

WEBINAR: Twitter Basics

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CANADIAN ASSOCIATION OF OPTOMETRISTS
ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

“ Susan Murphy
Co-Founder, Jester
30 years in
marketing and
communications

Social media “old
timer”

Twitter Superfan!

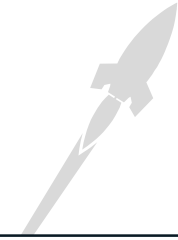


WELCOME!

AGENDA

- Why Twitter?
- Basic Twitter Lingo and Use
- Building Your Twitter Presence
- Advocacy on Twitter
- Your Questions

My goal is to get you comfortable with using Twitter for outreach and advocacy, and inspire you to get active on the platform!



WHY TWITTER?

Twitter is conducive to reaching new audiences in an organic way and joining (or starting) a public conversation—both of which are key parts of advocacy work.

In 2019, non-profits saw a 15% increase in followers compared to 2018

Source: wiredimpact.com

330 Million

Active monthly users

63%

Are between 35 and 65

6.8 million

Users in Canada

Source: [Twitter.com](https://twitter.com)

A GUIDED TOUR

www.twitter.com

CAO/ACO
2,706 Tweets

eyewise
SAVE YOUR SIGHT. SEE AN OPTOMETRIST.
GetEyeWise.com

CAO/ACO
@CanadianOpto

Founded in 1947, the Canadian Association of Optometrists (CAO) is a national association representing optometrists in Canada

Canada opto.ca Joined February 2012

1,591 Following 2,346 Followers

Followed by Dr. Joshua Smith, CPA_SCP, and 5 others you follow

Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More

Tweets Tweets & replies Media Likes

Pinned Tweet
CAO/ACO @CanadianOpto · Mar 6
Good advice at all times!

You might like

- Huawei** @Huawei [Follow] Promoted
- Opticians Assoc of Ca...** @OACexecutiveDr [Follow]
- UW Optometry** @UwOptometry [Follow]

Trends for you

Trending in Canada
#RIPPrince

Tweet

More information:

How to create a Twitter account on the web

1. Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.
2. You will be guided through our sign up experience and prompted to enter information such as your name and email address.
3. If you choose to sign up with an email address, we will require you to verify your email address by sending you an email with instructions.
4. If you choose to sign up with a phone number, we will require you to verify by sending you an SMS text message with a code. You may also request a voice call to verify your phone number. Enter the verification code in the box provided. Learn more about having a [phone number associated with your account](#).
5. Once you sign up for an account, you can select a username (usernames are unique identifiers on Twitter). We'll tell you if the username you want is available.
6. Learn how to [customize settings](#) for your new account.

<https://help.twitter.com/en/using-twitter/create-twitter-account>

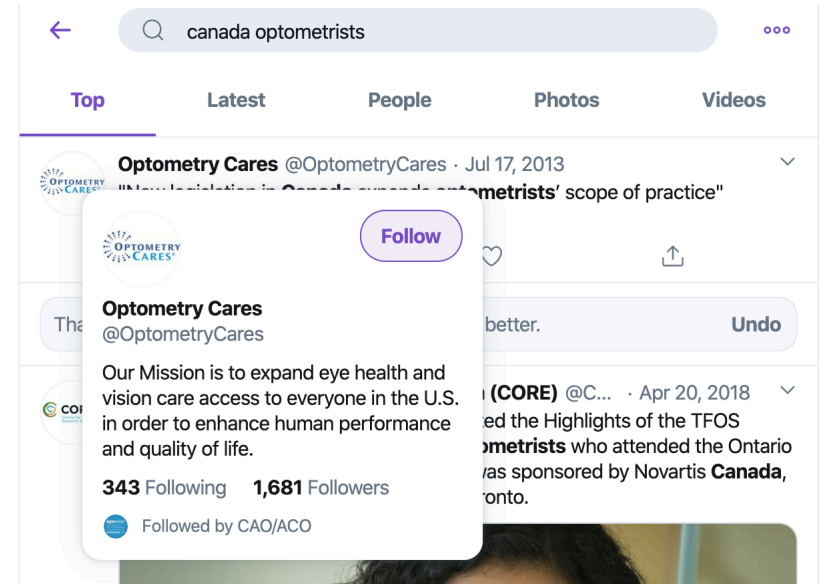
Setting up your profile

- First – get your house in order!
- Set up your Twitter account
- Making sure you have a relevant photo (ideally a professional headshot)
- Complete your bio including credentials (up to 160 characters)
- Add your web site link (if you don't have a website, use LinkedIn profile if you have one)
- Include a cover photo (lots of free photos at www.pixabay.com)

The screenshot shows a Twitter profile for CAO/ACO (@CanadianOpto). The profile is set up with a blue verification checkmark. The bio states: "Founded in 1947, the Canadian Association of Optometrists (CAO) is a national association representing optometrists in Canada". The location is listed as "Canada" with a link to "opto.ca" and a note "Joined February 2012". The profile shows 1,591 following and 2,346 followers. A pinned tweet from March 6 says "Good advice at all times!". The right side of the screen shows a search bar, a "You might like" section with suggestions for Huawei, Opticians Assoc of Ca..., and UW Optometry, and a "Trends for you" section showing "#RIPPrince" trending in Canada.

Finding Followers

- Follow to be followed – a follow is like a virtual handshake
 - If you follow someone, they get notified
 - They will check out your profile and (hopefully) follow you back!
-
- Start by following a few accounts in your industry.
 - Still don't know where to start?
 - Search "Canada optometrists"
 - Hover over the bolded username
 - Read the bio and if you like what you see, follow!





Twitter for Advocacy – Best Practices

Know Your Audience to Grow Your Audience

- Who are your target audiences?
- Journalists, politicians, community leaders, other members?
- Search for these people, follow them
- Add them to lists to keep them organized
- Example: Identify the Health or Finance Ministers, as well as the critics in the Opposition benches, and add them



← **François Couillard**
6,418 Tweets


François Couillard
@couillardf

#Healthcare executive #Optometry #AI #sustainability Passionate #NordicSkier and #Cyclist. Opinions are my own. RTs are not an endorsement.

📍 Ottawa, Canada 🌐 opto.ca 📅 Joined August 2010

813 Following 1,828 Followers

👤 Followed by Dr. Joshua Smith, Collab Space, and 23 others you follow

Tweets Tweets & replies Media Likes

↻ François Couillard Retweeted

 **HEAL** @CanadaHEAL · Apr 21
Congratulations @picardonhealth, your #CdnHealth reporting has been a trusted source for insights & facts for #Canadians

Have a Call To Action

- Do you want people to share your tweets?
- Sign a petition?
- Sign up for email alerts?
- You can have multiple calls to action, but focus on ones that help reach your advocacy goals and enable you to maintain relationships with people
- Don't just ask, though!
- You should aim for 80% relevant info, retweets, links, etc. and 20% "ask" posts.
- Example: Follow your national/provincial associations so you understand their issues, then tweet or retweet on similar topics.



Original Content

- Decide on the tone and personality you want to bring to your account (recommended: friendly, personable and professional)
- You don't have to plan every tweet far in advance
- It's a good idea to build up a repository of facts, stats, visuals, quotes and evergreen messages or links that you can use to fill in your posts (I use the Notes app on my phone for this).
- Work in some links to your web site to drive traffic to blog posts, research, or advocacy efforts





Don't Panic!

- You don't have to come up with everything yourself!
- You can search Twitter and retweet content you think would be valuable to your audience
- You can @reply to others' posts
- Amplify the voice of others that share your point of view
- Share like-minded articles and resources that your audiences are talking about (or should be).
- Remember to mention the writer or owner of the content (use their Twitter handle if they have one) – it's a great way to link up with influencers.

Justin Alex Brown Retweeted

 **OntarioOptometrists** @ONOptometrists · Dec 2, 2019

A brand new year is now less than one month away. Make your health a priority in 2020 and book an eye exam today! [#BeSeenIn2020](#)



0:39 | 73 views

3 retweets | 6 likes

#Hashtags

- They serve multiple purposes for advocacy
- You can use custom hashtags in your tweets to group them e.g. #eyehealthtips
- You'll be able to see other people using that hashtag too (just do a search)
- You'll find people to follow (and they'll find you!)
- Research and use existing relevant hashtags popular in the communities you're trying to reach
- Inject yourself in existing conversations



OntarioOptometrists @ONOptometrists · Nov 14, 2019

More from #OptometryWeek2019: MPP @TArmstrongNDP visits Dr. Jeff Drexler + MPP @billwalkermpp visits Dr. Tasha Hotz! 📸

Lots of great discussions are being held on the significant role of optometrists in primary eye care. 👁️💬

Engage!

- Twitter is not a one-sided conversation
- Find time to meaningfully engage with people – don't just push out content
- Try tagging people you want to interact with by @mentioning them.
- Maybe host a tweet chat to get people to participate at a set time around a pre-determined #hashtag.





Your
Questions



Should there be a separate account for personal and Business? Is the setup any different?

- If you want to maintain a professional presence on Twitter, then ensure your account looks professional using the tips discussed earlier.
- If you want to occasionally discuss topics other than optometry and advocacy that is fine but be careful you don't dilute your message.
- If you want to share memes or information about your hobbies I recommend setting up a separate account (e.g. @TomTheRunner, @TomTheEyeDoc)
- It's okay to have a personality on your professional Twitter account!



Can you delete tweets that might not express something well?

You can delete tweets that you create from your own account.
You cannot delete others' tweets.
You cannot edit a tweet once it's published.



How do you know the best people to follow?

- That's the beauty of Twitter, it's up to you!
- You can follow people you're interested in hearing from
- Find them by doing Twitter searches on relevant topics to your industry or current events
- Remember, if you follow someone and decide later they aren't a fit, you can always unfollow them (They won't know).



Is it okay to just retweet things? I don't want to make my own tweets.

- Twitter is best when you're tweeting too!
- It's okay to retweet things, but if that's all you're doing, people may lose interest and your retweets may be lost in the noise.
- Even just a few original tweets a week can make a difference.
- The best thing to do is just try it! It's not that scary 😊



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ASSOCIATION CANADIENNE DES OPTOMÉTRISTES

THANK YOU!

Questions? Please send to info@opto.ca

Follow us on Twitter!

@CanadianOpto

@couillardf

@eyeCanada