

Holland Cooke Media **Twitter Technique**

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"X" marks the spot.

Tik-Tok is hot (largely among users too young to be heavy AM/FM listeners) and it's in-the-news (about its possible ban). And, yes, Facebook remains T-Rex in the social media jungle. But people on "X" (Twitter) seem to live there.

- X is a useful right-now prompt, because Tweets stack-up, so there's less value alerting Followers to what's up much later today or tomorrow.
- Like any contact, there's a quality/quantity trade-off. You will get a feel for how-much-is-too-much when you see your Followers number drop. So think before you Tweet. You'll never get un-Followed for something you didn't Tweet.
- Best of all, like other social media, Twitter is...social. Conversations begin and spread. And any of your Followers can re-Tweet your message to all their Followers, and any of them could re-Tweet it too. Going-viral like that is powerful peer-to-peer endorsement, particularly if you're a podcaster, because subscriptions are the ballgame.

REAL opportune: links and attachments.

- AM/FM transmitters are audio-only and only in real-time. But you can Tweet-out a photo or video or a link to online content. Research demonstrates that third-party content you share gets re-Tweeted more than content about yourself.
- Possibly the most-useful Tweets about your radio work are "snack-size" single-topic aircheck clips. Especially opportune: guest interview excerpts that enable listeners. "Car Coach Lauren Fix has three tips BEFORE your summer road trip." Why expose that useful programming content only to those who happened to be listening live?
- Tweeting in that fashion not only conforms to listeners' on-demand media preference, it puts your audio back in the pocket, where radio used to be.

X does double-duty BEFORE your show.

- Note how SiriusXM/CNN host Michael Smerconish tees-up topics with quick videos and polls. People like being-asked. A real estate agent whose weekend show I coach uses Twitter "to ask an opinion on a light fixture, a paint color, an appliance." She notes that "on HGTV's web site, they have a section called 'Rate My Remodel.' Regular folks send in pictures of a recent remodel that they did, and others comment. People love this stuff." So start a conversation that takes wings. When you read posted comments on-air, you sound accessible and popular.
- And X's characters-limit is a useful discipline. You're pre-scripting your concise, inviting show open.