



Engaging online audiences: Tweeting in the Dawn Chorus

29 July 2015, 12:00-13:00

Speakers:

Sarah Roberts, Communications and Events Coordinator, University of Leicester

Sandra Lee, Sustainable Travel Officer, University of Leicester

Contact Seth: sikirby@eauc.org.uk / 01242 71 4321



Engaging Online Audiences: Tweeting in the Dawn Chorus

EAUC Webinar hosted by the University
of Leicester Environment Team



@UoL_Environment

#EAUCwebinar

Webinar outline

- **Why give a hoot?**

What are the real benefits to Twitter?

- **Plotting our flightpath: Who are we?**

We'll talk about how we started off over 5 years ago and what we've learnt along the way.

- **I think we're being followed: Who are they?**

How knowing who your Twitter followers are will help you get the most from your account.

- **Corporate crow or sociable starling: Who are you?**

Your online personality reflects your brand, so who do you want to be?

- **All's fair in love and Twitter: Social media relationships**

It's all about making connections, this is the real meaning of 'networking'

- **Top tips: Don't be a twit**

Summary of the Do's and Don'ts of Twitter

- **Questions (140 characters max!)**

Any questions please?

Polling Day occurred this year on the 7th May but what relevant [#Hashtag](#) became a surprise No.1 top trender?

Why give a hoot?

- **Watching and learning**

Find out what people are interested in and how can you make use of it.

- **Making connections**

Who should you make friends with and how can you benefit each other?

- **Driving awareness**

Is the bird the word? Communicate what is important to you.

- **Sell yourself**

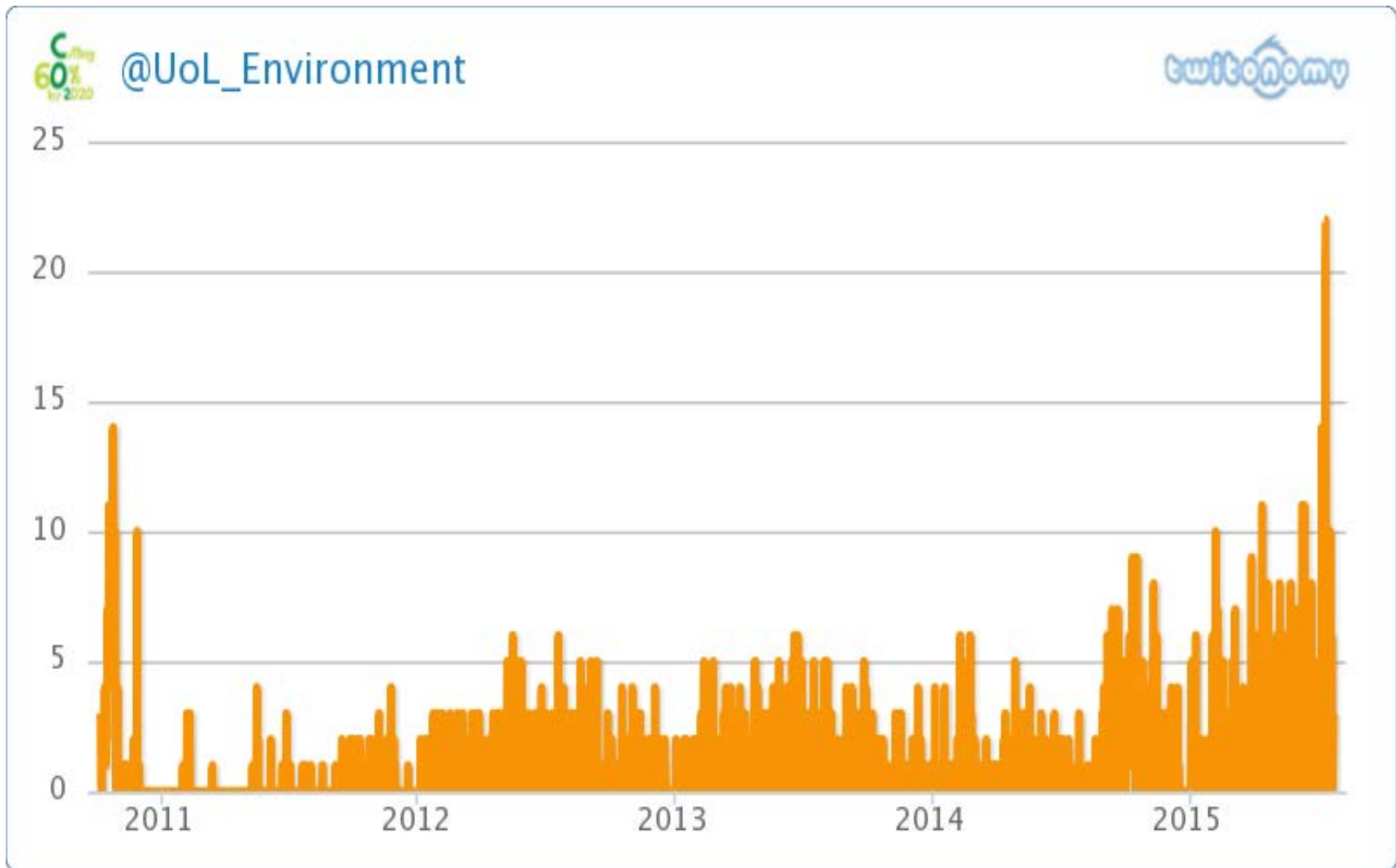
It's ok to be a peacock, but share the how and why of your achievements!

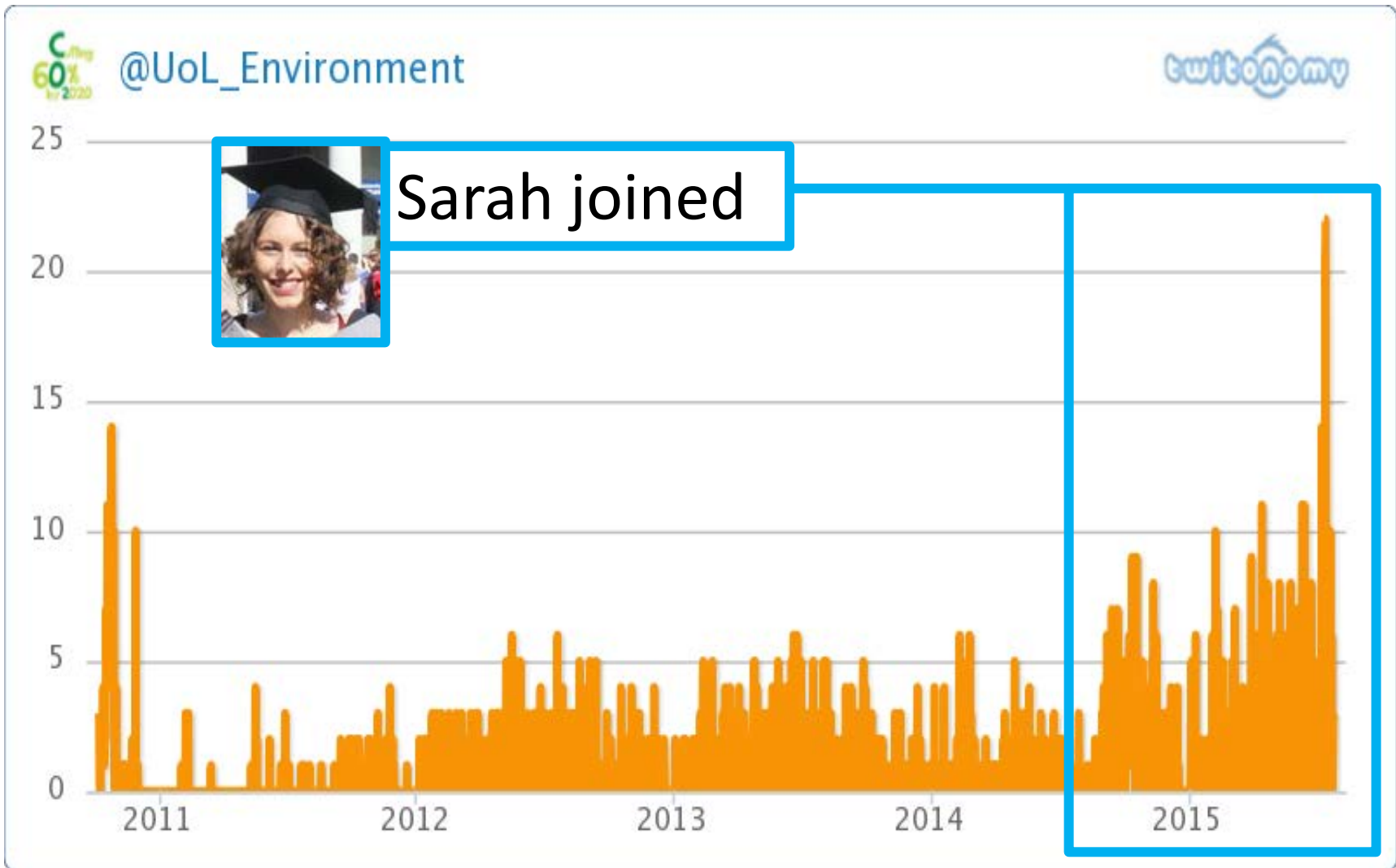


Plotting our flightpath: Who are we?

- Twitter set-up in 2006
- @UoL_Environment created 27th Sept 2010 at 9.25am
- Managed by a different intern each year
- Early days were slow, safe and corporate







As of Mon 27th July we have **1092** followers.

Activity

- We tweet on average **1.07 x a day** which is 1/3 of the average rate

Amplification

- **25%** of our tweets are retweeted and **11%** are favourited. This measures the reach of our content to extended networks.

Outreach

- We receive **22** replies per **100** tweets. This measures our ability to drive conversations.

Social Authority

- Social Authority is a 1 to 100 point scale that measures a user's influential content on Twitter. @UoL_Environment has a **Social Authority of 36**.

Intelligence rating:

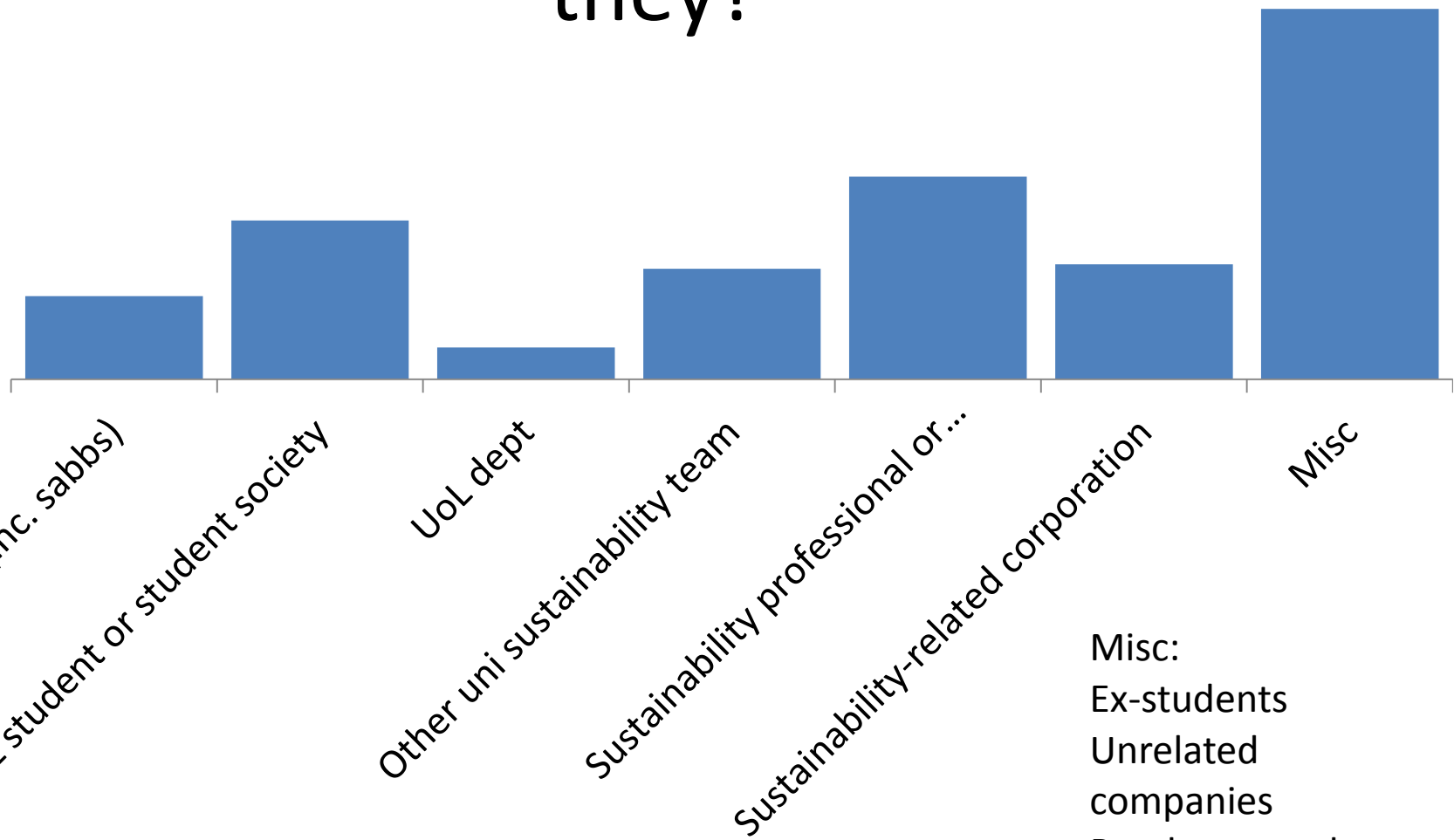
Scholar - “Very clever indeed, and probably smug about it too”



Level 2 Master Tweet Assassin

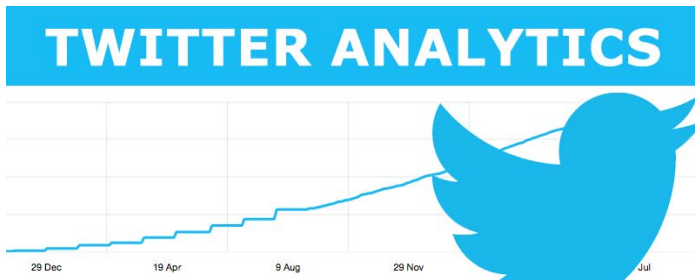


I think we're being followed: Who are they?



Misc:
Ex-students
Unrelated
companies
Random people
Porn!

The best free Twitter analysis tools

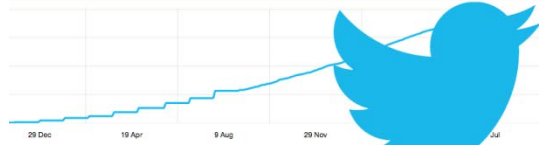


followerwonk >>



Twitter #analytics and much more...





Account home
 **Uni of Leic Env Team** @UoL_Environment

Page updated daily

28 day summary with change over previous period



July 2015 • 26 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 801 impressions

Reusing abandoned Glastonbury wellies by sending them to Romania [#whythehellnot?](#) [#smallstepsproject](#) bbc.in/1DymFoy

↻ 1

[View Tweet activity](#) [View all Tweet activity](#)

Top mention earned 114 engagements

 **Sarah**
@Ladybirder01 · Jul 16

[@LeicesterUnion](#) This time last year I graduated! Now guess where I'm working... [@UoL_Environment](#) [#LeicesterGrad15](#) pic.twitter.com/fpliV4PPml

ADVERTISE ON TWITTER

Get your Tweets in front of more people

Promoted Tweets and content open up your reach on Twitter to more than 1.2 billion people.

[Get started](#)

Top Follower followed by 366K people



JULY 2015 SUMMARY

Tweets 67	Tweet impressions 13.2K
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Twitter #analytics and much more...

twitonomy  [Tweet](#) [Dashboard](#) [Profile](#) [Mentions & RTs](#) [Search](#)

#SustainabilityFestival <http://t.co/9mppv0qxpv>



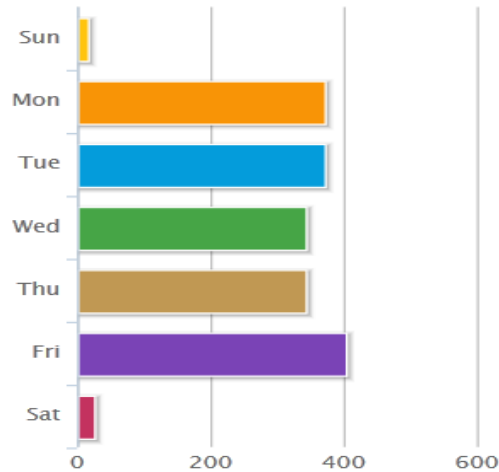
Uni of Leic Env Team @UoL_Environment 9:47 AM - 19 Jun 2015 via Twitter Web Client  2

★ 3

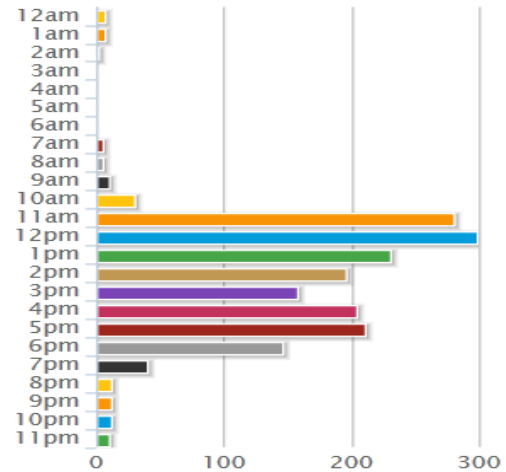
Apparently it's #nationalkissingday but i'm not sure the owl in the middle gives a hoot! <http://t.co/WCMeIGPrRj>

[+ More on @UoL_Environment's favored tweets](#)

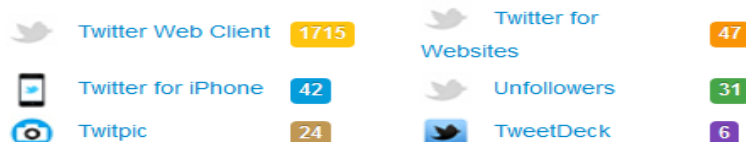
 Days of the week



 Hours of the day (UTC+1)



 Platforms most tweeted from



followerwonk >>



followerwonk >>
A Moz app

SIGN IN WITH 
Link your Moz account

Search bios

Compare users

Analyze

Track followers

Sort followers

Analysis of users UoL_Environment follows on Twitter

We segment these users into a number of psychographic segments: including gender, location, Twitter activity, and more. Next to each chart, you will find links that allow you to explore specific users in each segment. You can further sort these pop-up lists of users by follower count, tweet count, and so on.

Sample size: 574 of users @UoL_Environment follows - [view all >](#)

Cutting
60%
by 2020

Uni of Leic Env Team

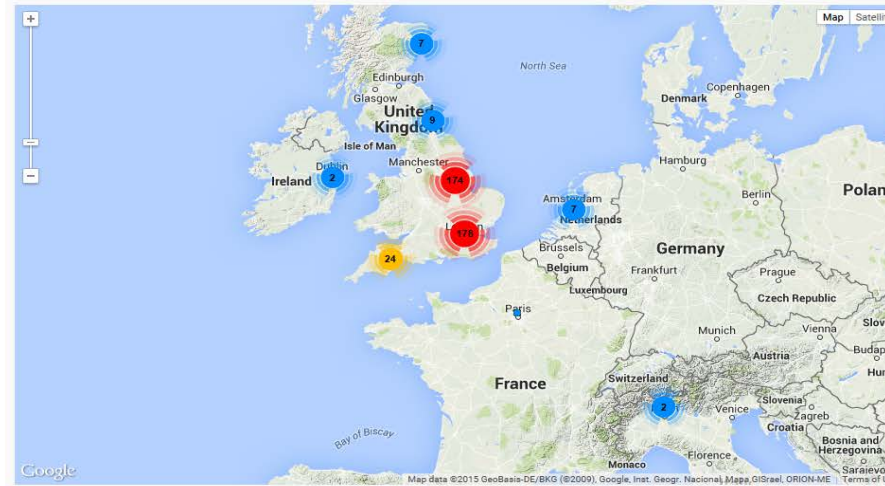
Leicester, UK

Social Authority:	36
Followers:	1,092
Days on:	1,765

University of Leicester Environment Team
making environmental sustainability happen
le.ac.uk/environment

Mapped locations of users UoL_Environment follows

Using the location field in Twitter accounts, we try to approximate the geographic location of up to 5,000 users and map them for you. This is an inexact procedure and so some points may be mapped incorrectly.



Polling Day occurred this year on the 7th May but what relevant [#Hashtag](#) became a surprise No.1 top trender in the UK?

#DogsAtPollingStations



innocent drinks @innocent · May 7

@D4Dougal we don't have many claims to fame, but starting #DogsAtPollingStations is definitely one.



innocent drinks @innocent · May 7

#DogsAtPollingStations is the number 1 trend in the UK. We did it, everyone. It's a magical day for democracy.

United Kingdom Trends

#DogsAtPollingStations



Number 1

#IVoted

Depay

#votingmatters

#IstighfarZayn

Hans Holbein

Splatoon

Darlington

Tony Adams

Cards Against Humanity



159



208



[View photo](#)



innocent drinks @innocent · May 7

#DogsAtPollingStations



RETWEETS
95

FAVORITES
128



10:59 AM - 7 May 2015 · Details



[Hide photo](#)

 innocent drinks @innocent · 2h
Sticking it to The Man.




RETWEETS 27 FAVORITES 93



9:13 AM · 28 Jul 2015 · Details



Hide photo

 innocent drinks @innocent · Jul 10
HAPPY FRIDAY. Please buy smoothies.

← ↻ 31 ★ 120 ⋮

 innocent drinks retweeted

 Kelly @wishingupostar · Jul 22
#FruitHacks on the side of my @innocent smoothie today. So tasty with a fun fact thrown in 😊




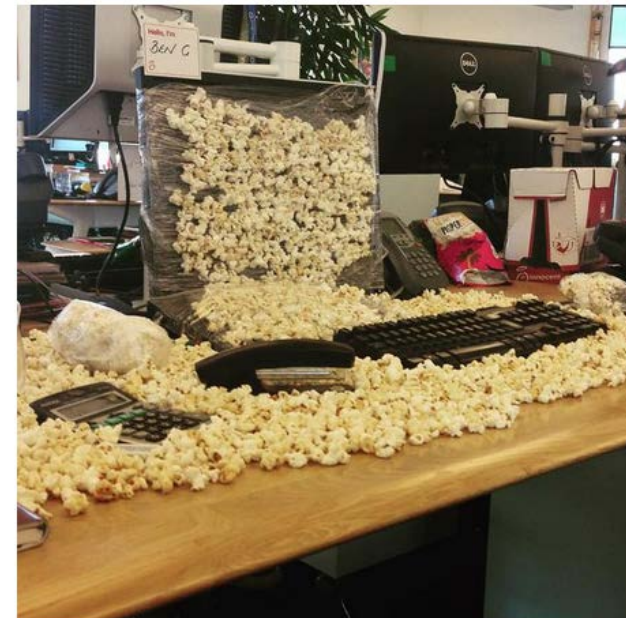
RETWEETS 8 FAVORITES 12




7:51 PM · 22 Jul 2015 · Details

Hide photo

 innocent drinks @innocent · Jun 26
Our Ben will soon be leaving us to join a popcorn company. His deskmates are coping with the news well.



 innocent drinks @innocent · Jul 16
FREE STUFF ALERT: we're giving out our new coconut water outside Canary Wharf station this morning. Water you waiting for?

← ↻ 13 ★ 29 ⋮

Who is a Mars Bar?

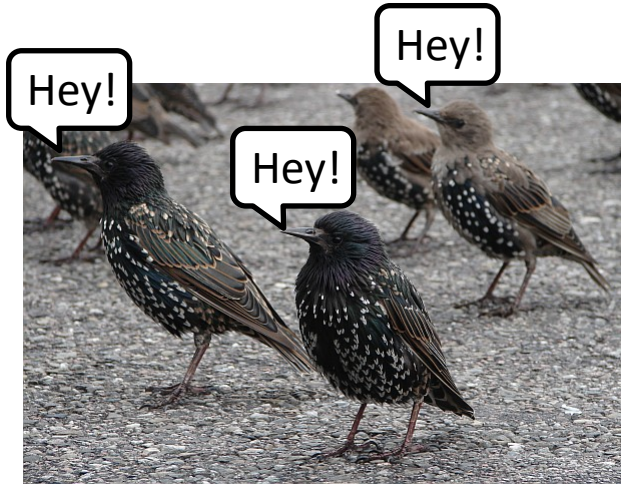


Mr Mars Bar?

- Male
- Mid 20s
- Dark hair
- Average Joe



Corporate crow or sociable starling: Who are you?



- What's your message?
- Who are your audience?
- What do they expect from you?
- How would you describe your account?
- What opinion do you want your audience to have?

Cutting
60%
by 2020

Uni of Leic Env Team @UoL_Environment - 13 Dec 2013

Env team Christmas lunch. Some imaginative secret santas this year!



← ↻ 2 ★ || ...

[View photo](#)

vironment - 13 Dec 2013



← ↻ 1 ★ || ...

[View photo](#)



Uni of Leic Env Team @UoL_Environment · 19 Sep 2013

The Team would like to wish our awesome Waste Officer @phi1ba11 a happy birthday :-)



Uni of Leic Env Team @UoL_Environment · 29 Aug 2013

Caption competition: our Carbon & Energy Manager sucks!



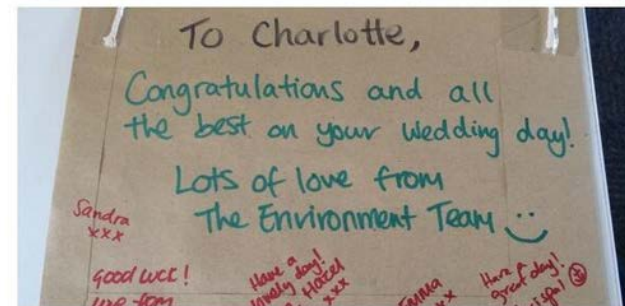
View photo



Uni of Leic Env Team

@UoL_Environment

Wishing @SUHungry4Change Project Coordinator a brilliant wedding this weekend! #congratulations #wedding #married





Uni of Leic Env Team @UoL_Environment · Jan 5

Proof that everyone can recycle:
Cambridgeshire Zoo lions have fun with
old, donated Christmas trees bbc.in/1HtX2bU #MeWow

← ↻ 3 ★ 1 ...

[View summary](#)

Uni of Leic Env Team retweeted



TreeHugger.com @TreeHugger · May 19

Here, we fight over bike lanes; in the UK they even have duck lanes.
goo.gl/aaGJgg



← ↻ 132 ★ 116 ...

[View photo](#)



Uni of Leic Env Team @UoL_Environment · Sep 3

This Wren knows how to reuse unwanted items, here's a tweet on his behalf
[#zerowasteweek](#)



RETWEETS 5 FAVORITES 3



3:54 PM · 3 Sep 2014 · [Details](#)

← ↻ ★ ...

[Hide photo](#)

<http://bit.ly/17Tg7Hj>



Uni of Leic Env Team @UoL_Environment · Apr 17

Wouldn't it be great if #sustainability was #APieceofcake? bit.ly/1azfXGj

← ↻ 2 ★ 3 ...



Uni of Leic Env Team @UoL_Environment · Apr 16

Leicester can have its cake and eat it too! @UniofLeicester responds to @timeshighered carbon article bit.ly/1azfXGj

← ↻ ★ ...

Uni of Leic Env Team retweeted



EstatesLeic @EstatesLeiceste · Apr 16

@UoL_Environment @uniofleicester and a brand new very low carbon building #CfM #Passivhaus www2.le.ac.uk/offices/estate...

← ↻ 1 ★ 1 ...

[View conversation](#)



Uni of Leic Env Team @UoL_Environment · Apr 16

20% more students, 12% bigger campus and STILL we reduced our #carbon consumption bit.ly/1cy4JDy

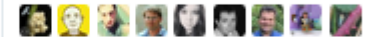
← ↻ 1 ★ ...



Uni of Leic Env Team @UoL_Environment · 20 Jan 2014

At least UKIP agree that climate change is influenced by human behaviour! ;-)

RETWEETS 10 FAVORITES 3



2:34 PM - 20 Jan 2014 · [Details](#)

← ↻ ★ ...

Reply to @UoL_Environment

Cutting
60%
by 2020

Uni of Leic Env Team @UoL_Environment · Apr 21

Study suggests living with green spaces has positive impacts on people's mental health bbc.in/KPUvAo
[#DepressionAwarenessWeek](#)

← ↻ 5 ★ 1 ⋮

[View summary](#)

Cutting
60%
by 2020

Uni of Leic Env Team @UoL_Environment · Apr 24

We chose @Pier32UK @GildanOnline for our #ethical Environmental Action Society hoodies #whomademyclothes #FashionRev



RETWEETS 3 FAVORITES 3



3:08 PM - 24 Apr 2015 - Details

← ↻ ★ ⋮

[Hide photo](#)

Cutting
60%
by 2020

Uni of Leic Env Team @UoL_Environment · Jun 19

Apparently it's #nationalkissingday but i'm not sure the owl in the middle gives a hoot!



← ↻ 2 ★ 3 || ⋮

[View photo](#)

All's fair in love and Twitter: Social media relationships

Examples of some external friends



And a few of our internal friends





Orange Bag Recycling
@orangebagleics · FOLLOWS YOU
Welcome to Leicester's Orange Bag Recycling Service - recycling in Leicester made easy!



Saffron Acres
@SaffronAcres · FOLLOWS YOU
Community food growing and environmental project off Saffron Lane. Contact us about educational activities and volunteering opportunities.

Uni of Leic Env Team @UoL_Environment · Oct 1

Uni of Leic Env. Action Society team up with @orangebagleics @LeicsFreshers 2 spread the word recyclenow.com



RETWEETS 4 FAVORITE 1

1:17 PM - 1 Oct 2014 · Details

[Hide photo](#)

Uni of Leic Env Team @UoL_Environment · Jun 26

It's #NationalCreamTeaDay! Try some local jam from @SaffronAcres with your tea & scones bit.ly/1Nik0Vt



11:50 am - 26 Jun 2015 · Details

[Hide photo](#)



change is here... there everywhere

UniBrighton c-change
@_cchange_ FOLLOWS YOU
c-change is the @uniofbrighton ambitious carbon reduction campaign. It works with staff and students to achieve great savings from small...



UniBrighton c-change
@_cchange_ Following

@UoL_Environment and here's ours :) we went for a veg/no bread sandwich with a tomato and yogurt sauce! easy&tasty2



Uni of Leic Env Team @UoL_Environment · Jun 19
Hey @_cchange_ we chose Curried Lentil & Spinach soup for our #MeatFree recipe! Deliciously filling & easy to make! pic.twitter.com/sB9BJmSI0d

share our FAVOURITE veggie dish.
We chose... **Curried Lentil and Spinach soup!**

All these ingredients can be frozen or left for a while so you can limit food-waste!

Ingredients: Spinach, Carrots, Bouillon Veg Stock, Red Lentils, Onions, Garam Masala, Ginger, Turmeric, Half Carton Chopped Tomatoes, Plain yoghurt, Garlic, Cumin.

Method:

- Dice your carrots, chop your onions and smush your garlic! Add them to a saucepan with some oil and be careful not to let the garlic burn. Cook until the onions are more translucent—it's good to chop the carrots up small so they cook quicker, but you may prefer to part-boil them first.
- Add your seasonings and ginger but don't be afraid to experiment. Try 2 tps of garam masala, 1/2 of turmeric and 1/2 tsp of cumin.
- Add your spinach and give it some time to wilt in the pan, then add your chopped tomatoes and roughly 140g of lentils—they will expand! You'll want to use roughly 600ml-800ml of stock but keep tasting so that you don't water down the flavour.



UoL v UoB
#meatfree challenge

University of Leicester Environment team and University of Brighton c-change are having #meatfree fun in the kitchen....

recipe

Ingredients (for 4 people)
1 aubergine, 3 zucchinis, 1 potato, olive oil, salt (basil - for decoration)

for the tomato sauce:
2 onions, 1 passata, 100ml red wine, olive oil, tabasco, salt&pepper

for the yogurt sauce:
250g greek style yogurt, 2 spoonfuls olive oil, salt

Tomato sauce:
Fine chop the onions etc and add them in a pan with a bit of olive oil let them become a nice golden colour. Add the wine and let it simmer a bit, then add the passata, salt, pepper and tabasco and let it simmer at a low temperature till it's thick and tasty

Yogurt sauce:
Blend all the ingredients in a bowl

Thick slice the potato, aubergine and zucchinis, drizzle some olive and salt and stok them in a pre-heated oven for about 30mins (or until cooked but slightly crispy).

When ready stack them up on a plate in the following order:
potato slice-aubergine slice-zucchini slices-aubergine slice potato slice

Add the tomato and yogurt sauce on your veggie/bread free sandwich and add the basil leaves on top

Eat it :)

University of Brighton 



Ebike Centres
@EbikeCentres FOLLOWS YOU
Based in Leicester city centre; our passion is electric bikes. Fun to ride for work, college & leisure. Good for your health, pocket and the environment.

Following

FIGHT FOR EVERY HEARTBEAT



BHF verified
@TheBHF
We're the British Heart Foundation - leading the fight against coronary heart disease, the UK's single biggest killer. Join us in the fight for every heartbeat.

Following

retweet Ebike Centres retweeted

Cutting 60% by 2020 **Uni of Leic Env Team** @UoL_Environment · Jun 17
@EbikeCentres @LeicsMercury Just chilling on electric bikes for our Sustainable #Travel day bit.ly/1Cd3v6Z



RETWEET 1 FAVOURITE 1

10:17 am · 17 Jun 2015 · Details

Hide photo

Notifications

All / People you follow

- star **BHF** favorited your Tweet 1m

5m: @TheBHF @EstatesLeiceste Great news to hear the clothes bins at our Halls of Residence have provided over 151 bags so far! #partnership


- retweet **EstatesLeic** retweeted you 4m

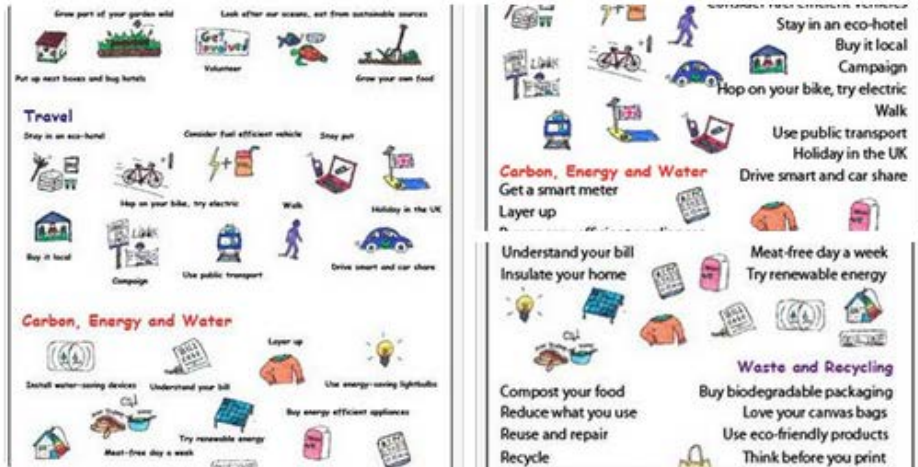
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Uni of Leic Env Team @UoL_Environment · Jul 15

Can you help? Pick which #10TopTips tea towel is your favourite by Friday & a random winner will get 1 free!



RETWEETS

2



Uni of Leic Env Team @UoL_Environment · Jul 15

Hi @GreenAstonUni Can you help? Pick which #10TopTips tea towel is your favourite by Friday & we'll send you 1 free! pic.twitter.com/zePauL9hNW



[View photo](#)



Aston Uni Env Team @GreenAstonUni · Jul 15

@UoL_Environment we think version 1 :) Great idea for new students!



SustainableUEA @SustainableUEA · Jul 15

@GreenAstonUni @UoL_Environment Ooh, love these! Agree, version 1 is more attention-grabbing :)



Uni of Leic Env Team @UoL_Environment · Jul 15

@SustainableUEA @GreenAstonUni Haha UEA you were next on our list to tweet! Thanks, you'll be getting a tea towel! :)





TheGeographyStudent @StudentGeoggers · Jul 15

@UoL_Environment Version 1 all the way! A single glance will inspire! Don't add a tea towel to our reading lists. #10toptips



Uni of Leic Env Team @UoL_Environment · Jul 15

@StudentGeoggers That's really useful feedback and makes perfect sense. Thanks!

1:04 pm - 15 Jul 2015 · Details



[Hide conversation](#)



Uni of Leic Env Team @UoL_Environment · Jul 15

Hi @GreenLincolnUni Can you help? Pick which #10TopTips tea towel is your favourite by Friday & we'll send you 1 free pic.twitter.com/AbyeT1HgJT



[View photo](#)



Green Uni of Lincoln @GreenLincolnUni · Jul 15

@UoL_Environment It's got to be #1! Simple and clear :)



Uni of Leic Env Team @UoL_Environment · Jul 15

@GreenLincolnUni Thanks Lincoln! We'll send you one! #10TopTips

FAVOURITE

1



11:57 am - 15 Jul 2015 · Details



[Hide conversation](#)



LeicesterGeog
@LeicesterGeog FOLLOWING YOU
Geography at the University of Leicester. One of the best Geography departments in the UK, internationally recognised for excellence in teachi...



EnvironmentalAction
@UoL_EAS FOLLOWING YOU
Environmental Action Society



Leicester SU
@LeicesterUnion FOLLOWING YOU
We are Leicester Students' Union, your go-to while studying at the University of Leicester.



Hungry For Change
@SUHungry4Change FOLLOWING YOU
Students Green Fund Project - getting staff and students to think more about what good food looks like through a grow site, enterprise and education...



Uni of Leic Env Team @UoL_Environment · Nov 19
Working together to target oil & gas industry bit.ly/1tewrWy @GeologyLeics @LeicesterGeog @Leicesterchem @PhysicsUoL @UoLeicsMATHS



Uni of Leic Env Team @UoL_Environment · 3 Feb 2014
Beautiful Env Team Conservation day yesterday. Last chance on 22nd Feb. To sign up le.ac.uk/environment/ge...



View photo

Uni of Leic Env Team retweeted

Leicester Geography @LeicesterGeog · 6 May 2014
We've been planting seeds in the department, hoping to grow some veggies and herbs! @GreenImpactNUS @UoL_Environment



View photo



Hungry For Change @SUHungry4Change · Apr 21
5* bird feeding tower installed at Brookfield. Thanks to Sarah for the advice!! @EstatesLeiceste @LeicesterUnion



RETWEETS 2 FAVOURITES 3

10:44 am - 21 Apr 2015 · Details

Hide photo

Uni of Leicester



TWEETS
7,974

FOLLOWING
2,639

FOLLOWERS
29.9K

FAVORITES
1,895

LISTS
21

Uni of Leicester

@uniofleicester FOLLOWS YOU

Tweets from the University of Leicester.
The University that found the mortal remains of King Richard III. DNA fingerprinting was discovered here.

📍 University of Leicester

🌐 le.ac.uk

🕒 Joined October 2009

✉ Tweet to

✉ Message

How is the main University account managed alongside other departmental accounts such as ours?



Uni of Leicester

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✉ Tweet to

✉ Message



Uni of Leicester @uniofleicester · May 15

Everybody is enjoying the weather down at the Petting Zoo :) Don't forget your #ZooSelfie



👍 5 ⭐ 6

[View photo](#)



Uni of Leicester @uniofleicester · May 15

@owlyross No #zooselfie?? ^VR

👍 ⭐

[View conversation](#)



Uni of Leicester @uniofleicester · May 15

@SittingWarrior Give us a #zooselfie! ^VR

👍 ⭐

[View conversation](#)



Uni of Leicester @uniofleicester · May 15

@jesslucymo Great blog again :) ^Vic

👍 ⭐

[View conversation](#)

Uni of Leicester



TWEETS
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📍 University of Leicester
🌐 le.ac.uk
🕒 Joined October 2009

🗨️ Tweet to

✉️ Message

- From 100 followers in 2012 to 30,000 in 2015!
- Don't follow out of politeness, it'll dilute your news feed.
- Quality over quantity
- 50/50 time relationships spent on and offline

Uni of Leicester



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES	LISTS
7,974	2,639	29.9K	1,895	21

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🌐 le.ac.uk
🕒 Joined October 2009

👉 Tweet to

✉ Message

3 stages of Communication

Long term: Conversations had about things which happen every year e.g. graduations

Short term: Meetings on a weekly basis with certain departments, including press office

Reactive: Responding to there and then, news stories and comments are a good example

Uni of Leicester



TWEETS
7,974

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The University that found the mortal remains of King Richard III. DNA fingerprinting was discovered here.

📍 University of Leicester

🌐 le.ac.uk

🕒 Joined October 2009

✉ Tweet to

✉ Message

KEY MESSAGE: What are you saying? Why are you saying it? Who are you saying it to? What's your content?

- Keep Twitter open

You can't tweet about it if you can't see it

- Schedule it in

Pre-plan daily tweets during events like Go Green Week

- And don't schedule it in!

You can't always plan for that Eureka moment so just go on it when you can

Top Tips: Don't be a twit!

Do	Don't
Respond to genuine questions or statements	Ignore bad or negative reviews
Give careful and well-thought responses	Get drawn into rants/trolls
Feel free to point people towards interesting topics	Be too divisive, personal or emotive unless you are well-prepared for topics
Keep it current and topical	Don't be political
Use visual tools like images and videos	
Check your facts	Don't just share blindly
Speak in the first person	

Twitter gaffes

- Beware the hashtag



Susan Boyle Susan will be answering your questions at her exclusive album listening party on Saturday. Send in your questions #susanalbumparty Susan HQ

30 Oct on [Twitter](#)

- Mind your spelling



Naomi Campbell 
@NaomiCampbell



 Follow

Congratulations malaria on your
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12:56 PM - 11 Oct 2014

Twitter gaffes

- Ouch... that's bad timing

 **Travis Butler**
@travisbutler Follow

Check out how excited Paramount are about the 9/11 skyscraper-explosion-fireball artwork for the #TMNT movie though [twitter.com/ParamountAU/st...](https://twitter.com/ParamountAU/status/1111111111)

 **Adam Batty**
@adamhopelies Follow

Has the TMNT 9/11 thing become a meme yet? Wolverine at Auschwitz? Snake Plisskin surfs the Tsunami? Batman aboard the Costa Concordia?

 **Dean Callaway**
@Deano_Valentino Follow

I wonder why no one at the design phase thought this poster art direction was a bad idea. #TMNTMovie #tmnt 9/11 pic.twitter.com/uDI4rlgWKR

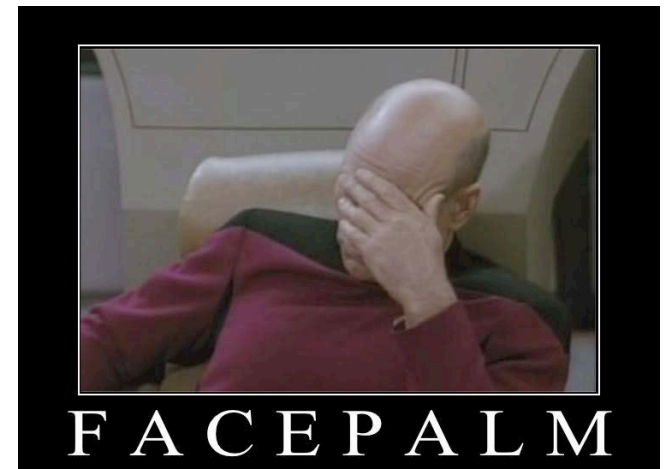


Twitter gaffes

- You're just doing it wrong... or are you?



- Do you know any more famous Twitter gaffes?



4 take home messages

- Build your brand identity
 - Don't be dull!
- Build relationships
 - have conversations
- Exploit the resource
 - free information, inspiration and market research
- Know your audience
 - Be current and relevant

Questions (140 characters max!)

- We have one, has anyone found an easy way of making your own cover picture? We find it difficult to make it to the right size with good resolution.