

# Exercises: What Spreads On Twitter

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1. In your kit review the Create a Twitter Profile cheat sheet. Does your Twitter profile meet these guidelines?

Yes  No

2. According to Searchmetrics, The Washington Post was the most popular U.S. news organisation on Twitter in 2013. Why do you think that is?

Visit the Post’s website and Twitter profile to assess - [www.washingtonpost.com](http://www.washingtonpost.com).

HINT: Try finding the most shared news stories of 2013 to view what spread.

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To encourage engagement use questions, calls to action, no more than two hashtags per tweet, and links with embedded images.

3. Review the article posted here: EN <http://bit.ly/1Lb1qi6> or RU: <http://bit.ly/1JXFyrE>. Draft 3 different tweets aimed at encouraging engagement on this article:

- a. \_\_\_\_\_
- b. \_\_\_\_\_
- c. \_\_\_\_\_

4. The Washington Post was the most tweeted news outlet in the U.S. in 2013 – why do you think that is? Review the Post’s website and Twitter feed, assess what makes them shareable? [www.washingtonpost.com](http://www.washingtonpost.com):

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5. Want to gain traction quickly on Twitter? Engage an influencer.

Using tools such as <http://wefollow.com>, <http://justtweetit.com>, and <https://twitter.com/search-advanced>, find key influencers who would be among your target audience, or might help spread your information to your target audience

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An influencer is a person who has a large following. When they speak, they are heard – if they share you, you gain their audience – for a tweet.

6. Draft three tweets aimed at engaging one or more of these influencers. Remember, they receive thousands of messages a day. What will be different about your tactic to make them share your message?

- a. \_\_\_\_\_
- b. \_\_\_\_\_



**Avoid Hashtag Highjacking – unless you have something meaningful to add to a trending hashtag, resist the urge to chime in senselessly, it can hurt your brand and reputation.**