

Twitter Content Strategy Playbook

How to build your brand on Twitter

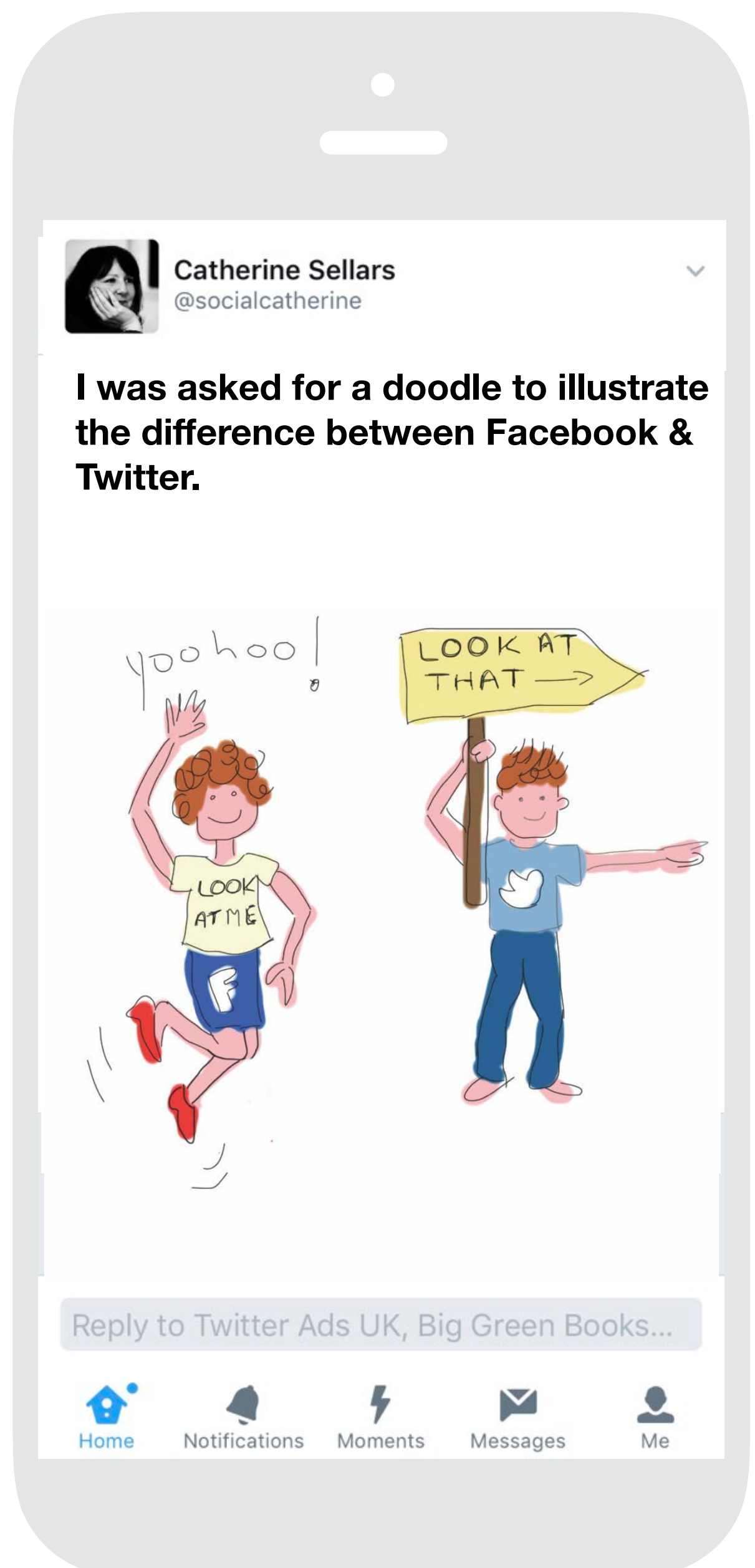


#WhyTwitter: Why do people come to Twitter?

Twitter is all about the people and the conversations that they have.

Twitter has an influential audience that comes to:

1. See What's Happening
2. Follow Their Interests
3. Join the Conversation



#WhyTwitter: Why is Twitter unique?

The people on Twitter shape culture because:

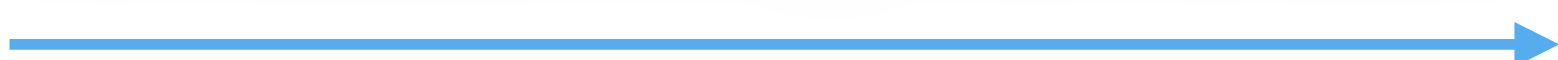
Twitter is realtime

The news doesn't wait for 6pm



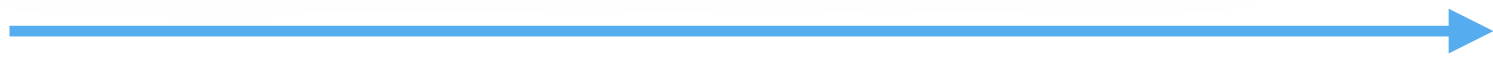
Twitter is open

Communities no longer have borders.



Twitter is public

Everyone's voice can be heard.



Where does Twitter fit into your brand's social strategy?

Chapter 1

Bring your brand purpose to life with a strong identity and voice. Implement a strong profile strategy to communicate that purpose to your customers.

Chapter 2

Effectively reach brand goals and connect with what's happening through an authentic, timely and relevant content strategy.

Chapter 3

Communicate your brand story and reach campaign goals with simple copy and feed-stopping creative.

Chapter 4

Bring it all together with a clear and consistent presence across any of your managed channels.

Chapter 5

Manage Your Presence with #ProTips for miscellaneous situations

Chapter 1:

Getting Started

- Determine your strategy
- Determine your positioning
- Determine your voice
- Setting your profile strategy

Chapter One

Getting Started: Determine your strategy for Twitter

Start by revisiting the building blocks of your brand.

Every brand has a higher order for existing.
Surfacing something like the below gives you the
core components of a strong Twitter strategy.

Let's Start Here:

Why does the brand exist?



Your Brand Purpose

What is our unique angle?
How will we bring it to life
through content?



Your Twitter Positioning

What themes of content
will help you convey your



Content
Pillar A

Content
Pillar B

Content
Pillar C

How will we effectively
communicate with our
audience using these
themes?



Tactics &
Campaigns

Tactics &
Campaigns

Tactics &
Campaigns

Chapter One

Getting Started: Determine your positioning for Twitter

Once you know your purpose, use it to establish your positioning for Twitter. How do you want it to come to life?

Brand positioning is often summarized in the bio.

Brand Purpose



Nike: “To bring inspiration and innovation to every athlete in the world. If you have a body, you are an athlete.”



Pop-Tarts: “[Celebrate] the filling, frosting, and sprinkles that dazzle our taste buds and make us dance with delight.”



Wendy's: “Creating Joy & Opportunity Through Food, Family, & Community.”



Under Armour: “Empower Athletes Everywhere”



Twitter Positioning

Bio: Just do it.

Bio: This is the official account of Pop-Tarts and it's a very serious matter

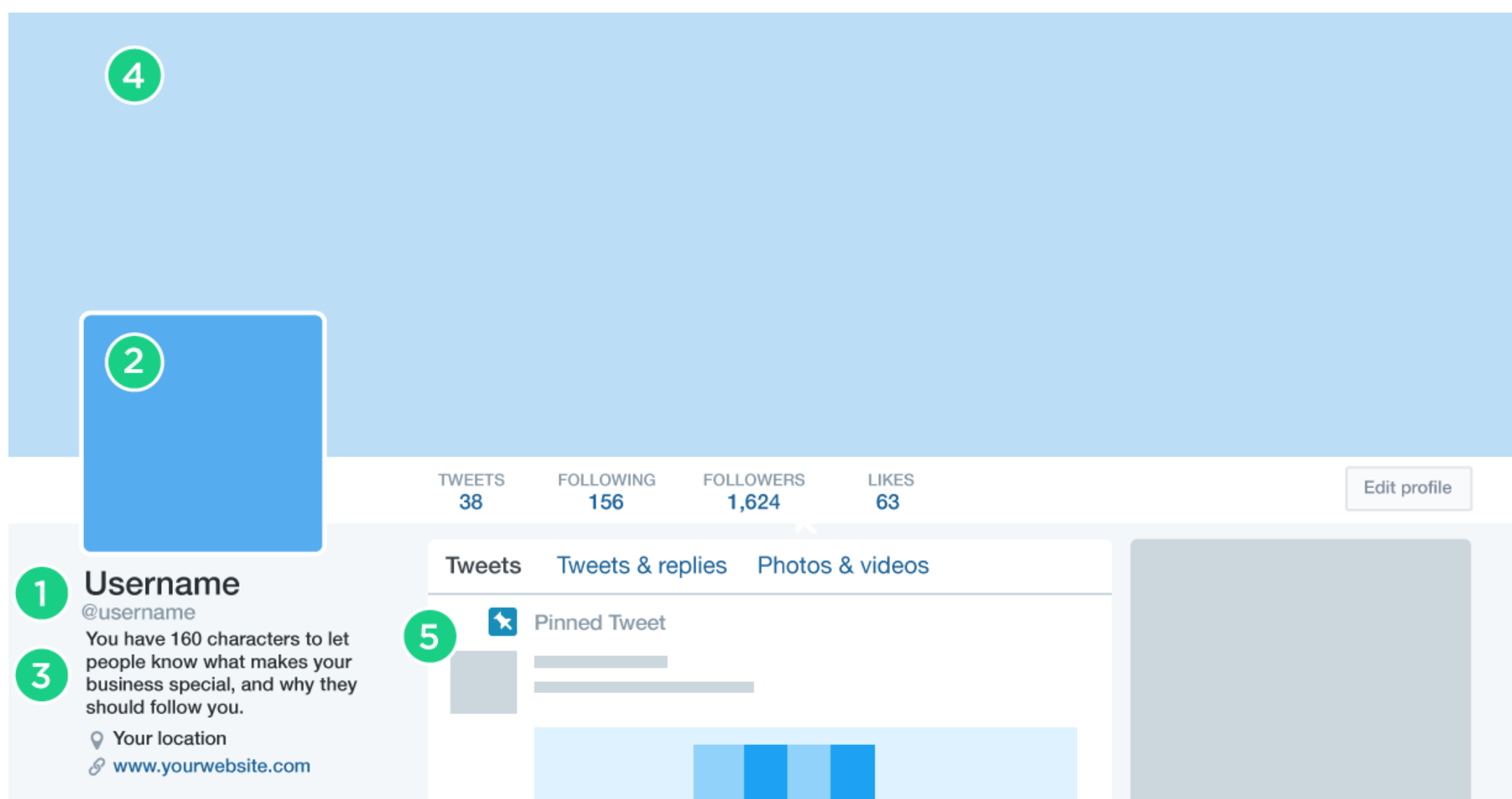
Bio: We like our Tweets the same way we like to make hamburgers: better than anyone expects from a fast food joint.

Bio: #WillMakesUsFamily #WEWILL

Chapter One

Getting Started: Setting your Twitter profile strategy

Your profile shows the world who you are, and first impressions count. Each element should showcase your brand purpose and accurately reflect your voice.



- 1 Your Twitter @name**
Your @name is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business.
- 2 Your profile photo**
Choose a profile photo that visually represents your brand. Remember, it's the icon people see every time you post.
- 4 Your header image**
Consider this your billboard. You can use event photos, feature products, use a graphic, etc. #ProTip: Swap this image periodically to keep things fresh.

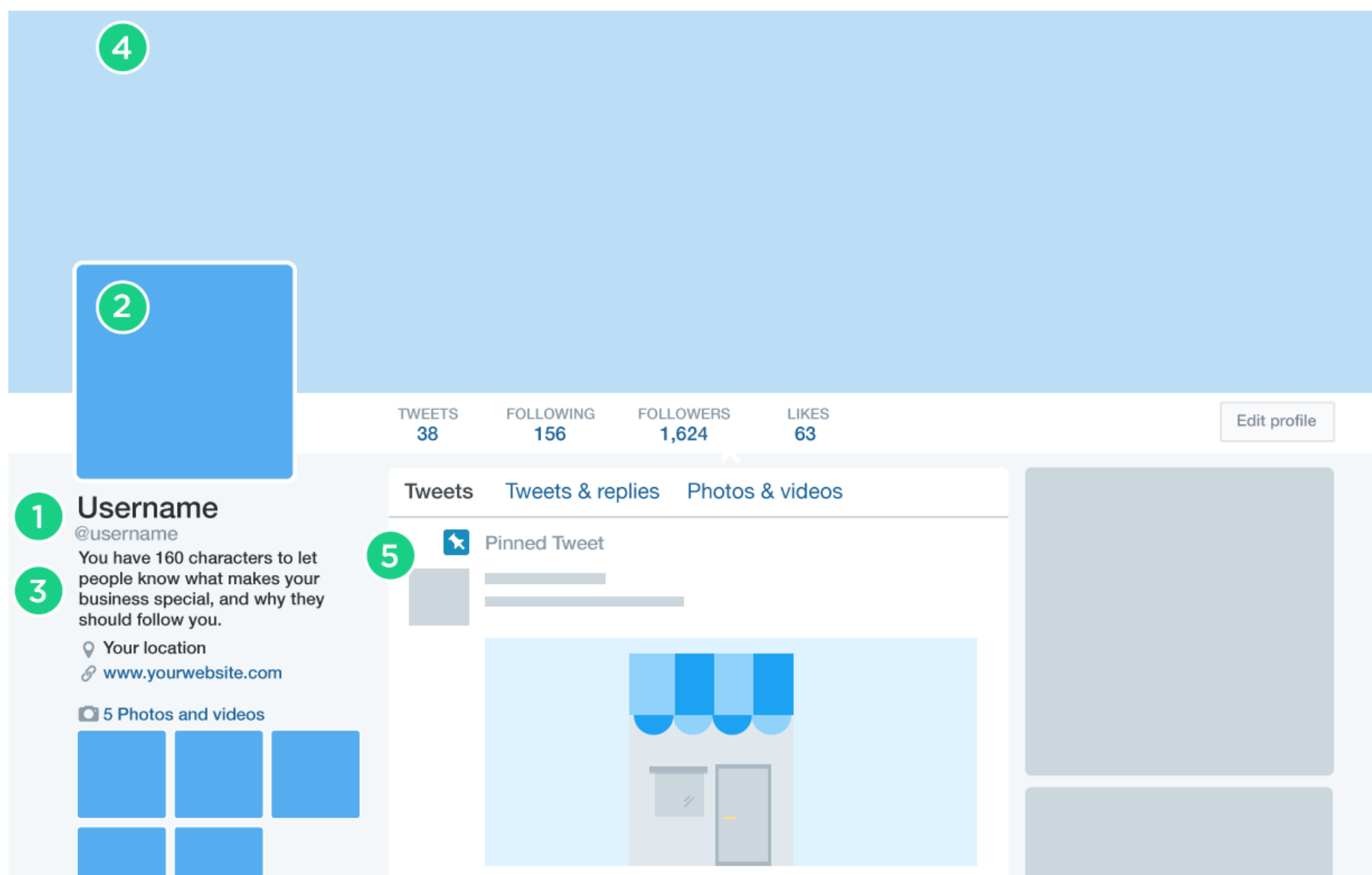
Chapter One

Getting Started: Setting your Twitter profile strategy

3

Your Twitter Bio

Your Bio is a 160 character description of who you are and why you're on Twitter.



- 01 Express your brand & your values
- 02 Promote your brand campaign
- 03 Tell your followers what to expect from following your brand

A Strong Bio Helps Solidify Your Mission



Since 1988 Goose Island has innovated what beer can be. Follow us to see What's Next.

Brand history & instructive messaging.



Changing the way the world sleeps.

Clearly states brand mission.



We Have The Tweets

Humor that ties back to brand message.

Chapter One

Getting Started: Determine your brand identity and voice

Once you've solidified your brand purpose and positioning, turn it into a voice.

“**Voice is the most critical aspect of defining your brand identity because it serves as a framework for your social content.”**

Stephanie Purinto, Ignite Social Media

Why is Brand Voice Important?

It allows you to:

1. Speak seamlessly
2. Talk like a human
3. Connect with culture
4. Join conversations

Pro Tip:

You can have different voices to talk about different brand priorities.

Chapter 2:

What to tweet

- Setting your Content Strategy
- Mapping relevant moments
- Operationalize realtime
- Make a content calendar

Chapter Two

What to tweet: Setting your content strategy

Now that you’ve established your presence, think content.

A smart content strategy helps protect your feed from content that doesn’t bring your positioning to life.

**Remember the house that we built to establish your positioning?
Use it to ensure your content ladders up to you purpose.**



At this point, your
Brand Purpose is
established

Your Brand Purpose

Why does your brand exist? This sits
on top of everything you do.



You’ve also
written your bio

Your Twitter Positioning

Why is your brand on Twitter? This will fuel your bio
and your voice.



What are the
themes you’ll
talk about?

Content Pillar A

What type of content
supports your **purpose**?

Content Pillar B

What type of content
supports your **purpose**?

Content Pillar C

What type of content
supports your **purpose**?



And how will
you talk about
them?

**Tactics &
Campaigns**

What topics are in
line with your
positioning?

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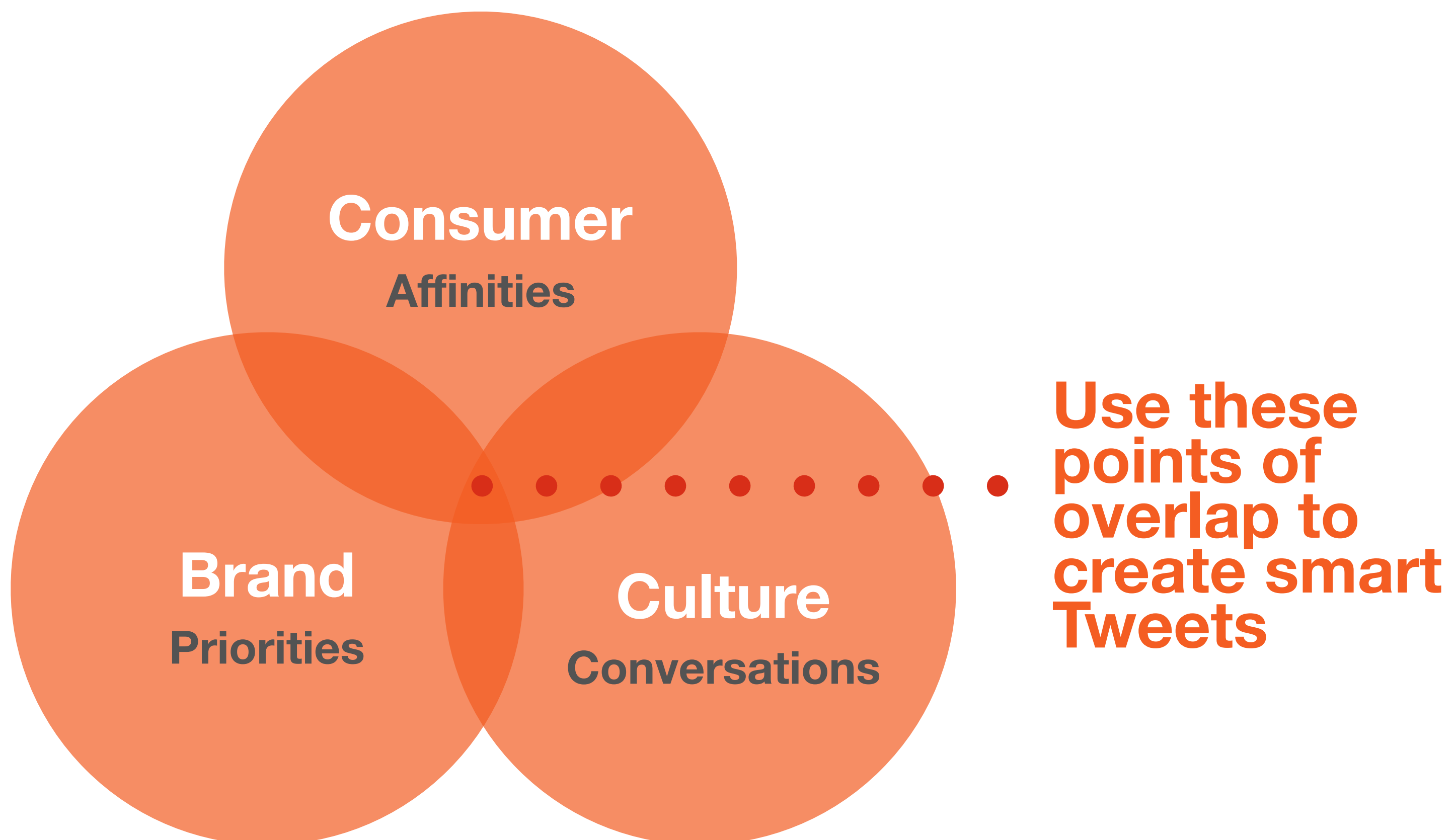
Chapter Two

What to tweet: Setting your content strategy

How do you know what to tweet about?

After you create content pillars that map up to your business objectives, create Tweets that help bring them to life.

**The best Tweets are those
that have overlap between:**



Chapter Two

What to tweet: Plan for Cultural Moments

After you've mapped out the moments that matter to you, plan for them.

Prepare for cultural moments with contextually relevant content in order to break through.

How to prepare:

Planned

**What you know
will happen**

**Sample question
to ask yourself:**
Will the World Cup
happen?

How to Plan:

Pre-produce assets
and publish when the
moment unfolds to
feel real-time

Anticipated

**What could
happen**

**Sample question
to ask yourself:**
Could one of two
teams win the
World Cup?

How to Plan:

Create A/B assets and
publish one according
to the outcome

Reactive

**The unexpected
will happen**

**Sample question
to ask yourself:**
Is this a moment
that makes sense
for our brand to
talk about?

How to Plan:

Create templates for
responses that are
flexible but keep the
brand message front
and center

Chapter Two

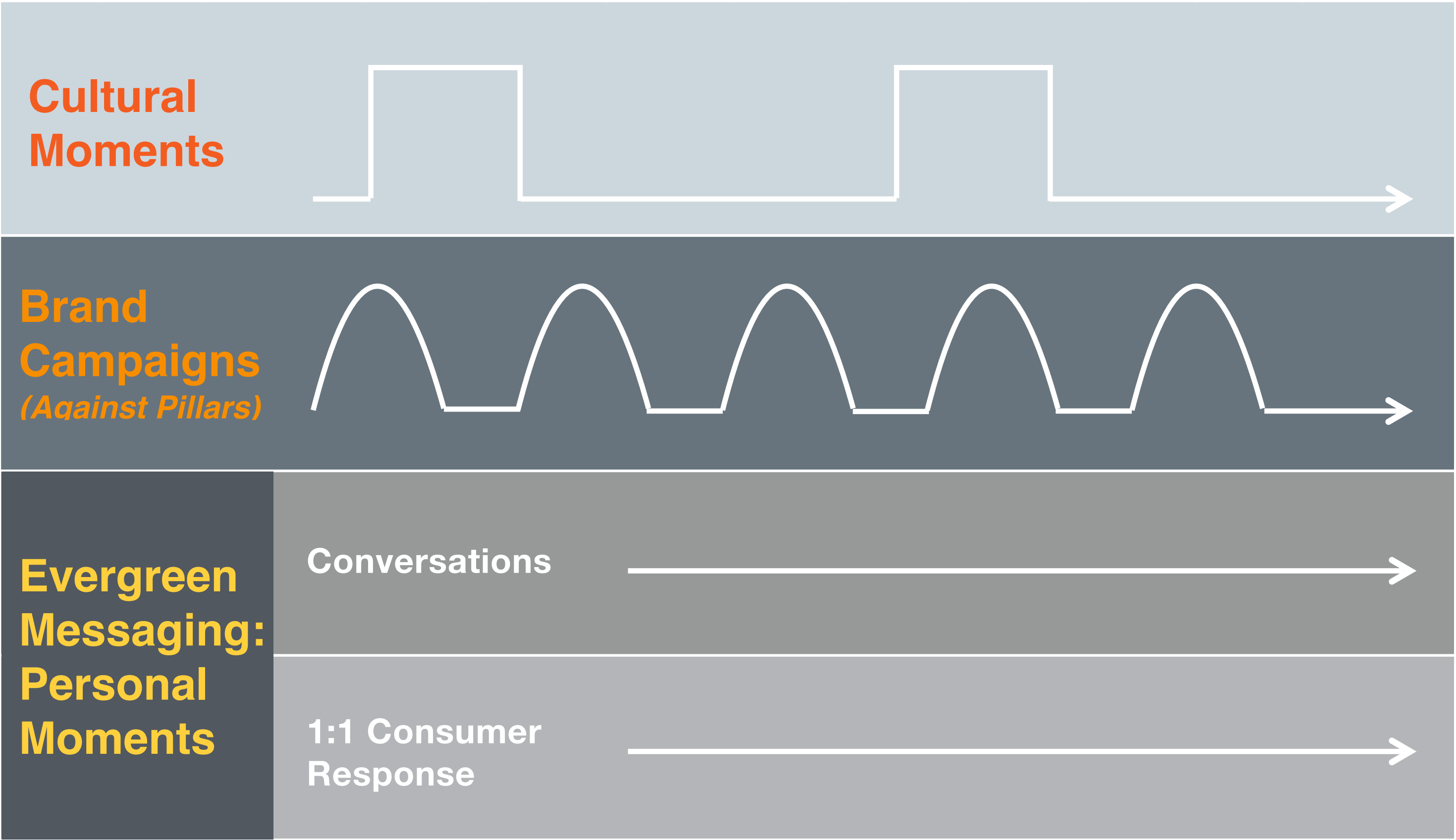
What to tweet: Make a content calendar

Weave your content pillars, relevant moments and always on strategy into a cohesive content calendar.

By mapping out your expected plans in advance, you can effectively create content and realtime strategies against key activation periods.

Sample content calendar:

Jan Feb March April May June July Aug Sept Oct Nov Dec



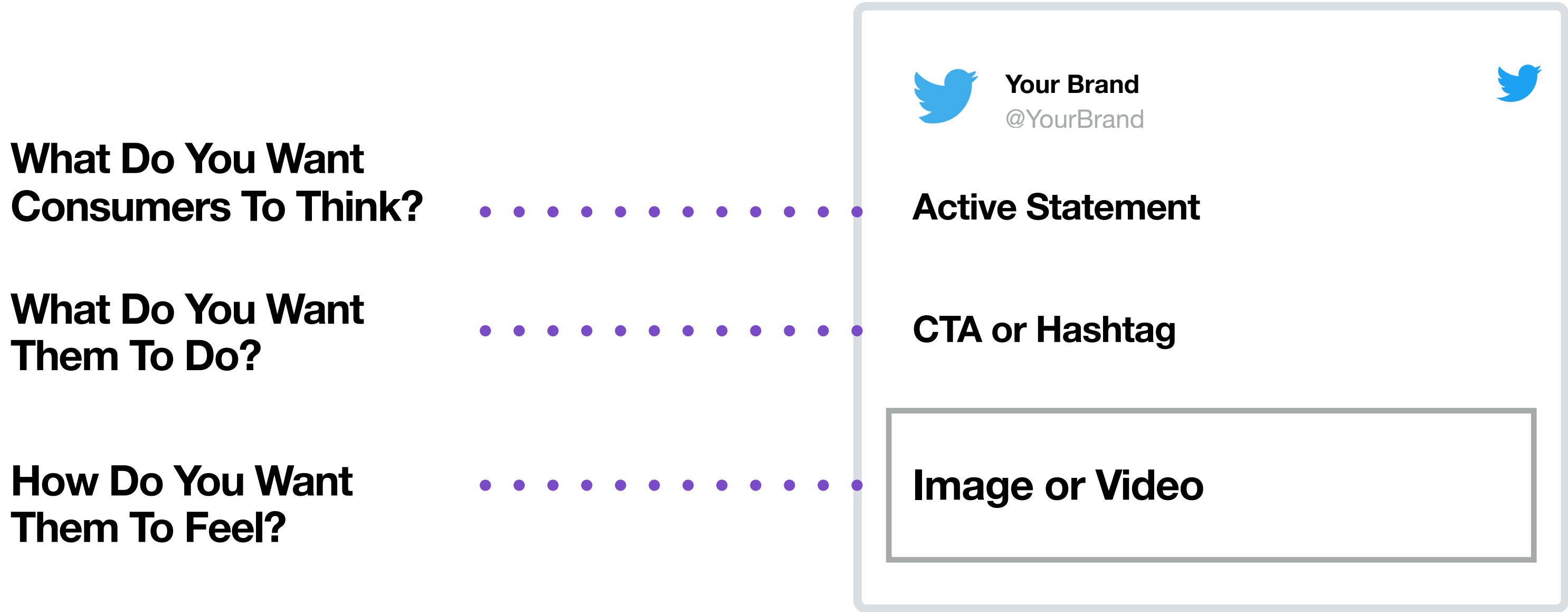
Chapter 3:

How to tweet

- Tweet Copy Best Practices
- Video Best Practices
- Twitter Content Solutions

How to tweet: Copy Best Practices

How to craft Tweets with strong copy: Follow a Tweet Simple Formula



Tailor the tweet simple formula to meet your KPIs:

What Do You Want Consumers To Think?	What Do You Want Them To Do?	How Do You Want Them To Feel?
Slide 33: Follow Twitter copy best practices	Slide 34: Have a strong CTA Slide 35: Have a strong hashtag	Slide 36: Optimal creative

Chapter Three

What you want them to think: Active Statement

What do you want consumers to think? Tweet copy best practices

Keep It Brief

Even though Twitter now allows Tweets with up to 280 characters, brevity is still king for brands.

Focus Your Message

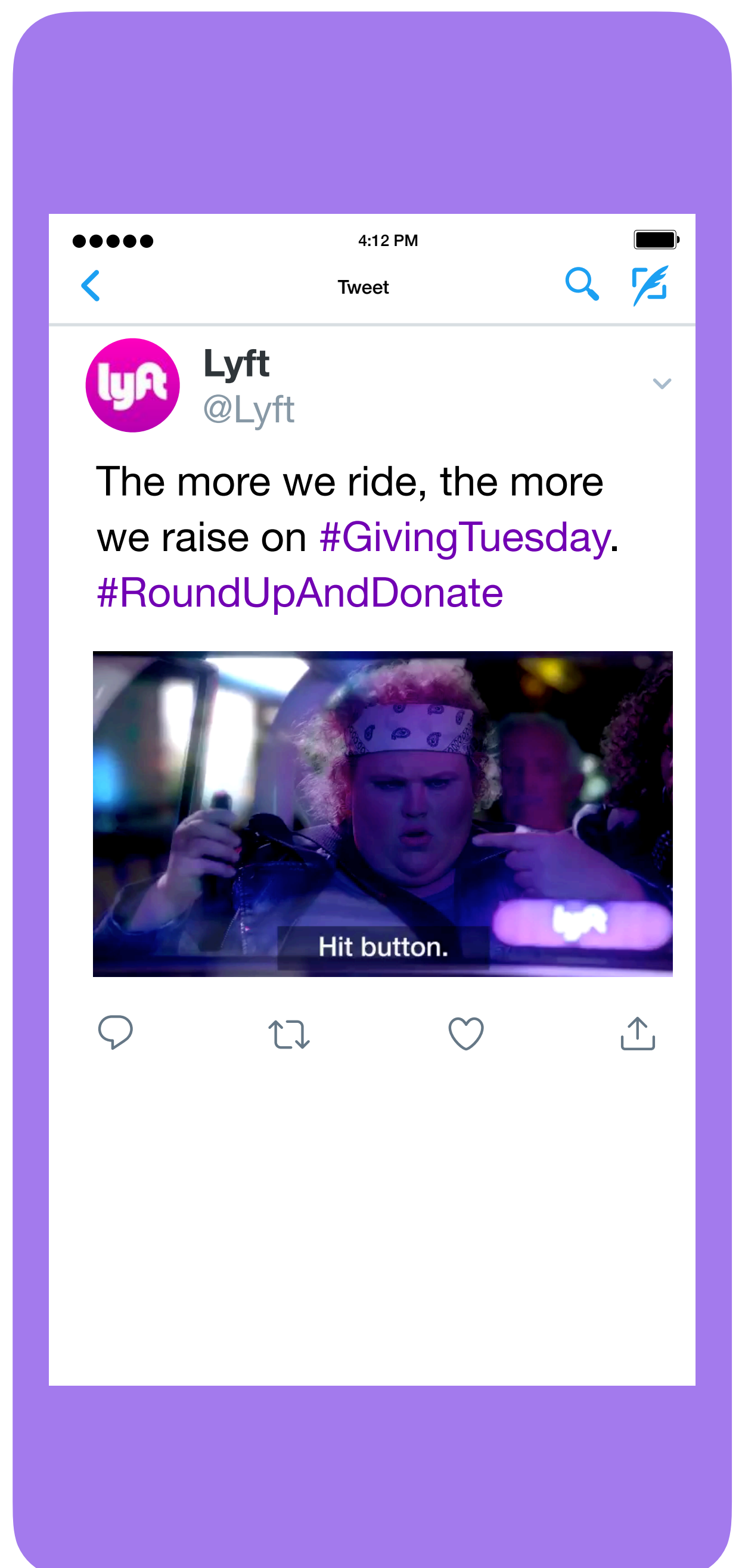
We know you have a lot to say - but don't boil the ocean in one tweet. Try to keep tweet copy as simple and focused on serving one purpose.

Connect Copy + Content

Copy and content go hand-in-hand. Make a clear connection between the video or image, and the accompanying copy.

Incorporate Hashtags

Hashtags are more than a tagging device, they're a way to drive conversation, harness consumer loyalty and gain attention.



Chapter Three

What do you want them to **do**: CTA

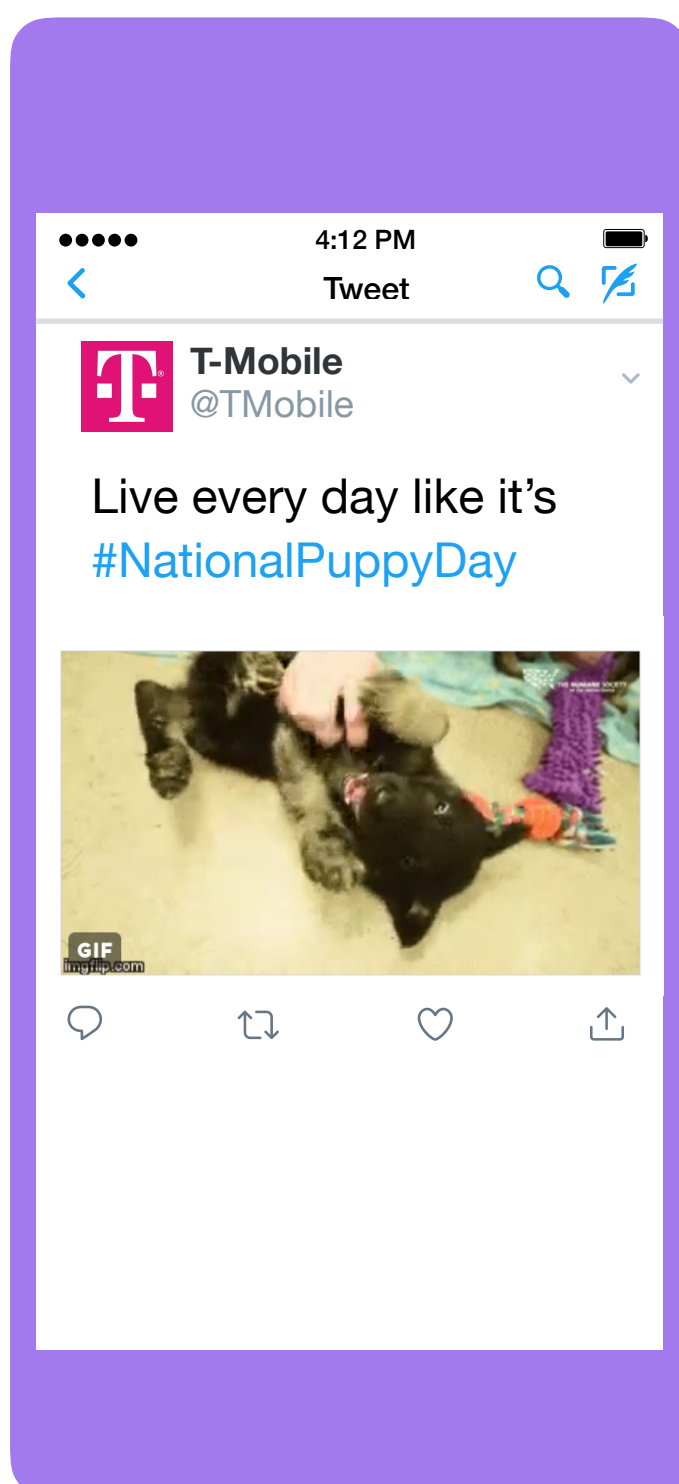
What do you want consumers to do?

Have a strong CTA

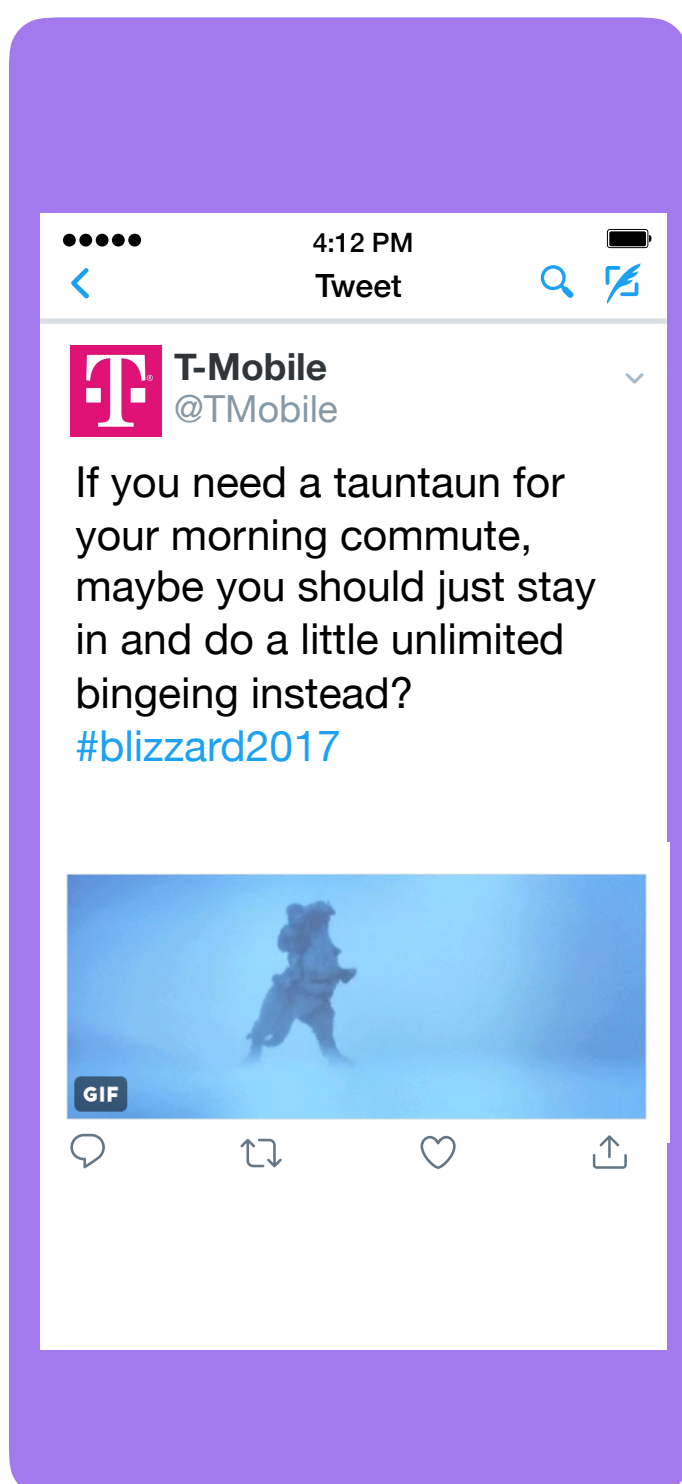
The best brands on Twitter create content that delivers against business objectives across the funnel.

Sample KPIs with Sample Tweet Copy:

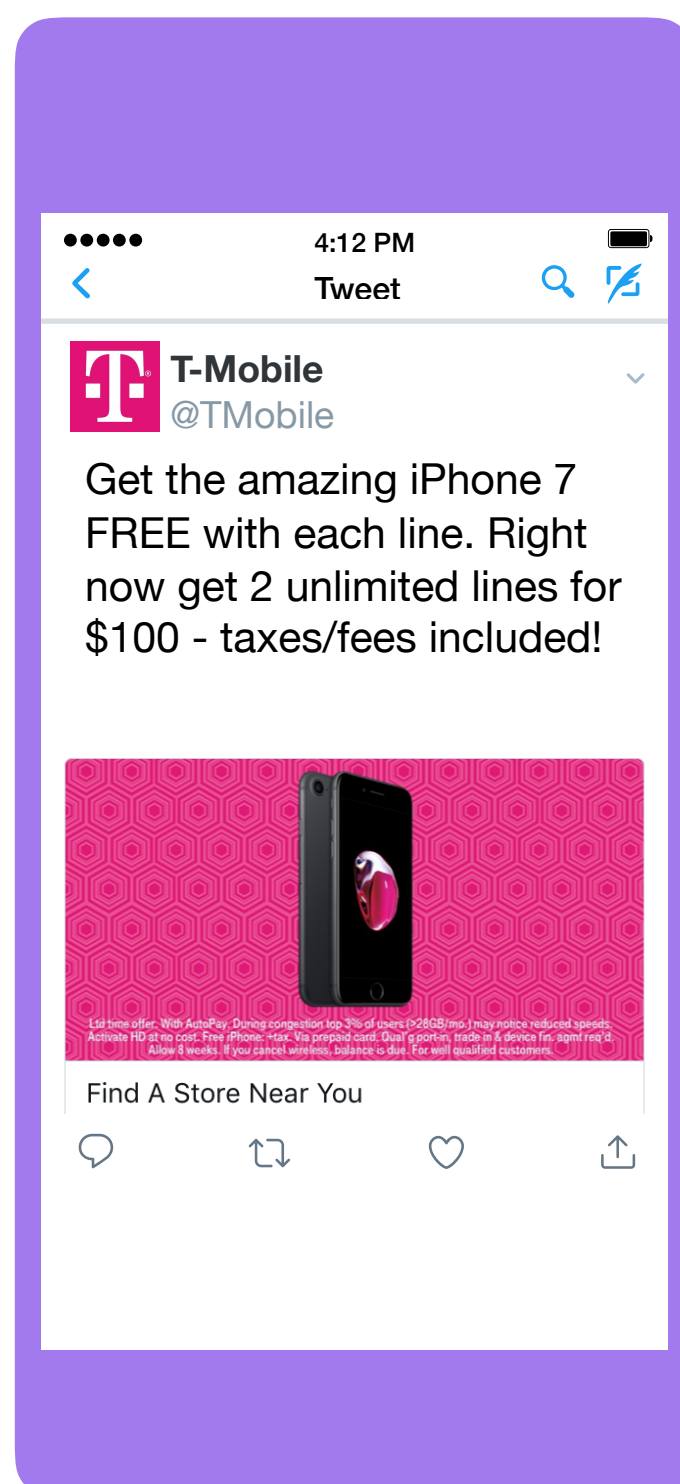
Awareness



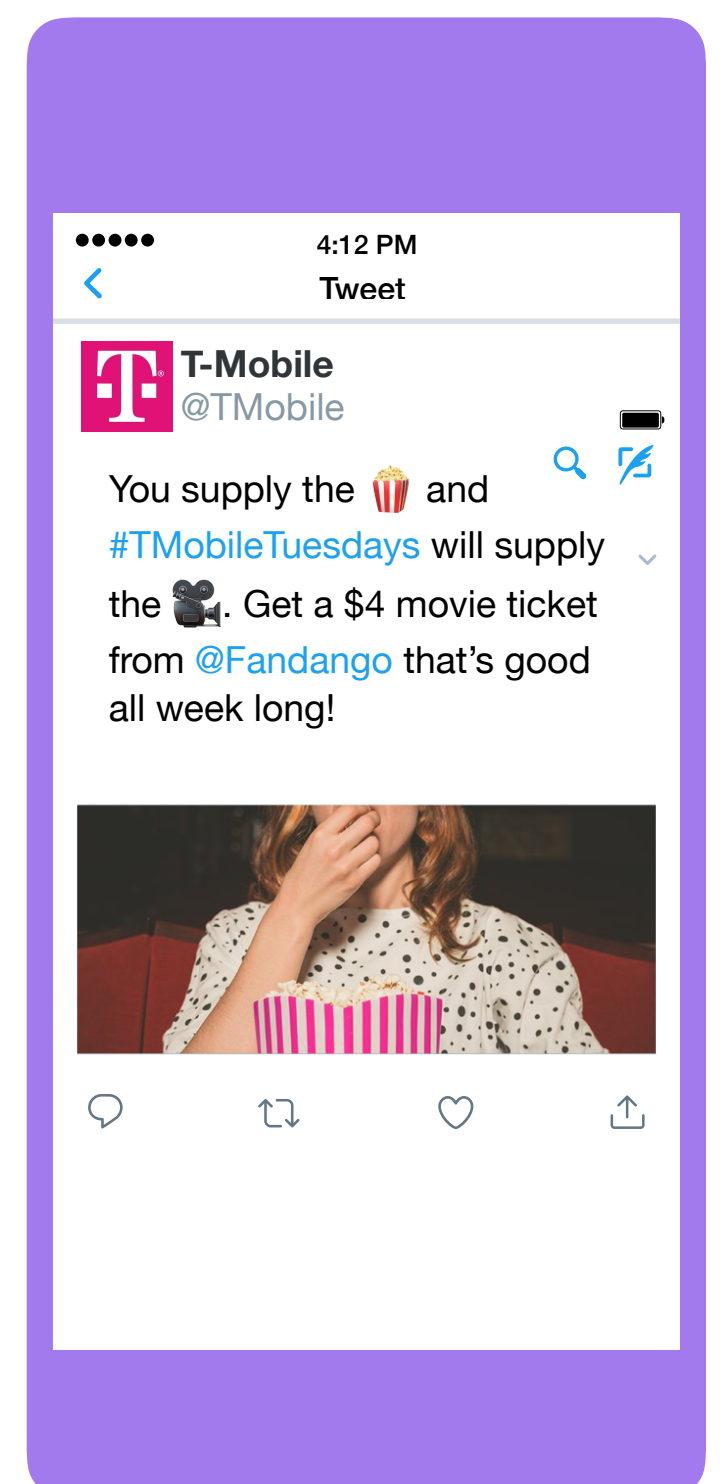
Consideration



Purchase



Brand Loyalty



What do you want them to **do**: Hashtag

What do you want consumers to do? Have a strong hashtag strategy

Use hashtags effectively to join the conversation or create your own buzz

Do

- 1 Make it easy to remember (and spell)
- 2 Be realistic about what users will gravitate to
- 3 Research how it's being used already
- 4 Reward users for interacting with your hashtag
- 5 Use your VITs to drive awareness and integrate across all channels

Don't

- 1 Over-hashtag your content (1-2 per tweet max)
- 2 Expect your brand slogan to translate to a hashtag
- 3 Expect users to hashtag without a reason
- 4 Neglect consumers of education on how to use it
- 5 Use all CAPS LOCK, unless it's an acronym

Chapter Three

How you want them to **feel**: image or video

How do you want consumers to feel? Optimal creative drives success on Twitter

+13pp

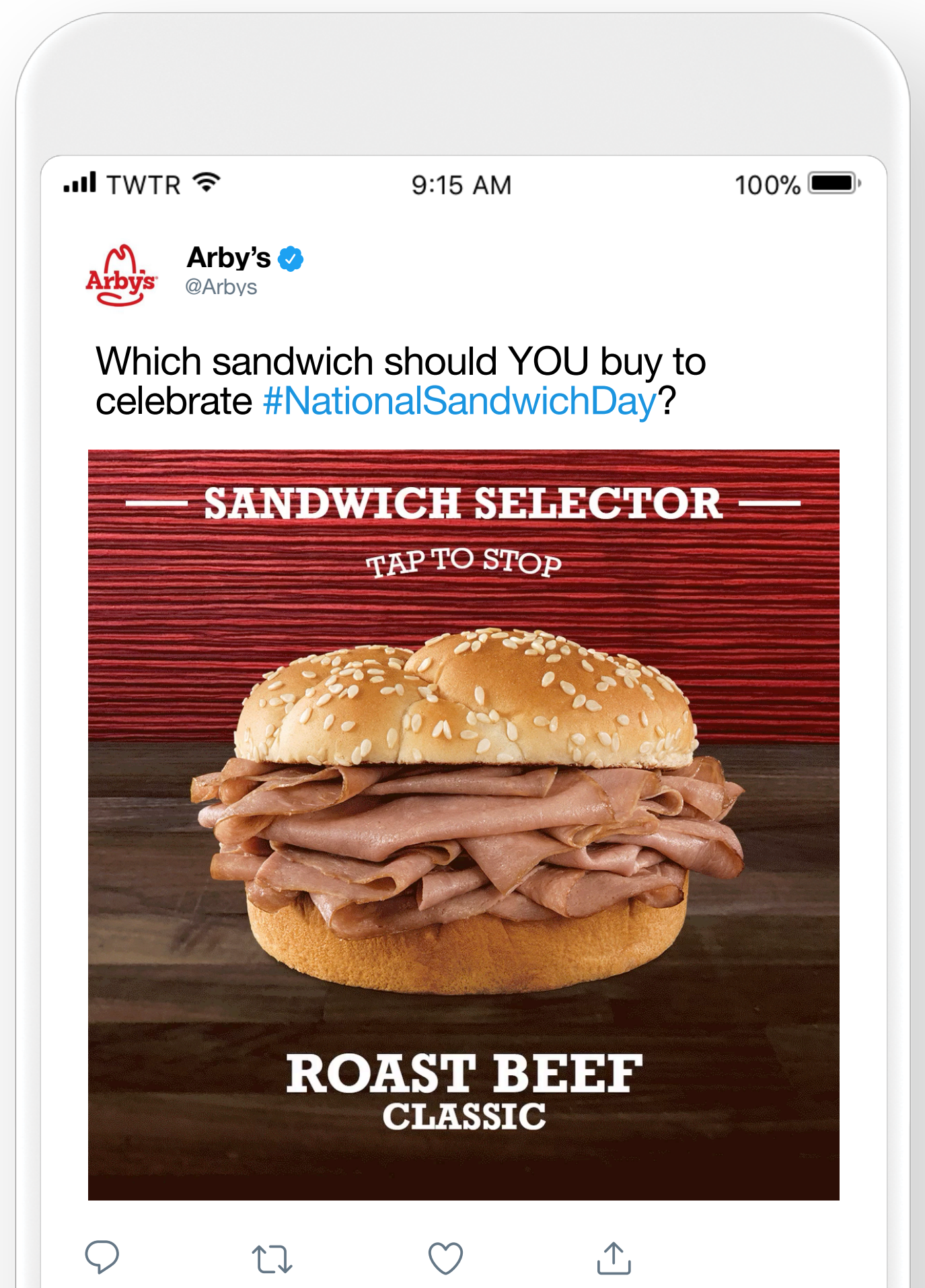
increase in purchase intent for
Twitter-optimized creative

3x

increase in completion
rates for :15 ads vs :30 ads

What is **optimal creative**?

1. Short & Laser Focused
2. Prominent Branding
3. Strong Visuals
4. Short Copy to Drive Conversation



Chapter Three

How you want them to **feel**: video

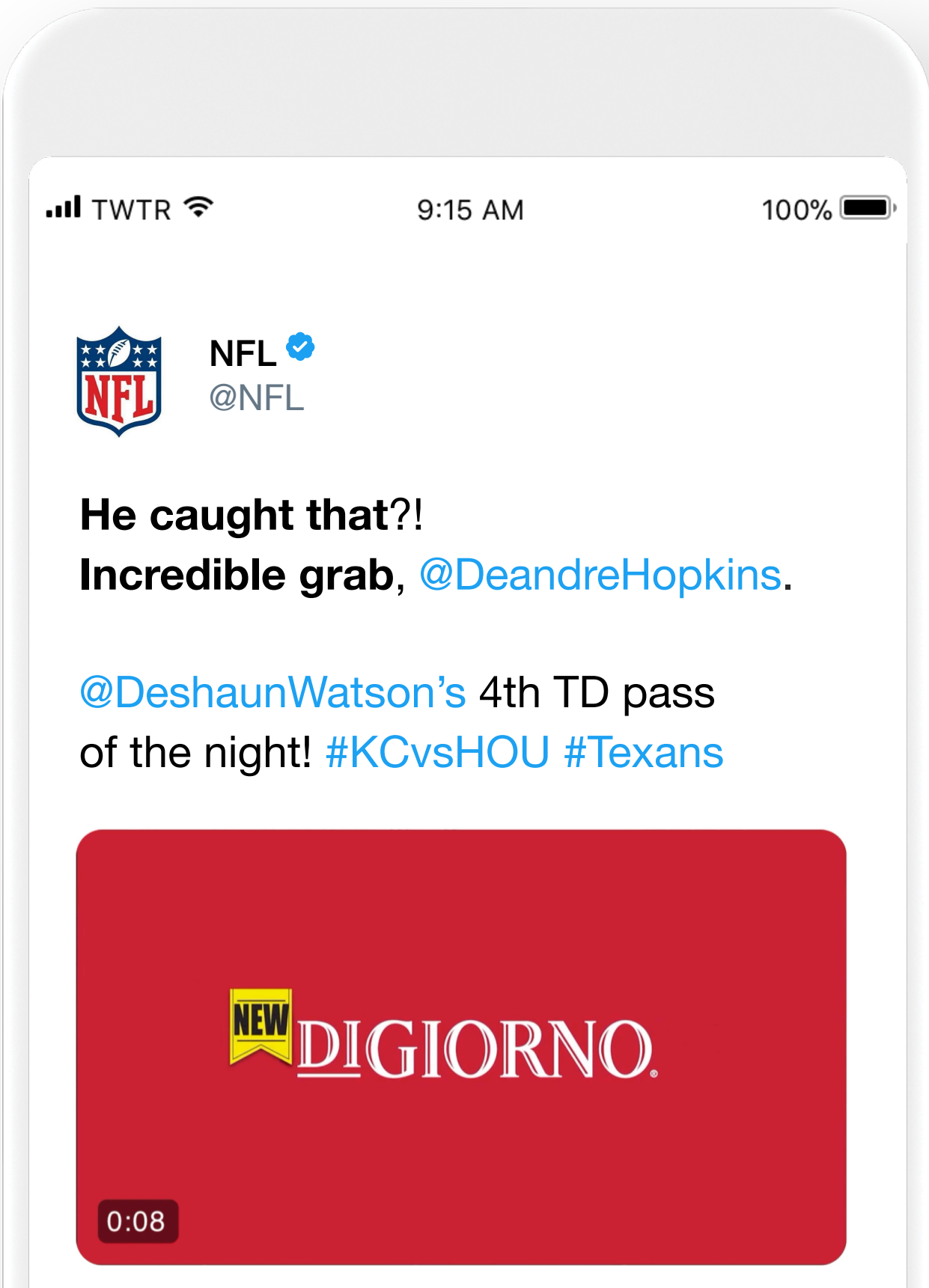
How do you want consumers to feel?
What is optimal video length? Short and sweet.

:15
or less are
most memorable

In Stream
Recommendation: :06 sec

:06
video ads lead to the
highest brand affinity

Promoted Video Recommendation:
:15 sec or less



Chapter 4:

Bring it all together:

- Crystalize your strategy
- Determine your handle strategy

Chapter Four

Managing your presence: Crystallize your strategy internally and externally

#Worksheet:

How can you ensure only the best content goes live on your channels? Align all internal parties on what the purpose of your Twitter handle is. Make it clear, put it everywhere.

Our Twitter positioning is:

-

Our brand voice is:

-

This channel is for:

-
-
-

This channel is not for:

-
-
-

Managing your presence: Crystalize your strategy internally and externally

#Example:

How can you ensure only the best content goes live on your channels? Align all internal parties on what the purpose of your Twitter handle is. Make it clear, put it everywhere.

Our Twitter positioning is:

- The loyal & understanding friend

Our brand voice is:

- Calm, soothing, friendly

This channel is for:

- Product launches
- Sponsorships
- Planned cultural moments

This channel is not for:

- PR & News
- Employee Comms
- Customer Service

Chapter Four

Getting Started: Determine your handle strategy

How many handles do you need to convey your strategy?

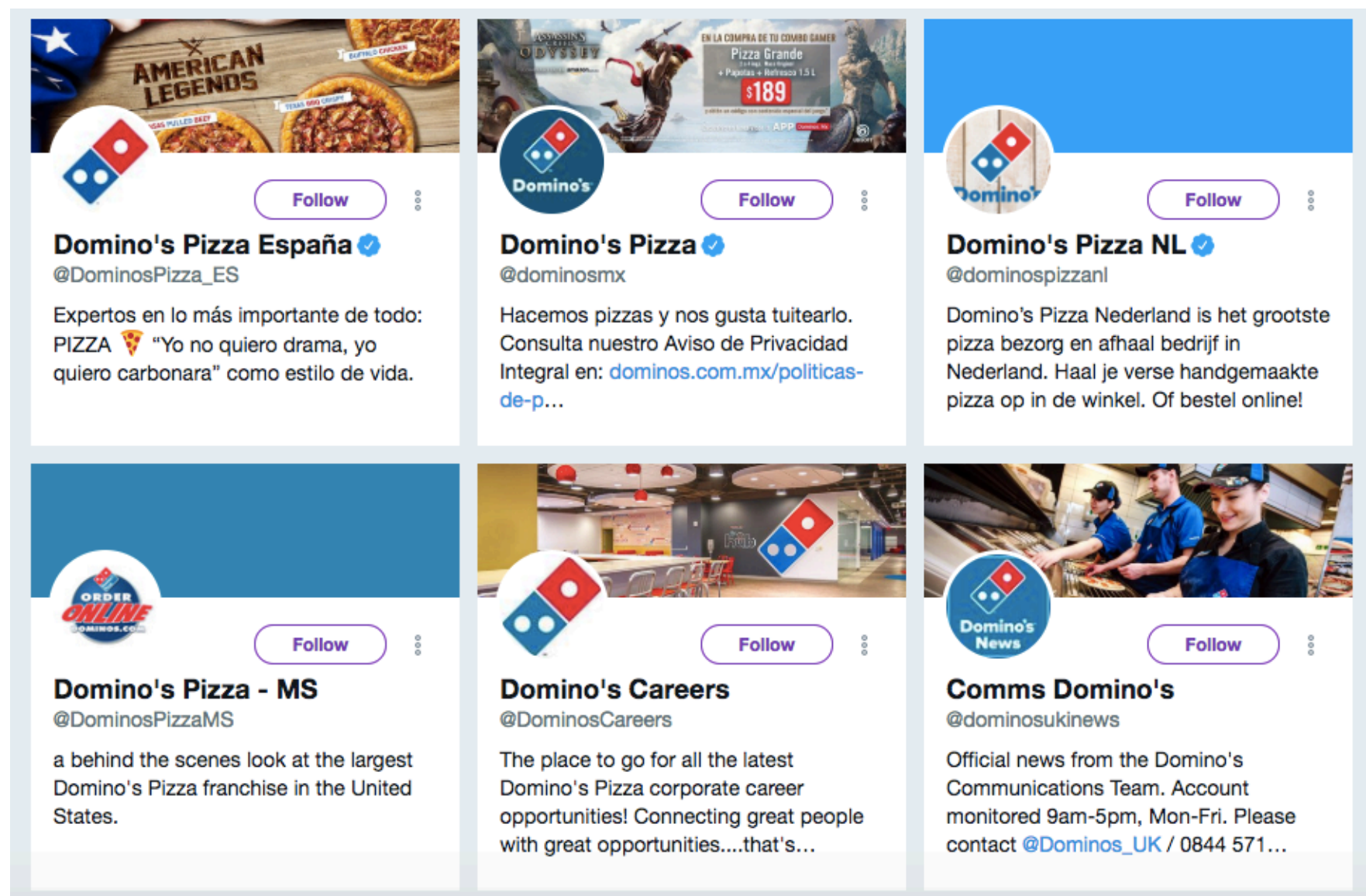
There's no “golden rule” for how many handles you should have. What's most important is that you have a strong foundation, or positioning, for each one before creating it.

You could **possibly** have separate handles for:

1. Customer Service
2. News & PR
3. Different Country Profiles
4. Different Languages
5. Different business units
6. Niche Audiences
7. Your CEO

You should **not** have separate handles for:

1. Strictly RTing other handles
2. One-off events
3. Promotion of different business units without a “vision”



Before creating a new handle, ask yourself:

1. Is each handle providing value?
2. Can each handle relate its mission back to your brand purpose?
3. Do we have time to properly manage this new handle?

Chapter 5:

Managing Your Presence:

- Customer Service #ProTips
- Crisis Comms #ProTips
- Executive Presence #ProTips

Chapter Five

Managing your presence: Customer service #ProTips

The most important part of a customer service strategy is to plan for it. Before answering, ask yourself:

☐ Does this warrant a public, or private response?

☐ Can I answer this from this handle, or should I re-direct?

☐ Is this brand safe for me to engage with?

Remember: Your audience doesn't know which handle to tweet at.

- ✓ **Make it clear in your bio where to go for support.**
- ✓ **If you need to loop in another team, have an internal plan to do so quickly.**
- ✓ **You can respond and direct to another handle as long as they reply right away. Don't make your audience do the digging.**

Twitter offers a series of features which allow you to provide better support on those channels:

1. Display your **support hours** so people know when they can expect to hear back from you
2. **Enable direct messages**, so more complex issues or private customer details can be shared directly with you
3. **Turn on the “support” option** so customers immediately see that your brand's Twitter account is customer-service friendly
4. Use “**welcome messages**” that prompt people typing a DM on what message to share

Source: Twitter for Business, 4 tips for providing effective customer support

Chapter Five

Managing your presence: Crisis Comms #ProTips

Twitter is an essential tool for crisis management

- ☐ **Clarify the situation and correct misinformation**
A lack of clarity can cause incorrect information to spread. Twitter is the fastest place to quickly and publicly frame the situation and disseminate the truth.
- ☐ **Advance your brand's story through positive messaging**
People on Twitter want to hear from you. In times of crisis, Tweeting can be the best way to inject your positive messaging into the conversation.
- ☐ **Engage customers quickly and directly**
People who have friendly customer service interactions are more likely to recommend the brand. Engaging customers quickly mitigates crisis blowback.



6 ways Twitter can protect and strengthen your brand before, during, and after a crisis:

- ✓ Give your brand a human face
- ✓ Activate influential 3rd parties
- ✓ Get personal with customer service
- ✓ Leverage key executives
- ✓ Focus on goodwill
- ✓ Be prepared to respond quickly