

Social Media: Twitter - Rule of 3 Cheat Sheet



Social Media General Info

- There is no break time with this Rule of 3. You have to be on your social media daily.
- You are the only one in charge of your area.
- Post daily.
- Check analytics when possible.
- Set goals for yourself. (For example: increase followers, increase RTs, Reblogs, Likes, comments, etc...)
- Develop an online personality (like @weatherbird) - Find good people and mimic what they do.
- Be interested in others, and be interesting to others.
- Be kind.
- Be an expert on all things FHN.

Posting on Twitter: Content

- Post links to content on FHNtoday.com daily.
- All posts should include a link to the article on FHNtoday.com
- Posts should be conversational.
- When possible, tag a person in the post. This could be the person who wrote it, or it could be the person the story or article is about. It is easy to Google someone's name plus the word Twitter to quickly find out a user handle.
- Post a variety of photos, videos, and written articles.
- Post in a timely manner. People don't really care about an article that is 5 days old.
- Post at high traffic times. Usually in the morning and in the evening.
- All posts should follow AP and grammar guidelines. Double check before sending.

Posting on Twitter: Community

Followers and Following

- Find 10 new people a week to follow. If they don't follow back by end of the week then unfollow them. We want to keep our ratio of following and followers as even as possible.
- When someone follows us, make sure we follow them back.

Lists

- Keep people we follow in organized lists on Twitter. Lists are already formed, and they need to stay updated.

Posts

- Multiple posts a day including original posts, responding to people talking to us, and pursuing conversations with others., and retweeting others.
- When people tweet at us, tweet back at them in a timely manner. In Twitter world that means within hours.
- Engage with our followers, be part of conversations, and engage with people on Twitter.
- Need to get push notifications sent to your phone, so you know when someone has said something to us.
- Be an expert on FHN and be able to answer questions.

Style and tips for posting

Posting on any form of social media is still publishing, You would not send the paper to print with out editing it first, so why would you post with out editing? All rules that apply in newspaper, yearbook, or a story for the web, apply on social as well.

- Make sure AP style is followed.
- Wording should be clear and grammatically correct. .
- Dates need to be correct.
- Link when you can.
- Tag others in posts when you can. (Google their name with twitter if you are not sure.)
- No opinion. Do not be a cheerleader for an event.
 - For example: INCORRECT: Come check out the varsity boys play FZW tonight! CORRECT: The varsity boys basketball game against FZW starts at 7 p.m. tonight. The game will be held at North.
- No "!" in posts. You would not use one in a newspaper article, so don't use one here.
- Be conversational in your posts. Stay away from saying things like "Check out this article..." People don't like to be told what to do.
 - Example of being conversational: Prom Fashion Show features 35 juniors and seniors as well as Darlene Jones and other surprise guests: goo.gl/vfDX1
 - If you could time travel to any event, where would you go? That's the question 93 students will answer tomorrow night: goo.gl/TvvPf
- Remember, you represent FHNtoday when you are posting online. Whether it is from our account or your own personal account. What you put out there can't be taken back.
- Always double check posts before sending. Make sure you are sending from the correct account, make sure gammar is correct, and make sure facts are correct.