



Craft Killer Tweets that Leap Out in a Crowded Stream

Krisleigh Hoermann

Director of Marketing, Institute for Precision Cardiovascular
Medicine
American Heart Association



The Institute
for Precision Cardiovascular Medicine™



It's nice to meet you

- Krisleigh Hoermann | Director of Marketing, Institute for Precision Cardiovascular Medicine | American Heart Association
- 7 years at AHA/ASA (with a sabbatical working in technology)
- Prior PR/social media to a variety of industries including nonprofit, healthcare, event, retail, energy and finance
- Grew up #volunteering
- #Passionate about using social media to create connections



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It's a brave new world

@KrisleighH | @American_Heart | #SocialShakeUp

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Tell better stories.

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@American_Heart

Following



Help build healthier lives for the future.
Create your legacy by joining My Research
Legacy™ spr.ly/60148G9rw.
[#myresearchlegacy](#)



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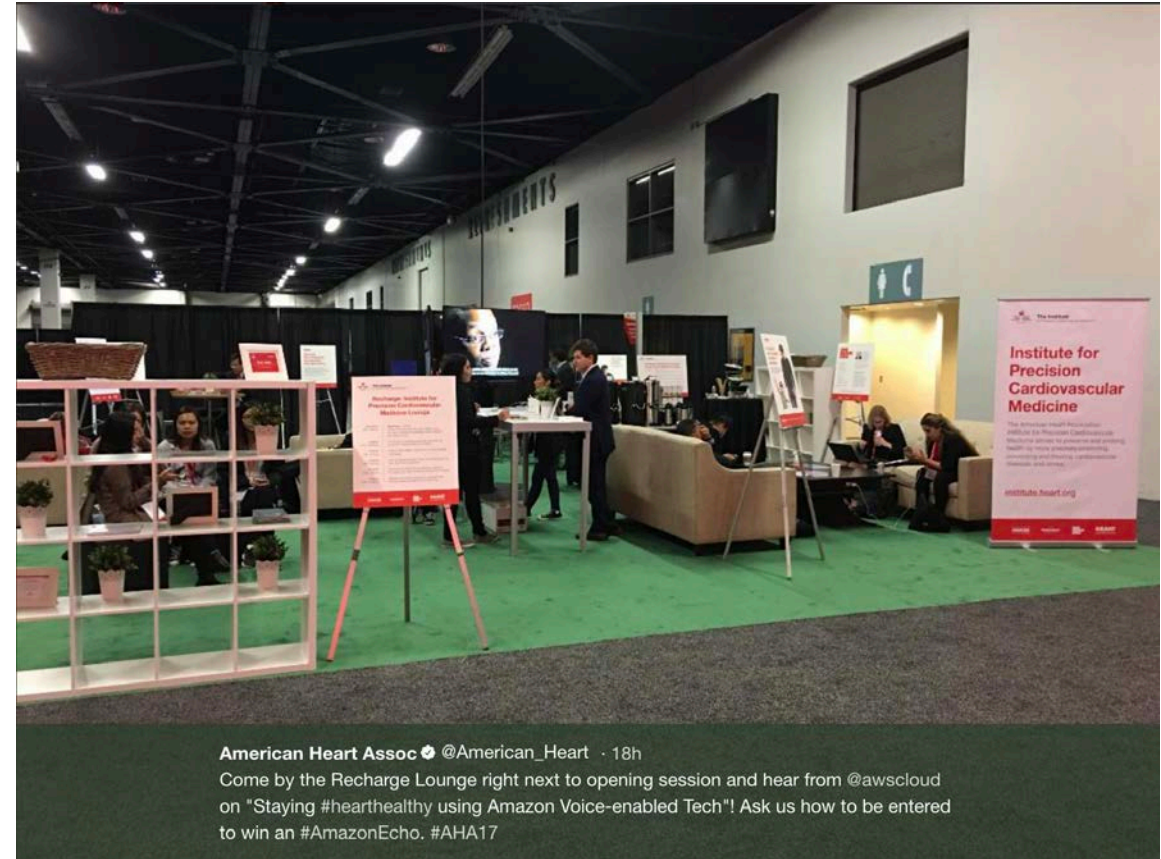
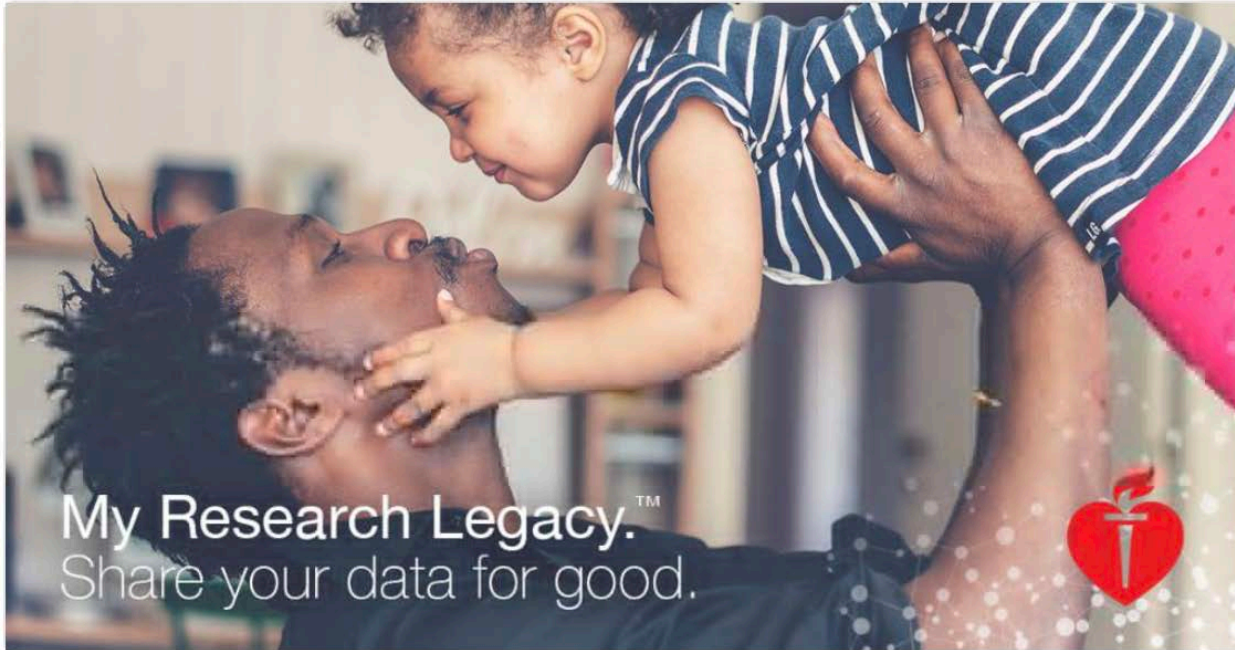
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@American_Heart

Following



Make a difference by donating your data. Researchers need your help to end heart disease & stroke. spr.ly/60128YaGm
#MyResearchLegacy



American Heart Assoc @American_Heart · 18h

Come by the Recharge Lounge right next to opening session and hear from @awscloud on "Staying #hearthealthy using Amazon Voice-enabled Tech"! Ask us how to be entered to win an #AmazonEcho. #AHA17

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Emily Welbourn

@emilygoesred

Follow



Wonderful to see past AHA Chairman & lifelong advocate @alroyse at Bringing Science to Life #AHA17! Thank you for sharing my passion for #MyResearchLegacy! @AHAPugetSound



7:08 PM - 11 Nov 2017

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Let your community speak for itself



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Let's talk about your community

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To start

Set your objectives

Use Twitter Insights for a basic view of your current community

Listen for

Super fans

Influencers

Event Tweeters

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Audience insights

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IMAGE

+Add comparison audience

OVERVIEW Top interest Comedy (Movies and television)	DEMOGRAPHICS Top language English	LIFESTYLE Top lifestyle type Online buyers	CONSUMER BEHAVIOR Top buying style Quick & easy	MOBILE FOOTPRINT Top wireless carrier AT&T
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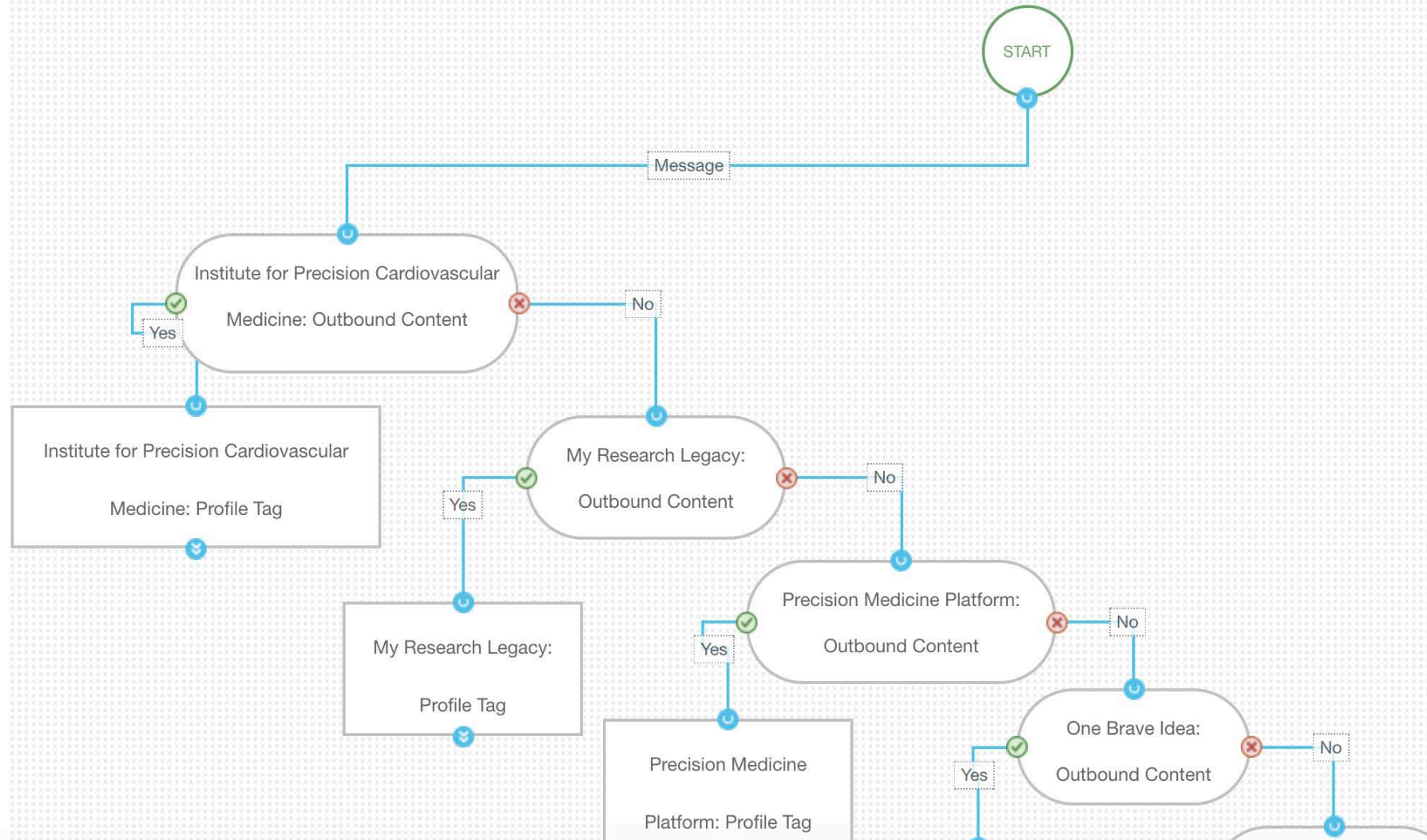
Use Twitter Insights

Target with Twitter Ads or your engagement platform's ad portal

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Maya @MarfMom · Sep 22

Have you agreed to share your health data securely with [#MyResearchLegacy](#) yet? Help researchers find cures!



1 comment 1 retweet 1 like



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@American_Heart

Replying to @MarfMom

Thanks for sharing! We're honored to have your support, Maya!

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Looking back

- Go long!
- Share stories that are authentic with your community
- Let your community speak for itself
- Know your audience
- Act on those insights

Tools we use

- Sprinklr
- Twitter Ads
- Twitter Insights
- Canva (for quick and easy images)
- iMovie app (for quick and easy videos)

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Thank you



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