**Twitter Basics**

Twitter allows you to connect with your audiences quickly and efficiently. In the era of Smartphones and iPads, your ticket buyers are one click away from reserving spots to your events.

**5 Tips to Promote on Twitter**

1. **Tweet Often**
   If you’d like to ramp up promotion for your event, you can begin tweeting about it for a month before. Using free tools like HootSuite and Tweetdeck allow you to plan and schedule Tweets in advance.

2. **Tell Me the Same Story Differently**
   When you tweet about the same thing often, it can be repetitive. So be creative! Find new ways to talk about how amazing your event will be.

3. **Follow the 3:1 Rule**
   Don’t spam. For every 1 post about you post 3 things unaffiliated with your organization.

4. **Mention, Hashtag and Link!**
   One of the best things about Twitter is your ability to easily link to keyterms, people and outside sites. Mention, hashtag and link for optimum exposure.

5. **Host Contests**
   Everybody loves contests! Host fun contest to build buzz for your event. Tell your followers to tweet you with their favorite broadway show. Winner will receive free tickets to your show.

**Twitter Definition**

Twitter is a service for people to communicate and stay connected through the exchange of quick, frequent messages. People write short updates, often called “tweets” of 140 characters or fewer. These messages are posted to your profile.
**TWITTER TERMS YOU NEED TO KNOW**

**Blocking**: When you “block” a fellow twitterer it means that they cannot follow you or see your tweets when they are logged into Twitter. If someone you’ve blocked has mentioned you, they will not show up in your mention tab.

**Direct Message** (aka DM): Also called a DM and most recently called simply a “message,” these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with “d username” to specify who the message is for. Important to note: As you begin to gain a stronger followship 90% of your DM’s will be SPAM thanking you for following.

**Favorite**: To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message.

**FF**: #FF stands for “Follow Friday.” Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

**Follow**: To follow someone on Twitter means to subscribe to their Tweets or updates on the site.

**Follower**: A follower is another Twitter user who has followed you. Important note: Always try to keep your following to follower ration at 1:1. If you are are following a large amount more than you are being followed, use tools like Tweetbig to mass unfollow.

**Hashtag** (aka # sign): The # symbol is used to mark keywords or topics in a Tweet. The most popular or trending keywords will show up on the side bar of everyone’s Twitter page. During the premiere of Harry Potter #HP7 or #HarryPotter were at the top of the list.

**Mention** (aka @ sign): Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a “mention”. Also refers to Tweets in which your username was included.

**Overheard** (aka OH): An OH Tweet is used to quote things people overhear. People use OH to quote anonymously.

**Reply**: A Tweet posted in reply to another user’s message, usually posted by clicking the “reply” button next to their Tweet in your timeline. Always begins with @username. Replies will show up on your timeline.

**Retweet** (aka RT): Precedes a tweet that is reposting another user’s message on Twitter.

**Timeline**: A real-time list of Tweets on your Twitter home page. This is the page that will show up first when you log into Twitter. Your timeline of Tweets will depend on who you are following. Note: Tweets that you send will also show up in your Timeline.

**Trending topic**: A subject algorithmically determined to be one of the most popular on Twitter at the moment. Hashtags and keywords are examples of “trending” topics that are organically created by Twitter users.

**Tweet**: A tweet is a post or status update.

**Unfollow**: When you unfollow someone on Twitter you unsubscribe to their Twitter updates.

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**DISSECTING AN EVENT PROMO TWEET**

**BPTickets** Brown Paper Tickets

It’s never too early to plan your **#holiday** events! Join @Deanofcomedy, @aasif and many more!

#BigBrownXmasShow ow.ly/7nj2o

9 Nov

Use keywords w/ hashtags to increase your presence on Twitter search.

Create memorable unique hashtags for your fans to share!

ALWAYS link back to where tickets are available for purchase. Make it easy to share by shortening the link.

Mention people when you can. They’re likely to retweet!

**If you would like more detailed information of Twitter Lingo check out: [http://support.twitter.com/articles/166337-the-twitter-glossary](http://support.twitter.com/articles/166337-the-twitter-glossary)**