Social Media How-To Guide

There are a number of benefits to incorporating social media into a marketing strategy. The advent of social media ultimately enables an individual or organization to potential reach a wide number and geographic range of viewers, at no cost. Social media can increase brand awareness, keep your organization up to date with the latest trends in the industry, and promote content as well as traffic to your website. With measurable growth analytics, organization can view their growth and impact in real-time. Activating social media keeps a finger on the pulse of the activity in the industry, city, event or cultural/social movement.

Some examples of strong twitter accounts:
- Monterey Bay Aquarium: https://twitter.com/MontereyAq
- BBC Earth: https://twitter.com/BBCEarth
- National Education Association: https://twitter.com/BBCEarth
- NOAA's Ocean Service: https://twitter.com/noaaocean

TWITTER
DEFINITIONS:

Hashtag: A hashtag is any word or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic. This groups tweets together that contain related information. When you type the hashtag into the search bar of the website, you will see all tweets containing that hashtag. Events, groups, or movements can create their own hashtags. For example: #scienceliteracyweek will show all the tweets related to Science Literacy Week

Handle: A handle is proceeded by the "@" symbol, and indicates a username.

Geolocation/Geotagging: adding a location to your tweet tells those who see your tweet the location associated with your content.

Like: liking a tweet indicates that you appreciate or support it. This is indicated by the heart symbol on a tweet.

Mention: mentioning other accounts in your tweet by including their handle (@username) is called a "mention". Mentioning another account helps viewers connect with that profile. If you mention someone in a tweet it does not appear on their profile. Similarly, if you receive a notification if you are mentioned in a tweet, but it will not appear on your profile.

Reply: Replying to a tweet means that you have linked your reply tweet directly to the original post. Viewers of the tweet will be able to see both the original post and your reply.

Retweet; the act of sharing another account's tweet to all of your followers by clicking or tapping on the retweet button. You have the choice to share the tweet directly, or to add a comment of your own that will be shown above the shared tweet.

Tweet: a tweet is a short message (up to 280 characters) that may contain photos, GIFs, videos, and text.
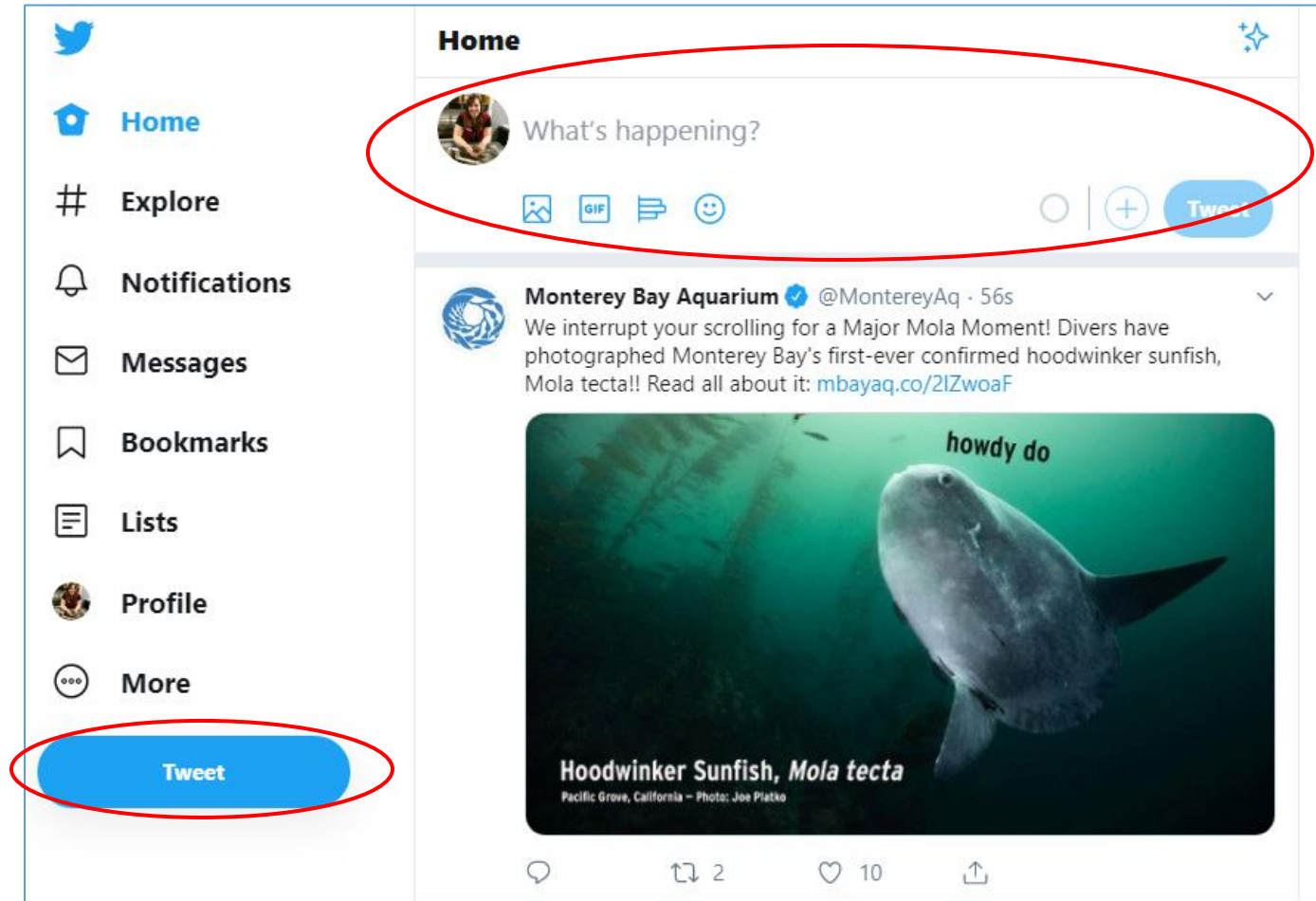
CRAFTING THE TWEET:

1. Login into Twitter. From the home page you will see several features available to you.
2. Click on "Tweet" or click on the "What's Happening?" box in order to start making your tweet.
3. Write your tweet. Every Tweet should include a mention of the event/organization that you are talking about, and at least 1-3 hashtags at the end.

#Explore shows you the current topics that are popular on twitter

Notification tell you when someone has interacted with your tweet (liked it, shared it, replied to it) and when you are mentioned in other tweets. It can also tell you when the people you follow tweet important things

Messages is where you can see if anyone has sent you a direct, private, message

Profile takes you to your own profile.

Home

Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More

Tweet

What's happening?

Monterey Bay Aquarium @MontereyAq · 56s
We interrupt your scrolling for a Major Mola Moment! Divers have photographed Monterey Bay's first-ever confirmed hoodwinker sunfish, Mola tecta!! Read all about it: mbayaq.co/2IZwoaF

howdy do

Hoodwinker Sunfish, *Mola tecta*
Pacific Grove, California – Photo: Joe Platko

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ocean wise.

WRITING THE TWEET:

Add a GIF: this is a short video clip that is played on a loop. You can choose from a stock collection

Add a photo

Add a poll

Add an Emoji

Exciting things in the works for @scilitweek Can't wait to connect with the nation on all things ocean! #oceaneducation #OceanWise #OceanLiteracy

Tweet

This is a circular counter that tells you how many characters you have left in your tweet. It will turn yellow and start to count down numbers when you are getting close to 280 characters

If your tweet needs to be longer than 280 characters, you can link a second tweet to it with this button.

AFTER THE TWEET HAS BEEN PUBLISHED:

This is the person who published the tweet
Name
@username

Rachael B-I
@rachbi12

Exciting things in the works for @scilitweek Can't wait to connect with the nation on all things ocean! #oceaneducation #OceanWise #OceanLiteracy

11:43 AM · Sep 5, 2019 · Twitter Web App

Science Literacy Week has been mentioned in this tweet

Hashtags

Share this tweet from your twitter account (Called "Retweeting")

Reply to this tweet

View Tweet activity

Like this tweet

Share this tweet outside of twitter

ocean wise.

KEY FEATURES:

HASHTAGS: a hashtag, written with a # symbol, is used to index <u>keywords</u> or <u>topics</u> on twitter. This function allows people to easily follow topics they are interested in.

<u>Common Practice:</u>

- People use the hashtag symbol before a relevant keyword or phrase in their tweet to categorize those tweets and help them shore more easily in twitter search.
- Clicking or tapping on a hashtag in any message shows you other tweets that include that hashtag.
- Hashtags can be included anywhere in the tweet.

<u>Guiding Tips:</u>

- You cannot add space or punctuation in a hashtag, or else it will not work
- Hashtags are not case sensitive, but it may make it easier for people to read. For example: #whichonedoyoufindeasiertoread vs. #WhichOneDoYouFindEasierToRead.
    - If you type either into the search bar, you will receive the same results. It just makes it easier for your viewers to read.
- If you tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your tweet. This is only applicable to public accounts, and not private accounts.
- Twitter recommends using no more than 2 hashtags per tweet as a best practice, but you may use as many hashtags as you want
- Type a hashtag keyword into the search bar to discover content and accounts based on your interests

<u>Examples:</u>

- [#cuteanimaltweetoff](): This is an example of an ongoing topic that has enabled aquariums and zoos to engage with each other, while also engaging with the public. Who doesn't love cute animals?
- [#SciLit19](): this is the official hashtag for Science Literacy Week 2019. By typing this into the search bar you will see all of the public tweets that have been made about Science Literacy Week 2019.

MENTIONS: a mention in a tweet contains another person or organization's username anywhere in the body of the tweet.

Common Practice:
- If you mention someone in a tweet, it sends them a notification. It does not display the tweet on their profile.
- Use the @ symbol before the username when addressing particular account(s). For example: I am tweeting on @Twitter

Guiding Tips:
- Mentions is a great way to acknowledging collaborating partner, provide credit to others, or to catch attention from influencers. For example, in 2018 the Vancouver Aquarium hosted a voting contest to choose the name of their Octopus. In the photo the user *Sonia Aslam* has mentioned @VanAqua, to give credit that it is the Aquarium's contest, and then she has also mentioned @SethRogen to get his attention, since one of the names was based on him. Since Seth received a notification about the mention, he viewed the tweet, and then replied to the tweet. Now the Vancouver Aquarium has a celebrity promoting their initiative.

REPLIES: the speech bubble icon on the bottom of a tweet allows you to reply directly to the message. A series of replies is called <u>thread</u>. If you have a public account, everyone will be able to view your reply.

> <u>Example:</u> After Sonia mentioned Seth Rogen in her tweet, he received a notification that led him to view the tweet. Seth then replied to the tweet, showing support of the initiative.

Hashtags and Mentions are important ways of linking others in the community to a message. They are tools to help can garner support or promotion from the public, and even influencers.
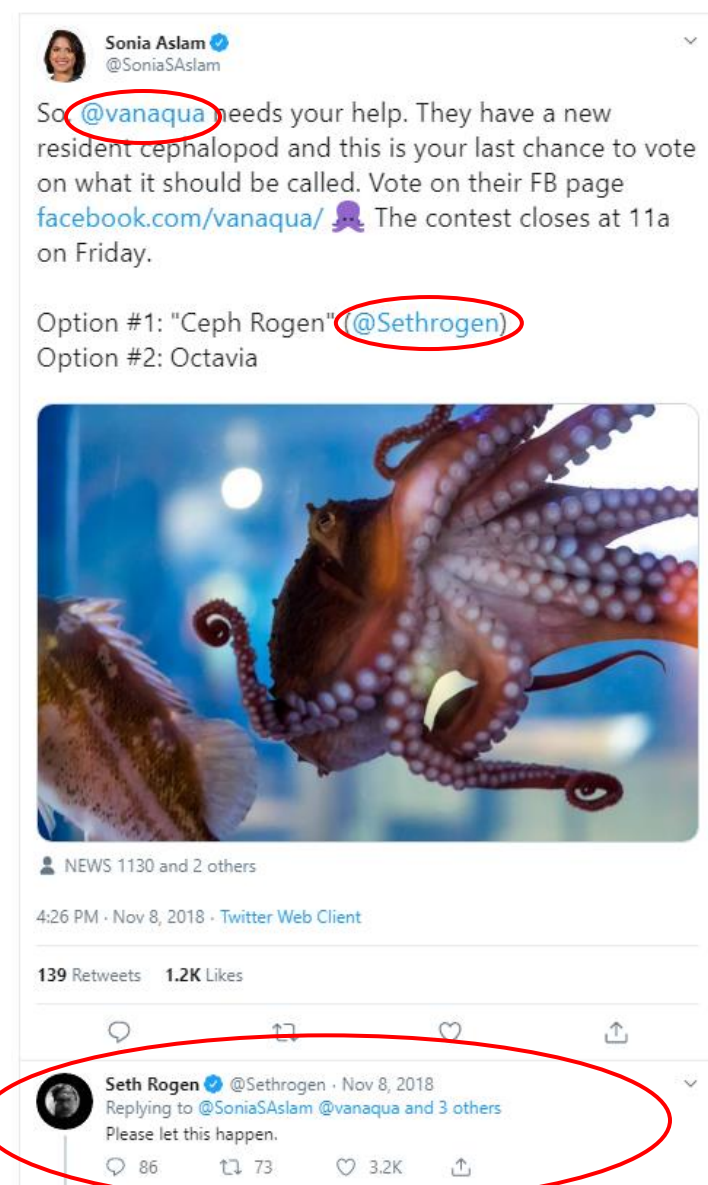
ANALYTICS:

How to measure success on twitter.

1. Number of tweets containing the hashtag of your event/movement
2. How much engagement your tweet received. This can be measured by the number of "Likes" (heart icon), number of "retweets" (cycle icon) or number of replies/comments (speech bubble icon)
3. How many followers you received as a result or immediately after the tweet in a designated length of time.

RESOURCES:

Useful Handles:

COLC Partners

Organization Name	Website	Twitter Handle	Associated Hashtags
Ocean Wise	https://ocean.org/	@OceanWise	#OceanWise #BePlasticWise
Students on Ice	https://studentsonice.com/	@StudentsOnIce	#SOIarctic2020
Ocean School	https://oceanschool.nfb.ca/	@NFB_Education @ONF_Education	
Fisheries and Oceans Canada	http://www.dfo-mpo.gc.ca/index-eng.htm	@FishOceansCAN	#FisheriesAndOceansCanada
Canadian Museum of Nature	http://www.nature.ca/en/home	@MuseumofNature	#MuseumofNature #Pterosaur #ButterfliesAtTheMuseum
Atlantic Ocean Research Alliance (AORA)	https://www.atlanticresource.org/aora	@AtlanticAll	#AtlanticOcean #H2020
Canadian Geographic	https://www.canadiangeographic.ca/	@CanGeo @CanGeo_Travel @CanGeoEdu	#ShareCanGeo

CaNOE	http://oceanliteracy.ca/	@OceanLitCanada	#OceanLitCanada
Canadian Wildlife Federation	http://www.cwf-fcf.org/en/	@CWF_FCF	#DoMoreForWildlife #Faislepourlafuane
Clean Foundation	https://clean.ns.ca/	@CleanFoundation	
Centre for Ocean Ventures and Entrepreneurship	https://coveocean.com/	@COVE_Ocean	
Discovery Centre	https://thediscoverycentre.ca/	@DiscoveryCntr	
Ingenium	https://ingeniumcanada.org/	@IngeniumCa @IngeniumFr @AgMuseum @AVSpaceMuseum @SciTechMuseum	
Ocean Frontier Institute	https://oceanfrontierinstitute.com/	@OceanFrontier	
Coastal Explorers Field School	https://coastalexplorers.ca/	@coastalXnl	
Ocean Networks Canada	http://www.oceannetworks.ca/	@Ocean_Networks	#knowtheocean
Oceans Research in Canada Alliance	http://www.science.gc.ca/eic/site/063.nsf/eng/h_97482.html	@CanOceanSci	
Parks Canada	https://www.pc.gc.ca/en/index	@ParksCanada @ParcsCanada	
Taking it Global	https://www.tigweb.org/	@takingitglobal	
World Wildlife Federation	http://www.wwf.ca/	@WWFCanada @WWFCanadaFR	#stopwildlifeloss

Useful Hashtags:

Event Specific Hashtags:
Science Literacy Week: #scilitweek

Additional Help
Twitter Help Centre Glossary; https://help.twitter.com/en/glossary

How to use Hashtages: https://help.twitter.com/en/using-twitter/how-to-use-hashtags

How to use Twitter, Techboomers: https://www.youtube.com/watch?v=5jWNpLvdocU

The 5 Common Hashtag Mistakes and How to Use Them: https://honeypotmarketing.com/twitter-hashtag-tactics/

Free Photos
Unsplash.com: https://unsplash.com/

Pexels: https://www.pexels.com/

National Marine Sanctuaries Flickr: https://www.flickr.com/photos/onms/