The UL Lafayette Go-To Twitter Guide

To make your office twitter account successful and meaningful to your fans, here are some general tips to get your account off the ground and noticed by other users on twitter.

1. The number one way to get more traction with a twitter account is to tweet OFTEN—the more you tweet from the account, the more people will notice and start to pay attention.

2. More pictures! Get photos in the locker room, photos hanging out, photos on the bus, photos after a win, during practice, in the weight room, half-time photos, photos during the pre-game chant, etc. ****Get the photos that nobody else can—this makes your account the authoritative place to go for team info.*

3. Interact with people who @ (at) your account. If someone takes the time to put your twitter handle in their tweet, especially if it's a question directed specifically to your office: ALWAYS REPLY.

4. Add your twitter account to your website homepage and your facebook page. If you are active, think about adding a twitter widget to your website to show your tweets and encourage people to follow your account.

5. Whenever possible, tag #ullafayette, #cajunsof2018 (if you want to reach freshmen specifically, for example), or any hashtags that pertain to your type of work (a quick google of what hashtags to use can be helpful). Many users monitor tweets with certain hashtags to find fellow students, to keep up with campus news, and/or to find the kind of information they most interested in—make sure they see you by adding the tag to your tweets.

6. Follow other University accounts. You can find a list of all UL Lafayette-related accounts (official and unofficial) on the @ullafayette profile page, under "More" and in the "Lists" tab or by going here: https://twitter.com/ULLafayette/lists

7. Follow other accounts/people that tweet information relevant to your office and mission.

8. Tweet or re-tweet links to stories about your office/area of expertise and relevant information/stories that affect your followers.

9. Tweet photos as often as you can. Even if you are tweeting a link, try and add a photo, too. And never underestimate how much students love memes—if you can use a meme to promote your event, *go for it*. Buzzfeed proves that people love to have both options on tweets.

10. Keep it brief. Studies show that tweets with less than 100 characters get a 17% higher engagement rate.

General tips:

Give your office a twitter handle that will come up in a search! Start the name, if at all possible, with the words "ullafayette" or "UL." We understand that this doesn't always work for an office, so please feel free to contact me for help brainstorming ideas, if you get stuck coming up with a name.

Always include the words "UL Lafayette" or "University of Louisiana at Lafayette" in your twitter account bio or "about" section. This makes your account easier to find in searches for UL Lafayette-affiliated accounts.

If you feel overwhelmed by your account's "tweet stream" (all the tweets of the accounts you follow) on the twitter website, or want to more closely monitor your interactions and hashtags, there is a desktop app called TweetDeck (https://about.twitter.com/products/tweetdeck) that you can use. It automatically adds columns to see the tweets of the people you follow, mentions and to monitor interactions (when your account is mentioned or re-tweeted). You can also set up columns to follow hashtags and keywords, for example you could monitor #geauxcajuns, #ullafayette, and the UL Lafayette twitter list of University Accounts.

Watch out: If you start a tweet with someone's twitter handle (i.e. "@ulcareersvcs is hosting the Fall Career Fair Today."), then only Career Services (and anyone who happens to follow both @ulcareersvcs AND your account) will see the tweet! Any followers that do not follow Career Services will never see your tweet in their tweet stream, they will only be able to see it if they go to your twitter profile page to look at all your tweets. Avoiding this is easy—if you must start a tweet with someone's twitter name: Add a period to the beginning of the tweet and it will be tweeted normally to all of your followers (see the tweet below).

> .@ulcareersvcs is offering a networking workshop for students on Friday at 10am in the Conference Ctr. #ULgetajob #ulgetinvolved