

Twitter Conversation Management

One class day during the term, you'll choose a day for which you and another classmate will be responsible for helping prepare, engage and drive conversations via Twitter.

Each class period has three "segments" - Pre, Day-Of and Post. The Twitter "team" for that day is responsible for all three segments.

Objective: As a community manager, you'd be tasked with engaging your audience around particular topics or issues. For our class, this means taking a little deeper look at the topics of the class and figuring out how to engage the wider campus, public relations, advertising and social media community via Twitter.

Process:

- I. Choose a date. You're not required to work as a team, but you're welcome to sign up for together with a classmate of your choice. No more than three students will be scheduled on any particular day.
- II. <http://bit.ly/J412W12Twitter>

Pre

Tasked with sharing resources and encouraging interactions the day prior to the class period.

- I. The date prior to your Twitter day, tweet links to articles/resources/info related to that class' topic.
 - A. Tip: 4 - 6 links. Could be from reading list, case studies, analysis, news/info, background on the topic or guest speaker. Check Kelli's delicious tags for more ideas.
 - B. Tip: include class hashtag to help aggregate conversations (#J412ssm)
 - C. Tip: include the twitter ID of individuals or organizations who author the links you tweet.

Day-Of

- I. The day-of you'll live tweet the day's lecture or guest speaker.
 - A. Tip: share links during class that complement the lecture (if the speaker refers to a post or site, find it and share it)
 - B. Tip: include the class hashtag to aggregate conversations (#J412ssm)
 - C. Tip: Ask questions, engage people both in class and in the wider community.

Post

- II. Within two days submit a summary of the conversation on Twitter to the class blog.
 - A. Submit one summary for the day. Please coordinate with your classmate.
 - B. Tip: Get a "transcript"
 1. <http://www.hashtracking.com>
 2. <http://chirpstory.com/>
 3. <http://searchhash.com/>
 - C. Tip: Summary example at <http://prosintraining.com/ssm/2011/04/guest-speaker-kent-lewis/>

Grading criteria:

- Did you complete the basic requirements? (participation, engagement)
- Insightful? (demonstrate understanding, add a fresh perspective)
- Engaging? (conversational, interactive)