

How to Take Your Twitter Strategy from Meh to Wow



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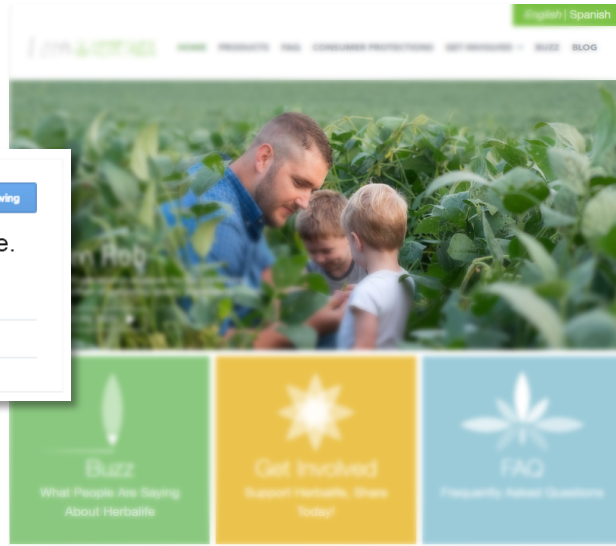
328 Million

Monthly active users, 7 million more than expected and 9 million more than the prior quarter. Revenue better than expected at \$548 million but still continues to decline.

Global Nutrition Client in Crisis

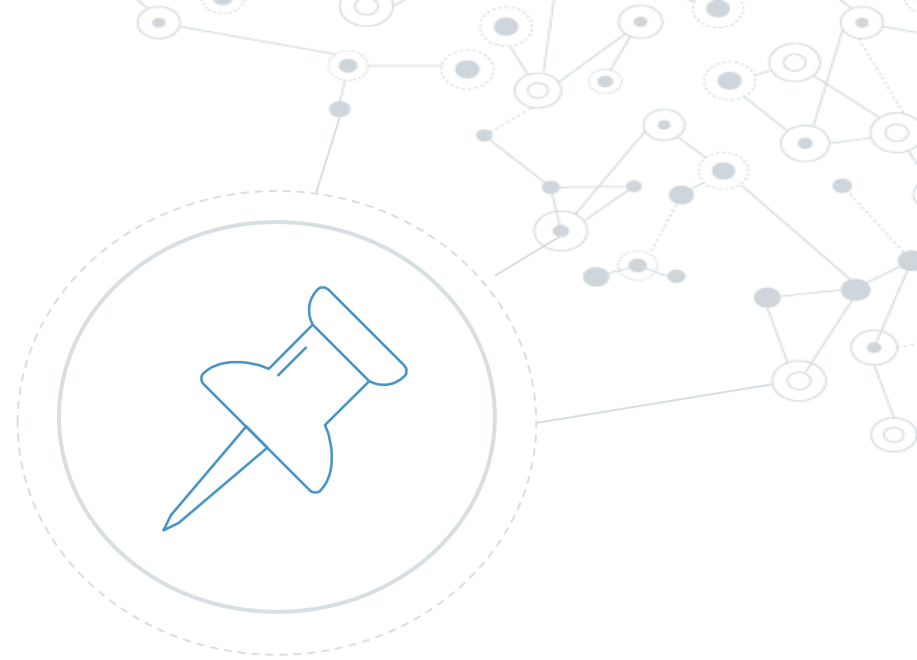
Arranging a Response

To avoid cluttering the branded Twitter account, we launched a website and new Twitter account dedicated to proactively and reactively respond to the criticisms waged against our client.



Aha! Moment 1.

Launch **dedicated Twitter account** to fight back against long-term regulatory crisis.



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Client: Global Consumer Packaged Goods Corporation

MARS

P&G

Kellogg's

Coca-Cola

Nestlé



Johnson + Johnson



Unilever

Mondelēz
International

SKD Knickerbocker

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Aha! Moment 2.

Internal Legal Team Woes.

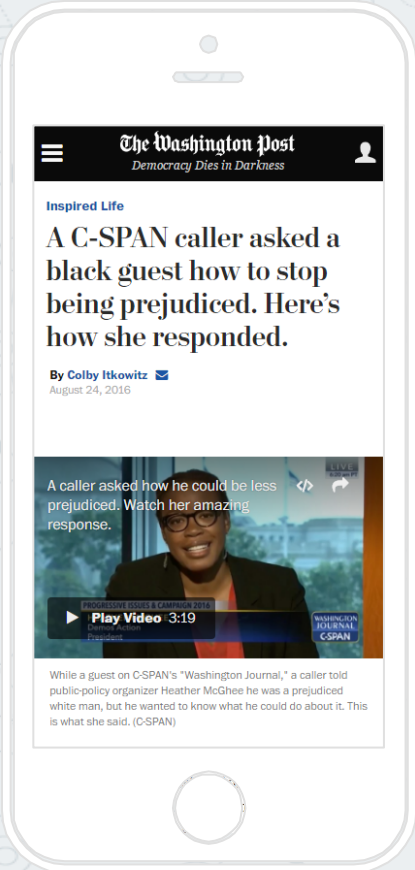
It's your job to understand the legal issues when social media platforms are used for communication. From privacy, to false claims to disclosure of confidential information – the question is not whether to use social media but how.

Meet Social Response Directory.

Develop a social response document that anticipates various scenarios and get pre-approved by legal. Just remember to maintain your social voice and not have your responses sound too canned or evergreen.

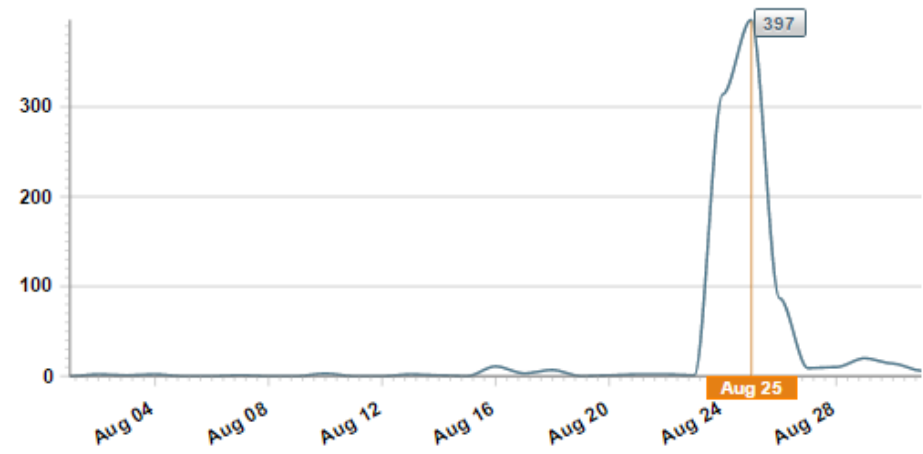


Executive Communications



Create Viral Moments

Always look to build campaigns that have a natural viral element. Use social listening tools to track trending topics and hashtags and then expand upon!



Metrics to Track

- ⦿ **Reach:** Number of people who could be exposed to the post
- ⦿ **Impressions:** Number of times a post was viewed
- ⦿ **Likes, Comments, Shares:** Main form of engagement on Facebook
- ⦿ **Click-Through:** Number of times a user engaged with the Call-To-Action and clicked on the post
- ⦿ **Mentions, Replies, Retweets, Favorites:** Main forms of engagements on Twitter

Recap

**Aha!
Moment
#1**

**Launch a Dedicated
Twitter Account to
Respond to Attacks**

**Aha!
Moment #2**

**Combat Legal
With a Social
Response Directory**

**Aha!
Moment #3**

**Create Powerful
and Memorable
Viral Moments**



Key Takeaways = Guiding Principles



Protect your **owned channels** in a crisis expected to last a long time by launching a dedicated account for **proactive** and **reactive response**.



You need a bull's eye strategy to deal with **legal issues** on **social**. Get ahead by developing a **social response directory**, with anticipated questions and responses. Then, get legal to **preapprove**.



The best **viral moments** are unplanned and determined by the **people**. Keep your eyes open for the moments and **be ready to act**.

Thanks!

Any questions?

You can find me at:

[@BiancaPrade](#)

Bprade@skdknick.com

