



Twitter for Speakers

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There are four prime uses for Twitter for professional speakers:

1. Getting speaking gigs (marketing)
2. Pre-speaking engagement
3. Monitoring, enhancing and adapting speeches "live"
4. Following-up the event

If you are new to Twitter get my Beginner's Guide to Twitter at:

<http://gjurl.com/begintwitter>

For a collection of useful websites on Twitter go to:

<http://gjurl.com/icytetwitter>

GETTING SPEAKING GIGS

Twitter can help market you as a speaker - if you use Twitter well. That means LISTENING to what other people are saying and joining in the conversation to offer advice and support on your specific topics, such as pointing them to useful web resources or offering free ebooks etc.

Occasionally make sure you Tweet using your keywords for your topic and also phrases like "professional speaker" or words like "keynote" or "workshop". In other words, associate your Twitter account with your topics and the fact that you are a professional speaker.

Note: The most successful people on Twitter send at least 15 Tweets EVERY day.

For more information on Twitter in marketing, download the free report on Twitter for Business at:

<http://gjurl.com/twitbiz>

PRE-SPEAKING ENGAGEMENT

Many conferences now set up Twitter lists with all the speakers collected together in one place for the audience to find them more easily. If you don't have a Twitter account, or if your Twitter account is rarely used you will not compare well with other speakers who are active on Twitter. Being on such lists means you can communicate directly with the audience in advance of the talk - priming them for your messages. If the meeting planners don't produce a Twitter list, set one up yourself for each meeting you are involved in - even your own workshops (where you could even include audience members in the list).

You can also use "hashtags" for each of your talks and events, so that you can add Tweets and information in a central place where audience members can easily find it. This will help them build an advance relationship with you, making engagement in your talk more likely.

For more information on hashtags and how to use them as a speaker go to:

<http://gjurl.com/hashtags>

MONITORING, ENHANCING AND ADAPTING SPEECHES "LIVE"

During talks and presentations some members of your audience will be Tweeting. They may be saying good or derogatory things; if you know you can react. If you don't know, you can't improve or change. At one meeting the projector was not in line correctly with the screen and it was annoying the audience. Someone Tweeted asking the AV people to move the projector. The AV people weren't monitoring Twitter, but a member of the audience was - and he was sitting close to the projector, so he shifted it...!

You can also use Twitter to get questions from the audience, get feedback on your suggestions and encourage a range of participatory ideas, all helping to deepen your engagement and relationship with your audience. An advantage is that by doing this you get, in return, the audience's Twitter account details enabling you to continue to develop your relationship with them and market to them in future.

For an analysis of how people are Tweeting during conferences go to:

<http://gjurl.com/conferencetweets>

FOLLOWING UP THE EVENT

After each event you can use Twitter to contact all the people who used your hashtag, or who Tweeted you during the meeting itself. You can use Twitter to provide handouts, further downloadable items - even to sell directly to your audience. You can continue to use your hashtag to provide tips, hints and useful quotes, for instance, to help people to deepen their understanding of your subject - and to further their connection with you individually.

You can also use Twitter to solicit feedback and testimonials and can use the information you gain to enhance your relationship with the meeting planner. You can also use the Twitter data you obtain (numbers of Tweets etc) to show how successful your speech was.

By using Twitter to also keep in touch with the other speakers on the programme, you can help establish your position as a professional speaker and they can help you with "word of mouth" recommendations as a result.

For ideas on using Twitter as a follow-up tool read:

<http://gjurl.com/followup>

Other useful ideas on Twitter for Speakers can be found at:

<http://gjurl.com/twittertipsforspeakers>

<http://gjurl.com/managetwitter>

<http://gjurl.com/twitterdecker>

<http://gjurl.com/integratetwitter>

<http://gjurl.com/gjontwitter>

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Consultancy,
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Published by Graham Jones
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