

# Resources for Social Media

<b>ManageFlitter.com (Freemium)</b>	Powerful online platform to manage followers for a monthly fee. Allows for users to target people based on various algorithms and other supports.
<b>CrowdFireApp.com (Freemium)</b>	A simple online platform with a monthly fee that lets you follow and unfollow other users based on search criteria. Excellent for finding active and engaged users.
<b>TweetAdder.com (One-time fee)</b>	Downloadable software with a one-time fee to manage your Twitter account with excellent location-based search functionality.
<b>25Trends.me (Freemium)</b>	A powerful multi-platform analysis tool to analyze Twitter, Facebook, and YouTube data. Useful for finding new users and hashtags for engagement.
<b>Topsy.com (Free)</b>	An important tool for testing the return rate on keywords for Twitter and analyzing photos and videos over a historic period. Helpful for planning what keywords to use for engagement and locating historic tweets.
<b>Foller.me (Free)</b>	Consolidates a Twitter user's profile information and content to assess a user's most frequently posted links, hashtags, and topics. Useful for uncovering a user's interests before engaging directly.
<b>Mentionmapp.com (Free)</b>	Provides an overview of a Twitter user's strongest connections by providing the top five user and hashtags used on their profile. Use this tool to expose a user's network to engage with their closest connections.
<b>Trendsmapp.com (Freemium)</b>	An online map for monitoring trending issues on Twitter around specific geographies. Great for tracking local issues or understanding a new geography.
<b>Twitterfall.com (Free)</b>	A collaborative browser-based tool to monitor tweets containing specific users, keywords, and locations to share with a team.
<b>Netlytic.org (Freemium)</b>	Multi-platform data collection and social network analysis tool that allows users to collect data from Twitter, Facebook, and YouTube for content-based geographic analysis. Excellent for record keeping and in-depth analysis.
<b>Hashtagify.me (Free)</b>	A tool to discover hashtags most commonly associated with your hashtag of interest. Helpful for discovering new and issue specific hashtags.

# For every tweet that matters...

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1. Use analytics to find out what are the peak times of your network to help inform when you should send out priority tweets
  - a. Typically: 8:00am, 4:00pm and 9:00pm
2. Do your best to share meaningful content, especially with media (1024x512 pixels)
  - a. You will have the greatest uptake from *original content* that adds to an existing dialogue or starts a conversation
3. Use 1 to 2 hashtags in the tweet that have an established community, such as #CDNpoli
  - a. In addition, handle (Carbon Copy) multiple accounts that would likely be interested in your content by replying to your own tweet with their handles or by directly handling an account highlighting why they should check out the content (e.g., @MKutney Check out this new article our CEO wrote — [www.link.ca](http://www.link.ca) — it aligns with your interests on #diversity)
4. After tweeting, follow new accounts that have previously expressed an interest in similar content, especially those online within the past 5 minutes
  - a. Leverage common hashtags here to identify communities to follow
  - b. For accounts under 2000 followers, you should be following 50 accounts per day
5. After following new accounts, favourite similar tweets that have been recently shared by others
  - a. You can favourite a 1000 tweets a day; that's 1000 notifications every day
6. Retweet other accounts that have been online within the past 5 minutes that share similar content (this will attract those accounts to your recent tweet)
7. Participate in other account's activity through replies
  - a. An easy example is to thank someone for sharing content
8. Notify accounts with Direct Message (or e-mail) to inform people of your tweet
  - a. "Ask" people to share it by providing them with a direct link
9. Regularly add new accounts to lists with attractive titles, such as "Awesome tweeters in Ottawa" — this will notify the accounts
10. At the end of the month, unfollow the accounts that have not followed you back
  - a. You should be following about a 1000-1500 accounts a month for accounts under 2000 followers
11. Always be cognizant of the social capital economy on Twitter
  - a. When an account engages with you, engage back; if an account shares your content, share their content back, etc.