

Tweeting as a cultural organisation

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Introduction

There are about 200m active Twitter users worldwide, 15m of whom are in the UK. Of these, 9m participate in discussion, while 6m are 'lurkers' – watching without participating¹. With a quarter of the population using Twitter, then, it's not difficult to make the case for cultural organisations to have a presence. This guide will introduce you to the basics of Twitter, give guidance on day-to-day use, and finally provide some more advanced tips and tools.

This guide is being continuously updated – if you have any suggestions, or spot any errors or omissions, please get in touch with the author at taras@a-m-a.co.uk.

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<http://www.a-m-a.co.uk/>

¹ Source: Lewis Wiltshire of Twitter UK, September 2013 - <http://storify.com/amadigital/twitter-stats>

1

Twitter basics

Before diving in to Twitter, it's useful to understand some of the basics. Twitter is a social network that lets you compose status updates, or "tweets", which are limited to **140 characters**. **Web links** use up 22 characters, regardless of how long they are (links to secure sites, starting <https://>, use up 23 characters). If you attach an **image** to your tweet, this will use 23 characters.

Here's what a tweet looks like:



In the above example, @ExampleOrg (the sender) and @amadigital are **usernames**. Usernames always begin with an @ symbol, and are not case-sensitive. When you mention someone else's username in a tweet, they get alerted.

#twitter and #cats are **hashtags**. Adding a # symbol before a word turns the word into a link. This lets others browse related concepts, and can help new people find your tweet.

Twitter is based around the concept of **timelines** – chronological lists of tweets. You might also hear this referred to as a 'Twitter stream' or 'feed'. Your timeline shows all the tweets sent by people you follow. You can also view an individual user's timeline, which shows just the tweets they've sent.

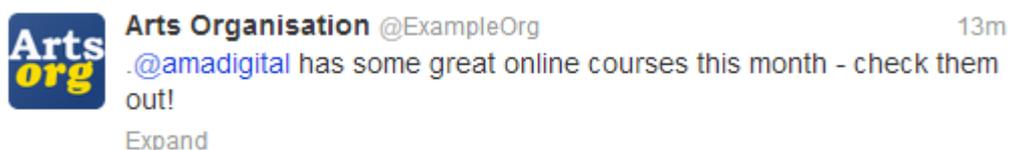
Tweeting to other people

If you put a username at the start of a tweet, it is visible to you, the recipient, and anyone who follows you both:



However, tweets are **not private** – anyone looking directly at @ExampleOrg's timeline in the example above, or searching for any of the words used in the tweet, would be able to see it.

To start a tweet with a username, and have all your followers see it, put a full stop before the message:



Retweeting

If there's a particular tweet you've seen which you like, you can **retweet** it. This simply means highlighting a tweet so those following you can enjoy it too. There are a few ways to retweet:

- Press the 'retweet' button (↻) in your Twitter app. This will send the tweet to everyone who follows you, while retaining the original sender's details:



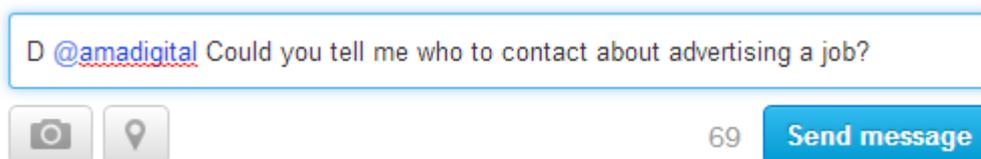
- An 'old-style' retweet: quote the whole tweet, adding RT @username: at the start:



- A modified tweet (MT) – if you want to add a comment but have to shorten the other person's tweet, it's polite to put MT since you are changing their words:



You can use **Direct Messages** (DMs) to send a private message to another user. For this to work, the other person must be following you. Most Twitter apps have a special tool for DMs, but you can also send one by starting your tweet with a D, followed by a space:



Never use direct messages for impersonal marketing purposes. They should be used only where the message is likely to be important to the recipient (not to your campaign!)

2

What to tweet

First, you have to decide whether it's worth your organisation investing in Twitter. Yes, it's free – but getting it right requires your time and attention. If you're new to Twitter, it's a really good idea to get yourself a personal account and spend a few months getting to know the platform before going further (go and do that now – I'll wait).

Once you're familiar with how Twitter works, think about how you can use it to add to the experience your organisation provides – and what your audiences or visitors will get out of it. Your use of Twitter should support your organisation's brand and overall mission; most organisations have a mission statement – check yours and make sure that the way you use Twitter ties in with it.

Good practice in tweeting



Twitter isn't a broadcast medium. By all means, let people know what's happening in your organisation; don't forget, though, that you should be listening to, and interacting with others. Good interaction positions you as being open, approachable and worth following.

As marketers, we're often told to "sell the benefits, not the features". In the same way, your tweets shouldn't be led by what you want to say, but by what your followers can get out of it. Something might be really important to you and your organisation, but if you can't put it across in a way that engages your followers, there's not much point in tweeting it.

Of course, there's often a way to turn something you want to announce into something of interest to your followers. Sparking interest isn't usually difficult; you just have to engage your brain for a few seconds! For example, consider which of these two tweets would make you more likely to click the link:



Arts Organisation @ExampleOrg

2 Sep

We've joined forces with Madeup Dance, so expect some fantastic new productions very soon. Watch this space: <http://artso.rg/123>

Expand



Arts Organisation @ExampleOrg

2 Sep

We are pleased to announce a partnership with Madeup Dance Company. Read more at <http://artso.rg/123>

Expand



The first is practically a corporate newsflash – like the opening line of a lazily-written press release, nobody's going to bother reading on. The other tweet at least attempts to pique the reader's curiosity.

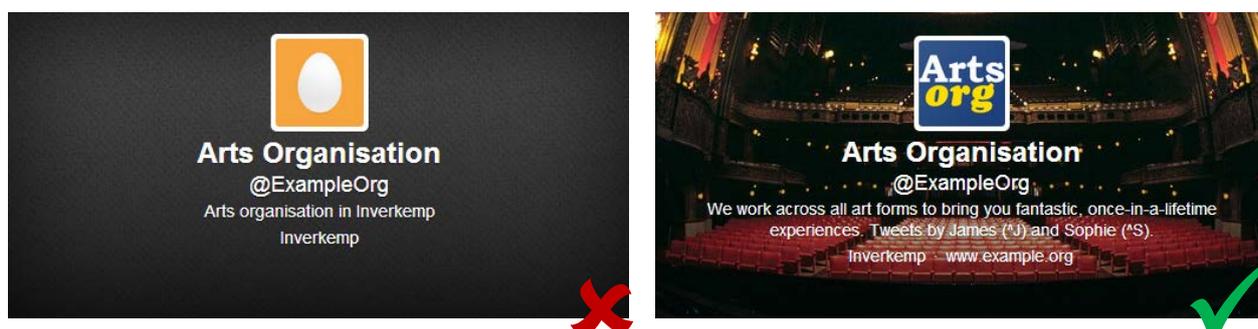
3

Building followers and increasing engagement

In order to increase engagement with your online audience, there are a number of things you can do.

Complete your Twitter profile. You might be surprised at what a difference adding a one-line description, a photo and a header image can make. It gives people who are undecided whether they're interested in you that little extra push to click 'Follow'.

Consider these example profiles – which would be more likely to entice you to follow?



Follow others like you. People know when you've followed them, and will often follow back. Search for other users you know on Twitter and follow them. If you're new to Twitter, let them know, and they may encourage their followers to follow you back.

Talk about others and curate content. A key point is to remember that it's not about you – it's about your followers. Support things that others are doing, and tell your followers about them. Comment on what's going on in your world, and encourage discussion. If you can become a source of interesting things, even if they're not yours, then you will grow and retain followers. Tweet things that will help your followers in some way – advice, freebies, ways to make their voices heard, links to useful or entertaining things and opportunities for self-promotion all go down well.

Give people ways to connect. Make it easy for people to follow you. Tell people outside of Twitter about your account. Put your Twitter name on everything you publish; link to your Twitter page (the address is in the format <http://twitter.com/yourname>) from email bulletins; create links on your website and blog.

Keep it positive. Negativity bias means people will also pay more attention to negative comments², and that's not something you want attached to your organisation. You're entitled to hold negative opinions about others' work, but Twitter isn't the place for airing them.

Avoid automation. Don't pipe posts from another service (for example, Facebook) straight into Twitter; always tailor the message to the platform. Don't use tools that auto-send

² https://en.wikipedia.org/wiki/Negativity_bias

messages on your behalf. If you have a good reason to schedule tweets, do so with great care (see later in this guide).

Manage spam followers. You will get ‘spam’ followers – people with made-up names and descriptions, few followers and even fewer tweets. They are generally computer-generated accounts, used to build up other people’s follower counts. They will randomly follow users – including you! – in order to look less suspicious and avoid being shut down.

 <p>Mathieu l'mauricien @v08051r01 Part Time Networking Guru, Full Time Jokester & Laughaholic ;-D Oh yes, and I love to BBQ!!!</p>	 <p>Kansildika @r54326c5202 forex</p>
 <p>Mico Halili @z74bb52g High school junior at Idyllwild Arts Academy wins grant to build his own fashion line. Follow my progress from conception to runway show on May 28, 2011.</p>	 <p>Arman Joseph Lim @t5j3d73q864 Love it..Cool!!</p>
 <p>mario bujanda @Dejecta55 Bank owned foreclosures, short sales, and everything REO in California and Arizona!</p>	 <p>Taki Taoho @Bakuninism770 10+ years in the Loan Modification and Debt Settlement Assistance, Credit Repair, and How-To-Start a Credit Repair Company.</p>
 <p>robase texas @r227qw50275 I trade forex each day and would like to teach those interested to have the same success I have had</p>	 <p>aaron johnson @xf21gwr0r Mobile Porn & iPhone Porn Videos</p>

Pictured above are some examples of typical spam accounts, which you can safely block – some of the descriptions seem convincing until you look at the usernames.

You can block these using Twitter’s built-in ‘Report as spam’ and ‘Block’ tools. This may seem a bit counterintuitive, as it involves losing followers in the short term, but in the long term it’s worthwhile. Your follower count will go down, but the overall quality of the list will increase. A clean list of followers looks more impressive to anyone browsing it, and makes them more likely to follow you.

According to research by social sharing tool Buffer³, there are some more simple ways to increase engagement with your tweets:

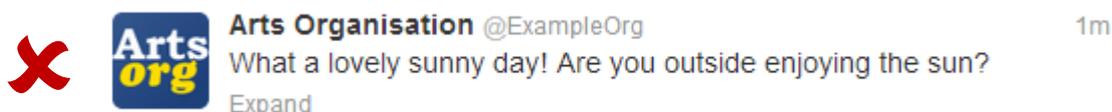
- **Attach an image** for twice as much engagement;
- **Include a link** – tweets with links are 86% more likely to be retweeted;
- **Be concise** – using fewer than 100 characters increases engagement by 17%
- **Include a hashtag** – using one or two hashtags increases engagement by 21%

³ <http://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>

4

What not to tweet

If you have nothing to say, don't say anything. Building an online audience is as much about the quality of your content as the quantity. You might have heard of 'slacktivism' – taking insignificant actions in support of a cause that make you feel good, but don't have any real impact. The equivalent on Twitter could be called 'slacktivities': activities that make you – or those higher-up in your organisation – feel like you're doing something worthwhile, when in fact they're a waste of time. Here are some examples of things to avoid:



It might not be a lovely sunny day where your audience is. And, even if it is, they might be stuck in an office. So unless a tornado just tore the roof off your theatre, or – perhaps a more likely scenario – your museum is closed because of heavy snow, don't tweet about the weather.

At the AMA, we often see venues tweeting about arts marketing, or even retweeting our tweets, despite this being irrelevant to their followers. Remember the golden rule that you're tweeting for your audience, not yourself.

Avoid ending every tweet with an exclamation mark. It's a surprisingly easy trap to fall into. When you're writing a tweet, it may seem a trivial thing, but when someone takes all your tweets together (for example, by viewing your timeline), it can look a little desperate. You can escape the tyranny of the exclamation mark by mentally renaming it to the 'desperation mark'.

Another poor approach is to invite retweets with the phrase 'please RT':



There are better, and subtler, ways to get attention, which come across as more polite because they put less pressure on the recipient to act:



If you feel you must ask for a retweet, then use the word 'retweet' rather than 'RT'. This has been shown to increase actual retweets by a whopping 12 times.⁴ Better still, focus on writing great content that invites itself to be retweeted without your explicit encouragement.

Don't be a serial retweeter. Retweeting loads from the same person annoys your followers, because if they were interested in what that person had to say, they would choose to follow them. Retweeting a positive comment about your organisation or your work is fine, but retweeting every positive comment just gets grating.

And lastly... don't take any of this as discouragement against trying things out. Playing with Twitter as a medium is a great way to learn what your followers will respond best to. The fast-moving nature of the platform means that, unless you make a huge mistake, any embarrassment you feel at a getting poor response will be short-lived!

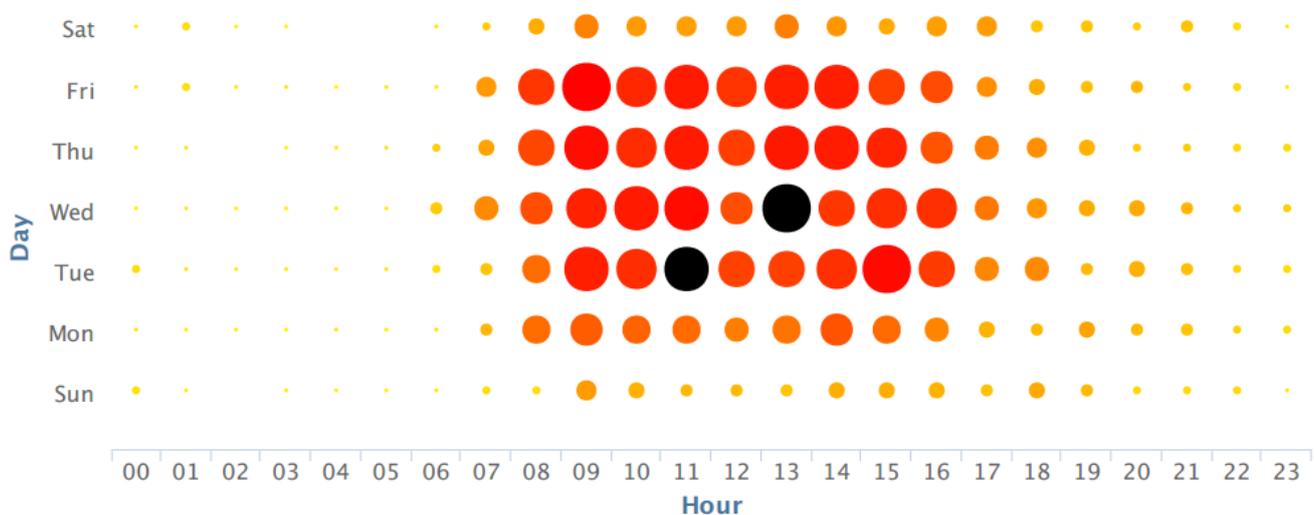
⁴ <http://blog.bufferapp.com/10-new-twitter-stats-twitter-statistics-to-help-you-reach-your-followers>

5

When to tweet

Statements about the best time of day to tweet are frequently made, based on figures collected from thousands of accounts. For example, the Buffer survey mentioned previously states that engagement is 17% higher at the weekend. In reality, these can only ever be a very broad guide; the best time to tweet for your organisation depends on the habits of your followers.

Some social media analytics tools can create visual representations of when your followers are tweeting, giving you an indication of the best time to tweet. Here's one generated for the AMA twitter account, @amadigital, using the SocialBro analytics tool:



From this, you can see that the best time for @amadigital to tweet is between 8am and 4pm on weekdays, with peaks (the darkest 'hotspots') at 11am on Tuesday and 1pm on Wednesday. Once you have a good number of followers, it's worth finding out for yourself when they're most active – you may be surprised at the results. See section 8 for third-party Twitter tools that can help you produce this kind of analysis.

Apart from when the "best" time is to tweet, you need to consider when you're *not* going to tweet. Twitter is on all the time, but arts organisations can't be. Some organisations 'sign off' at the end of the day and don't tweet at weekends, while others continue to monitor and respond to tweets out of hours (with staff replying when they're not at work). This is up to you to decide. Sometimes, even if you choose not to tweet out-of-hours, a simple "We will get back to you when the office reopens tomorrow" can help defuse a potential problem.

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Who should tweet?

Who tweets from an arts organisation is very much determined by the nature of your organisation, and what you want to get out of Twitter. In larger venues, it's often someone within the marketing or digital teams; sometimes, a member of staff who already uses Twitter in a personal capacity will be given the job. And, sometimes, the task is given to someone who has limited experience of Twitter or none at all.

Managers should think carefully before giving a junior member of staff the responsibility of tweeting. Do you have confidence in their ability to represent the organisation on Twitter? Will they be able to deal with any situations that emerge on Twitter (or at least know to raise any problems internally first without making the problem worse?)

An issue of trust

It should go without saying that you shouldn't give responsibility for a whole communication channel to someone who is not a trusted member of staff. Many large businesses have blamed Twitter meltdowns on interns. Home retailer Habitat, for example, had to apologise after piggybacking promotional tweets onto trending hashtags, including an uprising in Iran.

Meanwhile, a disgruntled intern at fashion retailer Marc Jacobs tweeted that the company's CEO was a "tyrant"; and a rogue employee at Vodafone tweeted homophobic remarks to the company's 80,000+ followers.



We're really sorry. A severe breach of rules by staff in our building, dealing with that internally. Please keep your faith in us.

4:13 PM - 5 Feb 10

Of course, many interns are capable and trustworthy, and these may just be examples of big companies finding a convenient excuse for their mistakes. But the fact remains that the damage caused to your brand by misusing Twitter could be immediate, especially if you are well-established. As with anything public-facing, ensure colleagues know who to talk to if there are issues, and that they should raise problems before digging the Twitter account, and your organisation, any deeper.

Sharing the load

Some companies spread the task of tweeting across several people's jobs. This makes sense if you work in a larger organisation, or if you have several strands of work. For example, a theatre which also has an education/outreach department might have a marketer and an education worker tweeting about different things.

Two issues arise from having more than one person tweeting. On a practical level, there is the issue of how to share the task; and, secondly, the problem of maintaining a consistent tone of voice.

Single account, multiple users

There are several ways to have multiple members of staff using Twitter. The simplest is to give all tweeters the username and password to the account. Obviously, this involves a high level of trust – not only that they won't abuse the access, but that all have a good enough understanding of the organisation and of Twitter not to make mistakes.

The tone of voice issue can be somewhat resolved by helping followers to tell who's tweeting. Many organisations achieve this by adding initials to the end of the tweet – e.g. ^T or ^DK – to tweets that have a personal tone of voice. It's acceptable not to add initials to a tweet if it is very obviously 'from the organisation'; a tweet like the following example would not require 'personalisation':



On the other hand, the following tweet is more personal in nature, and therefore benefits from being initialled:



Single account, managed users

The second approach is to use a tool which manages multiple tweeters. One popular platform for managing a Twitter account in this way is HootSuite (<http://hootsuite.com>)

HootSuite has built-in 'teams' functionality, which allows an overall manager to grant access to other contributors without handing over the keys to the account. Turning on a feature called 'auto-initial' also allows for accountability by forcing tweets to be initialled. It does mean, however, that everyone must use HootSuite for Twitter, rather than their own favoured tools.

There are other tools which offer a different approach, such as GroupTweet (<http://grouptweet.com>), which aggregates tweets from different team members' own accounts into one 'master' account. This also features a 'signature' option which allows you to trace who was responsible for a tweet.

Multiple accounts

The National Theatre of Wales has one core account controlled by a small number of staff members (@NTWtweets), plus individual accounts for key members of staff, who are identified by the suffix _ntw (for example, @Jen_ntw).



Devinda De Silva @Devinda_ntw
Head of Collaboration at National Theatre Wales



John McGrath @john_ntw
Artistic Director, National Theatre Wales



Catrin Rogers @catrin_ntw
Media Officer at National Theatre Wales.
Swyddog Wasg National Theatre Wales.



Michael Salmon @Michael_NTW
Executive Assistant @ntwtweets, Assistant
Producer #NTWBradley, Co-founder and
Producer @waking_Exploits



Carys Shannon @Carys_NTW
Associate Producer at National Theatre
Wales



Matthew Lawton @Matt_ntw
Matthew Lawton, Communication Director,
National Theatre Wales



Yusuf Mohammed @Yusuf_NTW
I work for National Theatre Wales as the
Community Engagement Associate for the De
Gabay project.



David NTW @David_NTW
Head of Production National Theatre Wales
Shy and Retiring

The core account can then retweet what those staff members say, in addition to standard 'organisational' tweets.

This means those who are interested in a particular staff member's field can follow them rather than the main account; however, it could also fragment the audience in a way that makes it more difficult to spread key messages from the organisation. This approach is likely to work best for very large organisations which have many strings to their bow, such as national companies.

7

Using search

Twitter search – the web interface for which is at <http://search.twitter.com/> - is a great way to find more about topics you're interested in – and, from an organisational point of view, audiences that you haven't yet reached.

A basic search allows you to find a particular phrase or keyword, a hashtag, or references to a particular user. But there are more powerful forces at work just beneath the surface.

Operators

Twitter provides search operators which let you perform searches more complex and nuanced than simply entering a few words. These can also be used to create Twitter widgets which you can embed on your website, and in some third-party tools.

For example, you can create searches which only search for a specified hashtag, exclude profanities for a 'Twitter wall' (see section 8), or find tweets within a certain distance of your location.

Overleaf is a cheat sheet to help you get the most out of search.

Twitter search cheat sheet

You can use the following search operators in combination to narrow down tweets on particular topics or around particular users.

Search operator	Returns tweets...
arts marketing	containing 'arts' and 'marketing'
#cats	using the #cats hashtag
@amadigital	related to the user @digital
"customer service"	containing the exact phrase 'customer service'
"marketing is * * and"	(each * symbol matches any one word)
marketing OR fundraising	containing either 'marketing' or 'fundraising'
arts marketing -fundraising	containing 'arts' and 'marketing' but not 'fundraising'
from:amadigital	sent from @amadigital
to:amadigital	sent to @amadigital
near:"cambridge, uk"	sent from Cambridge
near:"derby" within:20mi	sent within 20 miles of Derby
geocode:52.189,0.138,10km	sent within 10 km of latitude/longitude
since:2012-09-01	sent since 1 Sept 2012 (year-month-day)
until:2011-09-01	sent up to 1 Sept 2011 (year-month-day)
:)	with a positive sentiment/emoticon
:(with a negative sentiment/emoticon
?	posing a question
lang:en	written in the specified language (2-letter language code)
filter:keyword	matching a specific type of tweet (see list below)
exclude:keyword	not matching a specific type of tweet (see list below)

Keyword	Matches this type of tweet
links	General links
images	Links to images
videos	Links to videos
retweets	Retweets
replies	Replies
verified	Tweets by verified accounts
news	Links to news stories

An example of a complex search might be:

"arts marketing" -fundraising since:2013-01-01 near:london within:20mi exclude:retweets

This would find original tweets containing the exact phrase "arts marketing" which don't contain 'fundraising', sent since the start of 2013 within 20 miles of London.

8

Twitter tools

A huge number of tools exist that can enhance, monitor and analyse your Twitter experience. I've included some of the most interesting ones here. Remember that you should only let tools you trust access your Twitter account. You can revoke a tool's access to your account at any time by visiting <http://twitter.com/settings/applications>.

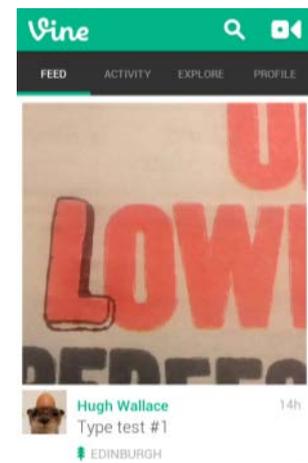
Videos, photos and links

Vine – <http://vine.co/>

Vine is basically the video version of Twitter (in fact, the site is now owned by Twitter). By installing an app on your mobile phone, you can create videos of up to 6 seconds, which loop.

Many people have found really creative ways to use this tool, including uses such as basic stop-motion animation. Because Twitter owns Vine, it is well-integrated with the platform. 'Vines' can also be embedded on web pages.

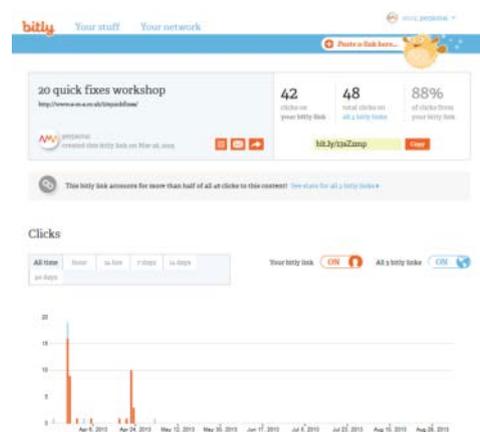
To get started with Vine, you need to download the Android or iPhone app, register, and link it to your Twitter account.



Bitly – <http://bitly.com>

While there's no longer a need to use address-shortening tools on Twitter – all URLs are now treated as the same length – Bitly still offers a good way to provide stats about how well your link has performed.

By adding a + symbol to the end of your short link (e.g. <http://bit.ly/123+>) you get a page of statistics showing how many people have clicked and where they've come from.



Instagram – <http://instagram.com>

Since being bought by Facebook, Instagram's has become a little less integrated with Twitter. Twitter also now provides its own photo hosting. However, Instagram's iPhone and Android app is still a popular way to share photos and video.



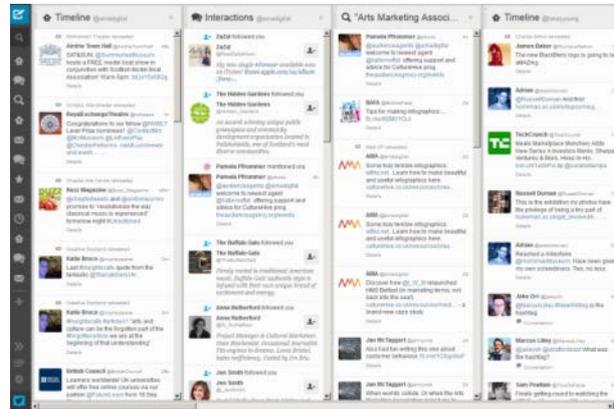
Twitter clients

A Twitter client is an app that helps you view and manage tweets. The most basic Twitter client is the Twitter website itself. You can make a lot better use of Twitter by switching to one of the multitude of apps out there. Here are some of the most popular.

TweetDeck – <http://tweetdeck.com/>

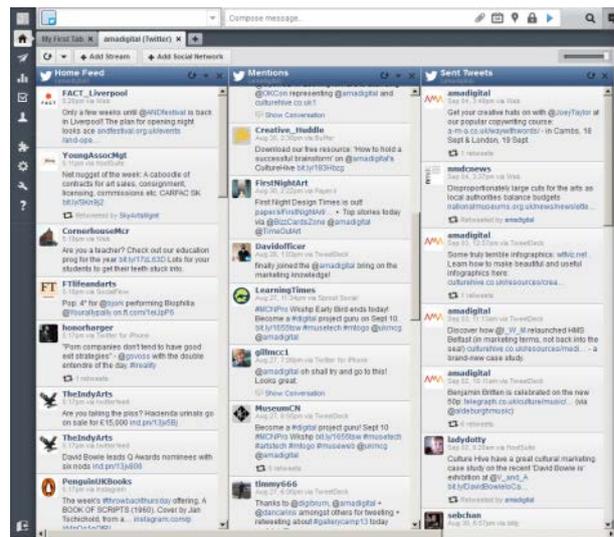
Owned by Twitter, UK-based TweetDeck is a brilliant, free app which works in your browser and can manage multiple accounts.

Columns can be set up for just about anything – as well as your timeline, you can have interactions, direct messages, searches and favourite tweets. It also features reliable built-in tweet scheduling.



HootSuite – <http://hootsuite.com/>

HootSuite bills itself as a complete solution, with its ability to manage not just Twitter, but Facebook, LinkedIn and Google+ accounts. It has built-in analytics, and allows you to set up teams to have multiple people managing one account. HootSuite is an acquired taste – some people swear by it, while others prefer a different combination of tools. There is a limited free version, and the full version starts at around £7 per month.

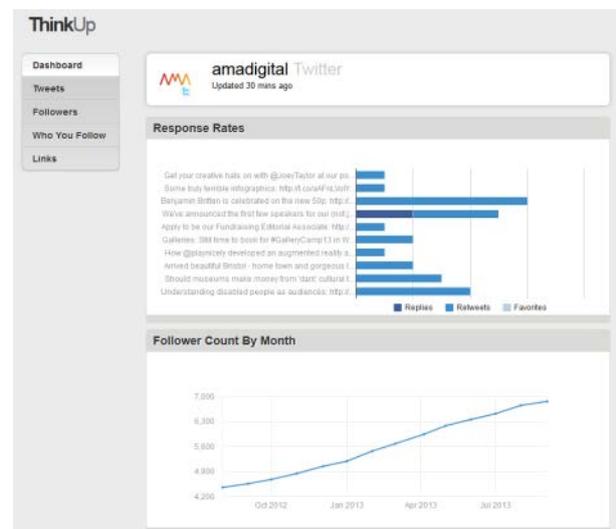


Monitoring and analytics tools

ThinkUp – <http://thinkup.com/>

An open source, self-hosted tool, ThinkUp is one of the most polished non-commercial Twitter analytics platforms. However, it does require some technical knowledge for the initial set up, as well as a small amount of web space.

It will not run automatically unless you set it up to do so on your web server; otherwise you'll need to log in every day or two to manually update the stats.

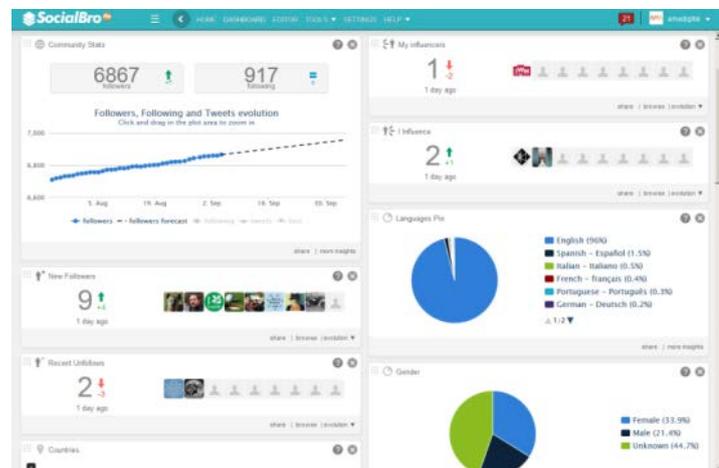


When you first log in to ThinkUp, it shows a timeline of important events relating to your Twitter account, such as retweets, tweets you've helped spread, an 'on this day' feature, and any interesting users that have followed you. Hidden at the bottom of the page is an even more useful feature – the 'old-school dashboard', which gives you follower count graphs, response rates to your tweets, and stats on your posting style, app usage and more.

Because it's free, ThinkUp is a useful tool to run in combination with other platforms.

SocialBro – <http://socialbro.com/>

This is an analytics tool that comes in two flavours – free and paid. The free version is an app you can download and use within Google's Chrome browser, and provides basic data about Twitter.



The pro version, which is hosted on the web, is a fully-featured Twitter analytics platform. SocialBro stands out from the crowd on the basis of price: at under £5 a month for 10,000 'contacts' (followers + following across multiple accounts), it is a lot more affordable than many of its competitors.

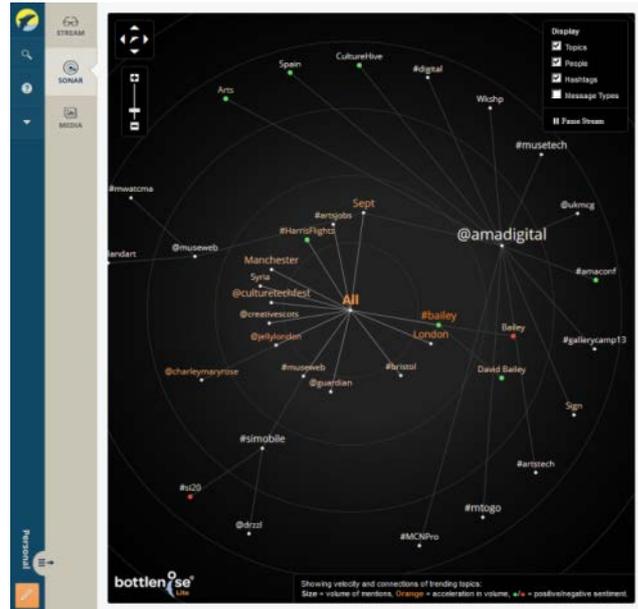
Features provided by the paid version of SocialBro include monitoring new followers and unfollows; who you are influencing; where your followers are from, and even an attempt at guessing the gender of your followers. Its reporting tools include community insights, figuring out the best time to tweet, and a set of benchmarks to see how your account performs against others in your field.

Bottlenose – <http://bottlenose.com>

Bottlenose bills itself as a ‘Now Engine’ – letting you visualise what’s trending in your Twitter stream right now, including links, keywords, hashtags and people.

It gives you a good idea of what’s important to your followers and friends, and what should be important to you. It can help find relationships between followers that you hadn’t expected.

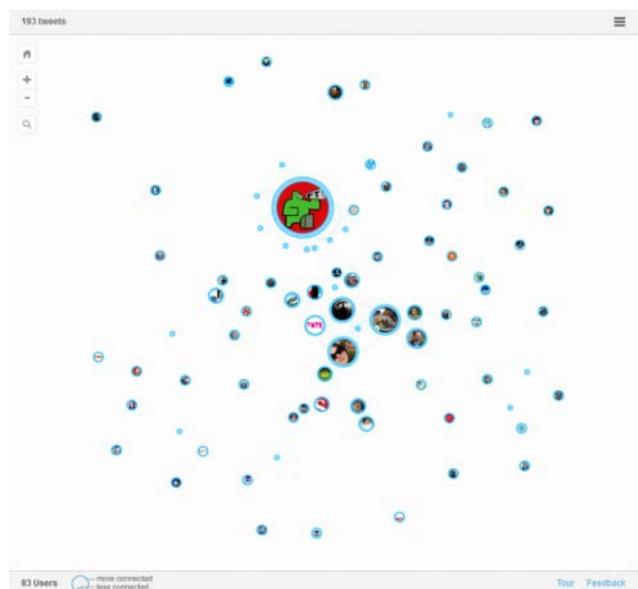
Its most interesting feature is the ‘Sonar’, which lets you explore topics and relationships in a visual tree view. The publicly-available ‘lite’ version is free to use, while there is an ‘enterprise’ edition which features extensive reporting tools but costs an undisclosed amount.



Bluenod – <http://bluenod.com/>

Another tool that allows you to map relationships between users is Bluenod. The free version simply creates a zoomable map of users, based on a username or topic. However, it doesn’t search very far back, so you’ll have to act fast if you want to use this tool to track a topic.

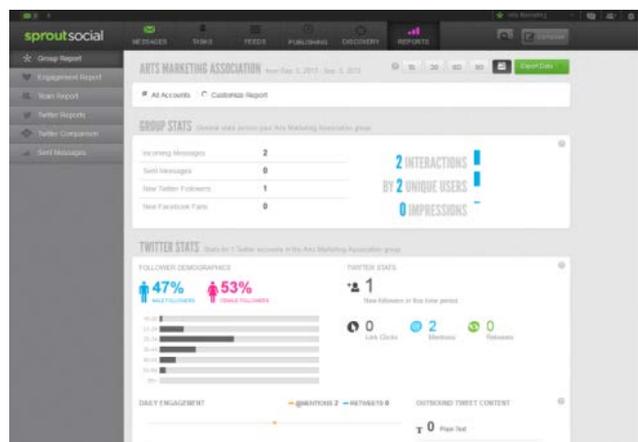
A pro version adds reports and lets you track your community; however, the pricing structure is not public – you have to get in touch.



Sprout Social – <http://sproutsocial.com/>

Sprout Social is a paid analytics tool which features real-time brand monitoring, CRM and reporting tools and can help you schedule tweets.

The basic plan costs around £25 per month.



FollowerWonk - <http://followerwonk.com/>

The free edition of FollowerWonk provides useful, in-depth reporting on the demographics of your followers, and can help you find new audiences to target. Data provided on your followers includes location, most active times of day, recency of Twitter usage, gender and popular keywords.

You can also compare up to three accounts to see, for example, how much your followers overlap with a partner or competitor, and who you're missing. 'Social authority' rankings provided throughout help you understand who is influential in your networks. The Pro version offers more tools, but requires a subscription to marketing tool Moz, which costs around £65 per month.



TAGS v5 - <http://mashe.hawksey.info/2013/02/twitter-archive-tagsv5/>

This Twitter archiving and basic analytics tool, by Martin Hawksey of the Association for Learning Technology, is a little tricky to set up, but can give you really useful raw data about a single user or hashtag. It is based on an advanced Google Docs spreadsheet which links to your Twitter account.

If you like to get really hands-on with data, this is a good choice, as it's the only tool here that allows you to export tweets to Excel. It can also be set up to update daily so the data is current. There are setup guides and further help available on Martin Hawksey's blog.

TAGS v5.0
Created by mhawksey. Read more about this at: <http://mashe.hawksey.info/twitter-archive-tagsv5/>

With this spreadsheet you can:
- automatically pull results from a Twitter Search into a Google Spreadsheet

Instructions:

1. Click this button twice (once to authenticate, second to add custom menu) -->
2. Open TAGS > Twitter API Authentication and follow the instructions
3. Enter search term <- you can use search operators like AND OR as well as from: and to: eg #JobsNow AND from:BarackObama' (without quotes)
4. Make a one off collection with TAGS > Run now! or set a trigger to collect every hour TAGS > Update archive every hour. To change the frequency open Tools -> Script Editor then Triggers -> Current script's triggers... and adjust

Advanced Settings:

Period	default	<- if NOT using default switch to 'paged' below
Continuous/paged	continuous	<- continuous will add results to a single sheet, paged adds results to a new sheet
Follower count filter	2	<- if search term is being spammed you can set the minimum followers a person must have to be included in archive
Number of tweets	2900	<- maximum number of tweets to collect from last 7 days (upto 18000) - high values may no work dues to script timeouts

Make interactive

Twitalyzer – <http://twitalyzer.com>

Unlike most of the commercial tools listed here, Twitalyzer really isn't big on giving things away. The homepage features a free tool which performs a very basic analysis of your Twitter account.

Their cheapest paid plan is around £13 per month, and adds a dashboard offering you stats on the impact and influence of your tweets, key influencers, benchmarking and the option to export data about your followers to CSV.

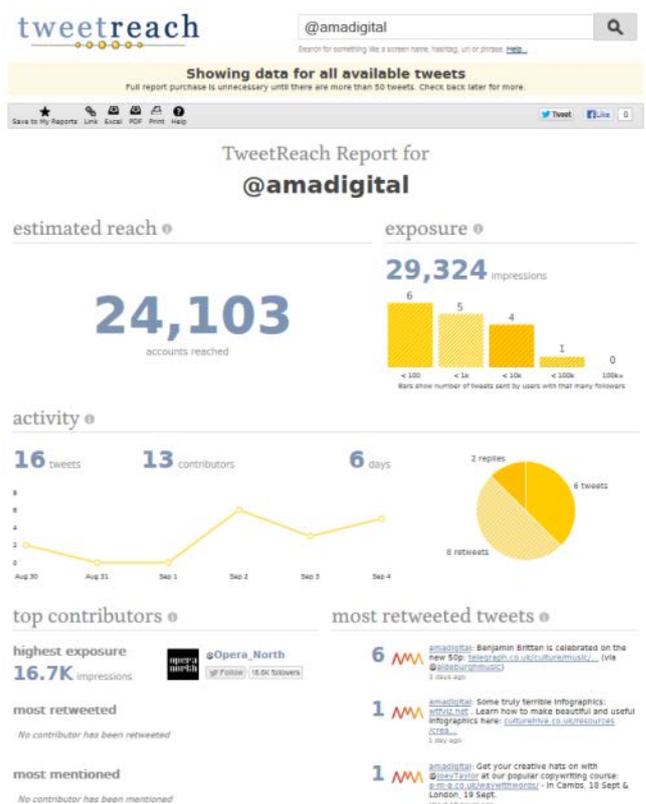


TweetReach - <http://tweetreach.com/>

TweetReach attempts to estimate how many people would have seen your tweets, as well as providing some basic stats about your activity on Twitter. The estimates are based on follower counts – how many followers you have, plus how many are following those who retweeted you.

Because there's no way to tell how many people actually saw a tweet, these estimates are very loose (some might say optimistic) and should be taken with a pinch of salt. Still, they can give you an idea of how far your tweets have travelled.

There is a free version and a pro version, starting at around £50 per month for the cheapest option.



Tools for events

If you're running an event, you might want to have a Twitter stream displayed on a plasma screen, or projected onto a wall. Here are a few free tools which can help you do this.

VisibleTweets - <http://visibletweets.com/>

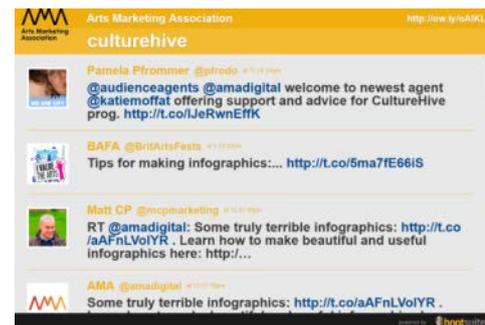
This tool is attractive and distraction-free, with tweets displayed individually, floating, fading or rotating into view.

Because it's based on Twitter search, you can use a complex search as described in section 7 to exclude profanity or other unwelcome tweets.



HootFeed - <http://hootsuite.com/hootfeed>

A free tool from the same people who make HootSuite, HootFeed gives you some basic customisation options such as uploading your logo and setting a colour scheme. There is a built-in profanity filter, too, and tweets are displayed nice and big – ideal for displaying on plasma screens.



LiveTweetApp – <http://livetweetapp.com/en/>

If you would prefer to manually approve each tweet before it appears, this attractive tool is for you. A separate moderation panel allows you to remotely monitor what's coming in and approve or discard it before a tweet appears on your public display. Additional customisation is available if you pay.



Storify - <http://storify.com/>

This helps you gather tweets (and other elements such as images, videos and Facebook posts) into a story format. Useful for sharing the highlights of an event with people who couldn't attend, or saving the progress of a breaking news item for posterity.

Other tools

These free tools are handy to supplement the others; some of their features are included as standard in paid analytics tools.

Sentiment 140 - <http://www.sentiment140.com/>

This tool provides free sentiment analysis of a search term or username on Twitter. Based on the phrasing of the tweet, it guesses whether it is positive, neutral or negative. The analysis is not always particularly accurate, but can give you a good indication of how people feel about a particular topic – or about you.

PeerIndex - <http://www.peerindex.com/>

PeerIndex analyses your account and gives you a score based on your influence among your peers and within your sector. It also suggests who you are influencing, and who you are most influenced by.

WeFollow - <http://wefollow.com/>

An index of Twitter accounts, searchable by topic, WeFollow can be a useful way of finding people worth following in a particular sector. However, it does not index everyone on Twitter – only people who choose to add themselves to its database.

Friend or Follow? - <http://friendorfollow.com/>

Find out who you follow who doesn't follow you back – useful for pruning accounts that are no longer worth following.