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SQUARE MEAL  
VENUES & EVENTS

@squaremealvande

#VE11

# Setting up your profile

- Username – help people find you by using the same one across networks
- Picture – a face makes it more personal
- Bio – your 'elevator pitch' will help people decide whether to follow
- Don't forget the website link!

# Finding others to follow – there are 200 million to choose from!

- Twitter suggestions (celebrities and high-profile companies)
- Directories (eventweeps.com)
- Other users' followers
- Other users' lists (@squaremealvande has an Events list)

# You don't have to tweet to get value from Twitter

- 40% of users just monitor
- Great source of news and trends
- Valuable research tool thanks to searches and #hashtags

# #theselittlethingsareveryuseful

- Create buzz around your events: #VE11
- Join group chats: #eventprofs #WW #TT
- Target your research: #photographer #killarney
- Find out who's talking about #you
- Find out who is linking through to #yourwebsite
- Recommend other users: #FF
- Never watch TV alone: #newsnight

# Ready to start tweeting? Learn the lingo

- @message (username at start of tweet - seen by users who follow both)
- @mention (embedded username - seen by all followers)
- DM (direct message)
- RT (retweet)

# Keep below 140 characters

- Save space by shortening URLs (bit.ly will also show click-throughs)
- Leave space for RT comment

# Draw up a strategy from the off

- Who do you want to reach?
- How do you want to come across?
- How will you achieve this?

# Don't oversell or spam

- Play on your strengths and share your expertise
- Tweet about what's around you (live events)
- Include photos, video and links where possible
- Ask yourself: is this useful or interesting?

# Engage with other 'tweeps'

- Be friendly and helpful
- Ask questions
- Put on offers and competitions
- Arrange tweetups

# How do you know you're getting it right?

- Monitor retweets and mentions
- Check the click-through rate
- Are you enjoying it yourself?

# Make your life easier with Tweetdeck or Hootsuite

- Neat columns: All Friends / @mentions / DM / lists / searches
- Automatic URL shortening (bit.ly link-up)
- Choice of picture clients
- Predictive @messaging
- Multiple account management
- iPhone compatible

# The features you should think about before using

- Scheduled tweeting (monitor the news!)
- LinkedIn integration (go half way with #in)
- Facebook integration – don't go there at all

# Your Facebook page deserves better than tweets

- 550 million users and counting – many don't know #@twitterspeak
- Fans could 'unlike' or 'hide' if you update too often
- Too many interactive features to ignore (polls, albums, events etc)

# Work at gaining and keeping followers

- follow, @mention or 'like' interesting users
- interact with other event businesses
- expect Facebook fans to be hard-won (but worth the effort)

# Tell your (on and offline) existing contacts about your social networks

- email signature
- business cards and flyers
- prominent 'like us' and 'follow us' buttons
- Twitter feeds and Facebook widgets
- allow web visitors to share