



2012 Spring Leaders Meeting – Social Media Twitter Cheat Sheet

1. Choosing Your Twitter Handle	2. Setting up your profile
<ul style="list-style-type: none"> • Use your personal name vs. a made up name • If for your local section, be specific: ISAToronto, ISABoston... 	<p>160 character description – Crisp, use keywords, can include personal and professional interests</p> <p>Link: Fill this in!! Do not leave blank. Link to a web site, blog, LinkedIn profile</p>
3. Finding People To Follow	4. Rules About Following
<ul style="list-style-type: none"> • @ISA_Interchange Lists • Twitter Recommends • Search for keywords that match your personal interest • Tools: <ul style="list-style-type: none"> ○ Twellow 	<ul style="list-style-type: none"> • You do not have to follow back everyone who follows you • Watch for spammers • Review each profile before following • Be careful not to follow too many too fast – start with 50-100
5. Hashtags to Search	6. About Hashtags
<ul style="list-style-type: none"> • #ISAuto • #Pauto • #ISAutoWk • #ISAWWID • #Bauto • #SCADA 	<ul style="list-style-type: none"> • No one “owns” a hashtag • You can make them up • Check for usage • Hashtag directory: Hashtag.org • Add to any tweet (multiple ok)
7. Rules of Tweeting	8. Twitter Slang
<ul style="list-style-type: none"> • 140 characters max • Use link shorteners (bit.ly) • Be creative • Share other tweets you find interesting (RETWEET) • Do not overpromote – 80/20 rule • Pay it forward 	<ul style="list-style-type: none"> • RT: Retweet • MT: Mention • HT: Hat tip • DM: Direct Message • OH: Other half
9. Tools	10. Going deeper
<ul style="list-style-type: none"> • Tweetdeck 	<p>Tweetchats: Fully moderated</p>



- Hootsuite
- Co-tweet
- BufferApp

discussion session on a given topic

Tweetchat schedule:

<http://bit.ly/9NlzoE>