

Twitter Twutorial:

- 1.) Sign up – it's free
- 2.) Answer the question 'What are you doing?'
- 3.) Done. Good work!

THE GOLDEN RULE OF TWITTER: **Join the Conversation.** Twitter is not about one-way dialog. That is what your website is for. Post questions, respond, reply, and RT. Listen to your tweeps and be an active member of the Twitterverse.

Twitter Twanslations:

Tweet = 140-character message

@name = Person or organization (@okstatefair) You can post a public tweet that is directed at a specific person by including @username in your tweet: '@okstatefair I LOVE YOU'

Tweeps = Your followers

RT (Re-Tweet) = Repeating a tweep's tweet

DM (Direct message) = Private tweet

(Hashtag) = Tweet topics

Block = Spammers are on Twitter too

Tweet Up = In-the-flesh tweep gathering. Most will be on their phone.

Twitter Tools: Leverage your time

Ping.fm

If you came to a Social Media Power Up and you are not using Ping, you should be. Ping is your one stop shop to update all of your social media outlets. Free. Easy. DO IT.

socialloomph.com

Schedule tweets, key word tracking, automate messages, etc, etc, etc...

hootsuite.com

Schedule tweets, direct tweets, shrinks URLs, and has an easy to use stats page so you can gauge your impact in the twitterverse

twitterlocal.com

See what tweeps in your area are tweeting

Tweetdeck.com

Dashboard tool that is helpful if you are going to follow your followers actively connects to Facebook, offers tabs for multiple accounts, allows you to create groups so you can categorize followers. Really cool feature: Allows you to post 12 second videos using your webcam!

Twitpic.com

Have a twitter account? You have a twitpic account. Now go post some pictures.

OSF's Twitter Tweasure Hunt

Our scavenger hunt idea grew out of a desire to hold a Tweet Up during the 2009 Fair. We knew we needed something unique to draw people in, so we worked with vendors around the park to develop the 1st Annual Tweasure Hunt.

Planning and Prep:

Promotion started about 15 days before the event:

*'Want to win a prize at the Fair? Hit the Fair on Tuesday, Sept. 22 for a Tweasure Hunt!
The first clue gets tweeted @ 5 :30pm'*

Held it on a day that we had a gate promotion - \$2 Tuesday. Let's hear it for cross promotion!

48 hours before the event, we started letting people know about prizes:

*'Tweasure Hunt – Tuesday @ 530pm rain or shine. Grand prize is packed with goodies:
Cambria Suites, Scentsy, Earl's Famous BBQ, Finishing Touch & MORE!'*

We posted a Twitpic of our Tweasure Hunt mascot:



*'Find the Tweasure Hunt mascot and you are in the right place:
<http://twitpic/inkpb>'*

Isn't he cute?

We picked locations and arranged Tweets to go out in a certain order so that tweeps would be moving in a designated path through the park.

Pro: It made it easy to monitor their progress

Con: They got to the locations faster than we anticipated

Distributed a tweet schedule to all of our prize locations so they knew what their clue was and what time it was being tweeted:

Schedule Sample:

- | | |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5:30 pm Clue: | <i>Stop #1: Find the only CAPITAL close to barn row with free fountain drinks for Tweasure Hunt Tweeps!</i>
Location was the Capital City Café; Prize – Free fountain drinks |
| 6:00 pm Clue: | <i>Stop #2: TIMMMM - BERRRR!!!!!! Find the Great Lakes in front of the Oklahoma Connection and pick up a chainsawed masterpiece.</i>
Location was the Great Lakes Timber Show; Prize - Chainsaw carved Items |
| 8:00 pm Clue: | <i>LAST STOP: Find the crowd that sings loud and proud to register for the grand prize giveaways. Hint - It starts with O and ends with Briens!</i>
Location was O'Briens; Prize – grand prize drawing |

How we made it work:

Our secret weapon - **Hootsuite.com**

Twitter doesn't allow scheduled Tweets, and we wanted to be able to schedule the tweets to go out exactly on time. That enabled us to monitor the participants and respond back without missing a beat. Hootsuite.com is a professional Twitter client that is free to use. It lets users schedule tweets in advance. Almost as important as that feature is that you can directly monitor followers, direct messages, sent tweets, pending tweets, and 'mentions' (when someone uses @YOURNAME in a tweet).

What we learned:

DON'T POST SIGNS IN ADVANCE. Tweeps will campout in front of the sign, so they will be the first to the prize location.

It pays to be organized. Hootsuite.com helped us run the contest smoothly and efficiently while giving us time to monitor what was happening on the ground, as well as virtually.

Don't underestimate your tweeps. We were shocked at how quickly they figured out the clues!

HAVE FUN!

Twitter Twactics: Get Tweeps Engaged!

Trivia Contests:

The 1st person to correctly guess how many cars are on the Ferris Wheel gets...

RT Contests:

Save the date: 2010 Oklahoma State Fair will be Sept. 16-26, 2010! RT for a chance to win Fair passes for next year.

Direct Questions:

Hey tweeps – what was the craziest thing you saw at this year's Fair?

....be careful what you ask for!

Questions? Comments? Want to bounce around contest ideas that use Social Media?

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