



Social Media User Guide

TWITTER



According to Twitter, the social networking platform has grown to see around 335 million monthly active users since its launch in 2006, and remains today a core communications channel for brands online. This user guide will provide all you need to set up and manage your practice on Twitter, and help you to get the most from your Tweets.

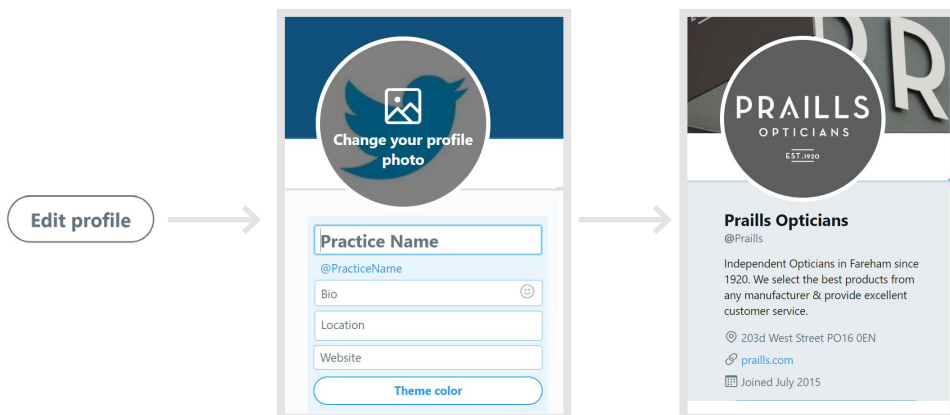
Let's get started...

If you already have a Twitter account for your practice then log in as usual. If you need to create a new account for your practice then head to **www.twitter.com** and click *Sign Up*. Twitter will ask you to enter a name and contact details.

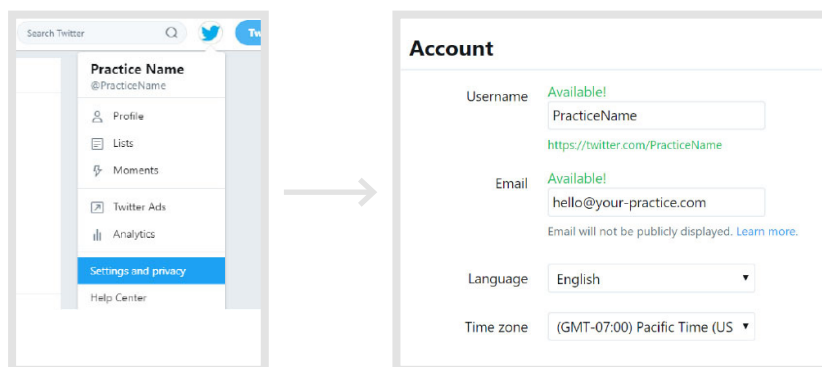
IMPORTANT: For Name, you should enter the username you wish the account to be known by (e.g. *CooperVision Opticians*) and not your own name. This can be changed at a later if needed.

Twitter will then guide you through the account set up, verifying your email address, and asking you to upload a profile photo and choose a password. You will also be asked about your personal interests and preferred settings, but you can skip these steps for now.

Your account is live! Now, click the *Edit profile* button (on the right of your profile page) to add a Bio, Location and Website to your account. This is also where you can edit your profile photo, your header photo and your profile's colour scheme.



Visit the *Settings and privacy* tab if you want to change your contact information or your account Username (a.k.a. your 'handle', the one with the @ symbol at the beginning). Bear in mind that only one email address can be associated with your account at a time, so it would be best to use a generic practice email address rather than an individual's.



Deciding what to Tweet

Internet Live Stats has reported that over 6,000 Tweets are posted every second. In order to stand out amongst the crowd it is recommended that your content is always one (if not all) of the following:

Informative
Visual
Memorable

Engaging
Timely
Credible

Relevant
Entertaining
Inspiring





Top tips for creating content

- Keep your copy to the point – do not say more than you need to.
- Use visuals to attract attention, ensuring they are appropriate, high quality and on-brand.
- Do not 'sell' too hard or too often – find a balance that works for you and your followers.
- Stay consistent with whatever tone of voice you decide works for you.
- Promote engagement through your community management – people engage with people.

How to send a Tweet

Once you know what you want to write, simply click the *Tweet* button. A window will appear with a space for your message. You can use up to **280 characters in each Tweet**. The ring in the bottom-right of the box tells you how many characters are remaining. In the top-right, you can access Twitter's selection of emojis.



-  Add photos or videos
-  Add an animated GIF
-  Add a poll to your post
-  Tell people where you are

Click *Tweet* when you're ready to go. All of the Tweets you write appear on your profile page in chronological order.

Top Tips to get the most from your post

Hashtags

The hashtag is one of your most powerful tools. Use hashtags to ensure that content is searchable, to leverage trends, or to emphasise keywords. You could even invent your own hashtag to support a campaign. Example: #CooperVisionAdvantage or #UnlockthePotential

Mentions

Using '@' to mention (or tag) another relevant account is great for inviting others into the conversation. Mentioning accounts that you are collaborating with or crediting individuals for User-Generated Content (UGC) will help your credibility and increases a Tweet's performance.

Example: @CooperVision


Links

Adding links to your post is adding value, offering more to the viewer in exchange for their time.

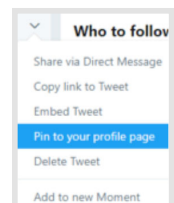
Use links to drive traffic to particular websites that may be of interest to your patients.

Example: Your practice website, partners' websites, promotions or market news.

Pinning posts

If you want a specific post to be the first a visitor sees, then you can Pin it to your profile. Simply publish the post as normal, then click the  icon on the post and choose the *Pin to your profile page* option.

This is ideal for showcasing specific content, products and services.



Managing your community

Community Management is monitoring and nurturing the relationships with your audience in public online spaces. From identifying people who will support your practice to tackling tricky questions, managing your audience is essential to your follower growth and to engaging with them. What's more, your patient will expect it!

Top Tips for managing your community

Reactive

Like – A quick 'Like' is an easy way to acknowledge a comment on your Tweet; let your followers know they have been heard.

Reply – Show your audience that you recognise and respect their input by responding to what they have to say. By answering questions and continuing the conversations you will encourage others to engage too.

Retweet – Retweeting optical news from other sources will certainly add value to your profile and credence to your authority. Better still, include your own commentary to maximise its value to your audience.

Moderation – This is your practice's professional account and it is up to you to set the tone and the ground rules. Creating a safe, welcoming environment and being present when your community needs guidance will foster trust within your community.

Advocates – While managing your page, keep an eye out for familiar names and faces. Getting to know your most active community members is the first step towards nurturing brand advocates.

Proactive

Take the lead – Actively start conversations with your audience and ask questions that encourage your followers to respond.

Follow similar accounts – Following accounts that have similar audiences to yours and commenting on their Tweets will help you reach new people who may already have an interest in your business.

Preemptive solutions – If there is a particular offer, event or news update which involves your practice, prepare your responses ahead of time; consider what questions your followers will likely ask.

Mentions – When you mention other profiles in your post you will be leveraging your combined audiences and thus increase your reach. The other party will also receive notification that they have been mentioned, effectively inviting them into the conversation.

Search Hashtags – Click on hashtags that are relevant to your practice, products or services in order to see what people are saying about those topics. You can also search for keywords in the search bar at the top of your page.

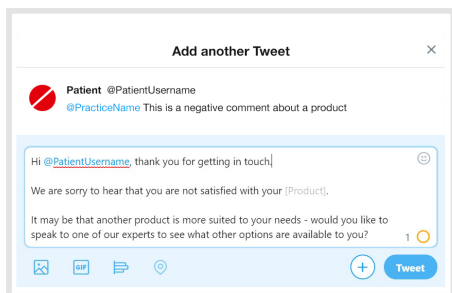


Handling negativity

Starting conversations online between you and your audience can be daunting, especially a public forum like Twitter – it is enough to prevent many businesses from even trying. Many reservations stem from the desire to avoid negative reviews or damaging comments. However, with the right handling, almost any negative can soon be turned into a positive. See below for an example of how this can be done.

Top Tips for tricky interactions

Before dealing with any negativity on a Page, ensure that you are calm and collected. It is surprisingly easy to escalate a problem. Here are several issues that you may encounter:



- Criticism or comments harmful to your practice, e.g. negative reviews.
- Spam or provocation, e.g. trolling (the repeated deliberate attempts to get a reaction).
- Sensitive or offensive content, e.g. swearing.

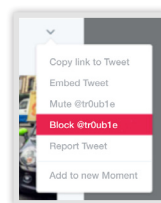
Handling criticism – Recognise the issue, show that you understand its importance to the individual, and work towards a solution that works for everyone. Quite often a complainant will have made the original post in a state of frustration and simply wants to be acknowledged.

Taking offline – If the direct response proves ineffective, or the issue is one that may be harmful to discuss openly, then invite the individual to discuss further – offline. Explain that the individual's comments have been heard then provide a phone number or email address which can be used for making a formal complaint. This shows your audience that you are addressing the issue, whilst not needing to do so publicly.

Mute – Muting allows you to remove an account's Tweets from your profile. While this is a quick solution to sensitive content (e.g. offensive language or links to inappropriate content) it is widely seen as bad practice to remove genuine negative feedback, no matter how harmful.

Block – Blocking someone from your Twitter account makes them unable to interact with or follow your profile, and you cannot interact with them. Blocking is a powerful tool – one that should only be used when necessary.

Reporting a Tweet – If there is someone you suspect is breaking the rules – report them. You can report directly from an individual Tweet or profile for spam, abusive or harmful content, inappropriate ads, self-harm and impersonation. Twitter will conduct an investigation into whether a violation of the Twitter Rules and Terms of Service has occurred and the offender's account could be suspended.



Promoting your practice with Twitter Ads

To advertise on Twitter you will need to set up a Twitter Business account. Simply log into your Twitter account, then go to **business.twitter.com** and follow the instructions. There are certain things you must do before Twitter will process your Business account, such as including your website on your profile. Accounts that are newly created may need to be verified by Twitter before you can start promoting.

With Twitter Ads, you can get more likes, amplify your message, and get more people talking about the things that matter to you most. There's no minimum budget required for Twitter Ads. Pay only for the specific results you need, such as new account followers or sending traffic to your website.

Firstly, let's take a look at the different types and what they do:

Awareness

Promote your *Tweets* and maximise your reach.

Engagements

Promote your *Tweets* and get more Retweets, likes, and replies.

Followers

Promote your *account* and grow your Twitter following.

Website clicks

Promote your *website* and get more link clicks and traffic.

Ready to build your ads? Here's a step-by-step breakdown of what to expect:



Choose your Objective

Decide what you want your campaign to achieve - such as raise awareness of a specific Tweet, attract new followers, send traffic to your website, etc.



Identify your Audience

Use Twitter's targeting features to choose the audience you want to reach. You can target by location, demographic, interests (or even followers of another account!).



Control your Bidding

Here you limit how much you will pay for each interaction. You can also use automatic bidding, which provides the best bid based on your budget and objective.



Establish your Budget

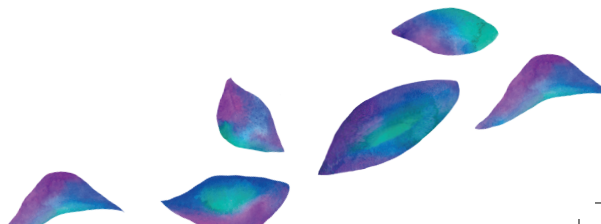
Good news, there is no minimum campaign spend so you can choose a daily budget for your ads that works for you. It's perfectly fine to start off small and experiment.



Pick your Creative

From your existing Tweets, select the ones you want to use in your campaign. Consider using 2-5 tweets so that you can compare performance later on.

TOP TIP: Do not use #hashtags or @mentions in your ad copy otherwise your audience may click away from your ad.



Check your performance with Twitter Analytics

You can find the Analytics tab in the drop-down menu in the top-right of your page. If this is the first time you have used Analytics then you will need to click to activate it once prompted - and then you're good to go!

One of the first things you'll see is your *28 Day Summary*. This is an easy-to-digest overview of the number of Tweets, impressions, profile visits, mentions and followers you have accrued, with a handy percentage comparison from the previous 28-day period.

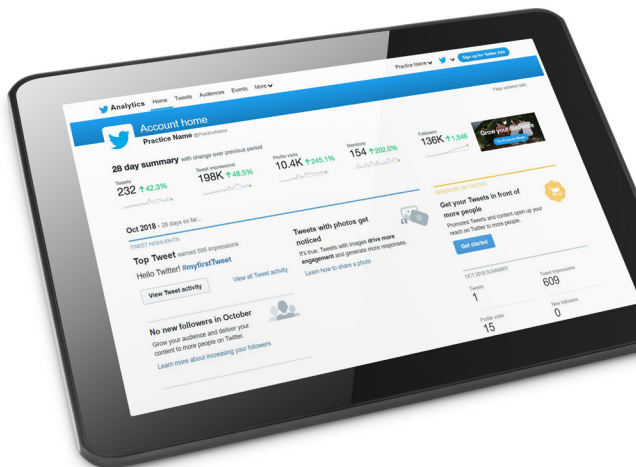
Beneath this is the monthly highlights, and the monthly summary (on the right). Here are some of the key success indicators that you should be looking out for:

Tweets - This will show the number of times you have Tweeted. Use this to work out how often you should be Tweeting.

Top Tweet - Your Tweet that received the most impressions in the specified month. Consider creating a new version of this Tweet - more people engaged with it for a reason.

Top Mention - The Tweet that that received the most impressions and also mentioned your username. Consider Retweeting the Tweet

Top Follower - The account that has the most followers out of everyone who followed you in the specified month. Consider sending a message to this follower - they could be your next best advocate.



When you're more confident...

Pages to watch

Identifying your best-performing content is key to a strong Twitter strategy. Use tabs at the top of the Analytics page to navigate to more detailed reports.

Tweets

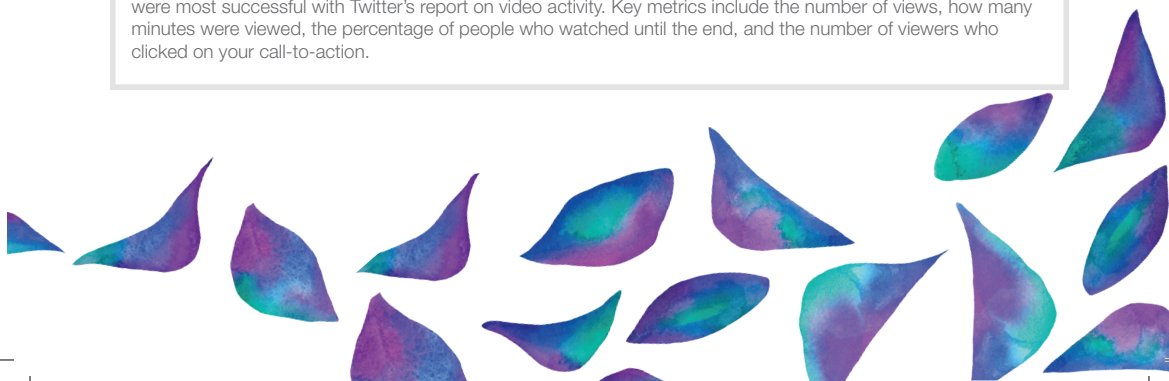
Here you will find an engagement breakdown for each Tweet. Engagements include everything from Retweets and Follows to link clicks, hashtag clicks and more.

Audiences

In the audiences tab you will be able to see information about the people who follow your account and interact with your Tweets. Insights into gender, age, interests and consumer behaviour can be used to inform future content.

Videos

Video content continues to outperform all other forms of social media content. Keep track of which of your videos were most successful with Twitter's report on video activity. Key metrics include the number of views, how many minutes were viewed, the percentage of people who watched until the end, and the number of viewers who clicked on your call-to-action.



Glossary

Username: A username is how you are identified on Twitter, and is always preceded immediately by the '@' symbol. For instance, the username for the CooperVision UK Twitter account is @CooperVisionUK.

Analytics: This is Twitter's native metrics feature - the place where you will find useful information about your account's performance. Analytics shows a lot of information about your page audience, your postreach, impressions, and clicks, your ad performance, and other metrics.

Direct Messages: A Direct Message or 'DM' will appear in your Inbox. They are not visible to the public, but it is possible to have group conversations.

Feed: Your Twitter Feed is a constantly updating stream of content in the centre of your homepage. You will see Tweets associated with the accounts you follow.

Follow: Subscribing to a Twitter account is called following. To start following, click the Follow icon next to the account name.

Followers: The name given to your subscribed Twitter audience.

Mention: Tagging other accounts in your Tweet by including the '@' sign followed directly by their username is called a mention.

Notifications: Notifications let you know what is happening on Twitter, such as when you have new comments on your post. Click the Notification tab (with the bell icon) at the top of the page to see your notifications.

Organic Reach: This refers to the number of unique individuals who saw a specific Tweet from your Page. Organic reach does not include reach gained from promotions.

Retweet: Can be used as a noun to represent a Tweet that is posted by one account but shared by another, or as a verb to signify the act of sharing another's Tweet.

Timeline: Another name for the chronological list of Tweets on your profile.

Trends: A Trend is a topic or hashtag that Twitter decides is one of the most popular at that moment. Find Trends on the left of your Homepage. You can tailor these to your interests.

Help grow your practice with CooperVision Advantage™

We believe that the more patients you attract and retain, the more successful you'll become. And we pledge to support you in making this happen, building everything around helping you grow – today, tomorrow and beyond. Check out CooperVision Advantage™ for more business tools and support.

www.coopervision.co.uk/practitioner/coopervision-advantage

Disclaimer: This Twitter Social Media User Guide is a reference tool only. Each practice is responsible for complying with applicable marketing laws, Twitter Rules and Terms of Service, and the GDPR (General Data Protection Regulation).