brand before a crisis.
BP Public Relations @BPGlobalPR
Please, write your representatives and tell them you’ve forgotten about the Gulf of Mexico. bit.ly/n2rzw7
Expand

Beware of squatters
Use the power of video
But be quick about it.
Advertise to get your message across
Make it Work

- Vary tweet types to see what works with your community
- Turn a crisis into an opportunity
- Build your brand on Twitter to build trust
- Name grab to protect your brand
- Multimedia is effective in telling stories - even in a crisis
- Use advertising to send your message

@KrisleighH | #big3pr
Email me. Like me. Follow me. Watch me. Circle me.

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@KrisleighH
@American_Heart

facebook.com/AmericanHeart

youtube.com/americanheartassoc
