

### Twitter Overview

Twitter is a popular social media platform where users can share their news, multimedia and more in 140 characters of text or less. Twitter makes global communication integrated, affordable and measurable. There are more than 645 million Twitter users and 135,000 new Twitter users signing up each day, making it the second most popular social channel.

### Tweeting

- **Best Timing:** 1 to 3 p.m.; peak days are Monday through Thursday; traffic builds after 11 a.m.
- **Worst Timing:** 8 p.m. to 9 a.m.; traffic fades after 3 p.m.; avoid posting Friday afternoon.
- **Strategy:** brand your handle (i.e. @exploreminn, @exploremn\_pr), incorporate hashtags, mentions, images, links and themes to relevant/travel-related and shareable content; consider Twitter a mainstream PR tactic; don't be *too* self-serving; mix in real-time content, and most importantly, don't be afraid to ENGAGE: it's your chance to add value to conversations and provide unique content that followers want to see (it's not advertising)!



### Hashtag (#)

- The hashtag (#) is a way to symbolize a topic or participate in a larger linked discussion (e.g. #OnlyinMN); it's a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time.
- Monitor hashtags that have relevant, steady streams (i.e. #Minnesota, #MinnesotaNice, #Exploremn, #TravelTuesday, #winter, #spring, #skiing, #fishing, #shopping, etc.).
- **Trending hashtags:** #FF (Follow Friday), #TBT (Throwback Thursday), #TTOT (Travel Talk on Tuesday or Thursday), #Minnesota, #Exploremn and #OnlyinMN
- Best practices recommend using no more than 2-3 relevant hashtags per Tweet.



### Retweet (RT)

Re-sharing or giving credit to someone else's tweet:

- **Timing:** RT volume is generally higher on evenings and weekends.
- **Hashtags:** hashtags increase the likelihood of retweets; tweets with multiple hashtags result in more retweets, compared to tweets with zero hashtags.
- **Mentions:** (@s) in a tweet initially results in more retweets on average; don't be afraid to engage!

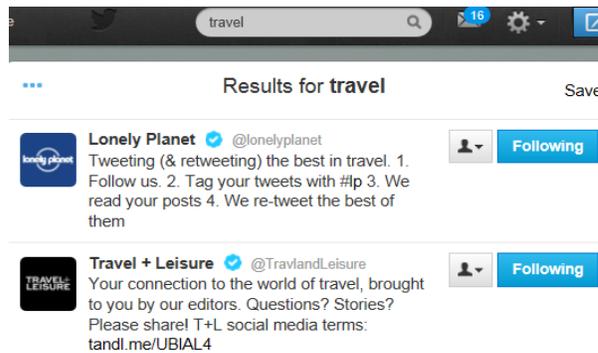
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- **Images:** Tweets with images receive more retweets on average
- **Language:** politeness pays off; using "please" can increase chance of producing a RT. Be pithy. Can shorten links via bitly or ow.ly.



**Gaining Followers**

- Follow users related to your travel practice (competition, industry partners, media outlets, media professionals and more).
- Engage with similar accounts, users, consumers, industry partners and key influencers (follow, favorite, RT, mention and a lot of tweets).



**#OnlyinMN Twitter Overview**

As part of the new Minnesota tourism campaign, Explore Minnesota will establish an official campaign hashtag to aggregate content across all media channels (traditional and digital alike), which **will be strongly optimized on Twitter and all other Explore Minnesota social media platforms, beginning April 7, 2014.** By participating in the campaign and tagging tweets to #OnlyinMN, your message could be recognized on Twitter or other social channels, or re-tweeted.

**#OnlyinMN Best Practices**

- Share unique experiences, including the specifics
- Highlight seasonal or cultural attractions and events
- Celebrate human interest
- Share or curate high-quality photos

