



# Craft Killer Tweets that Leap Out in a Crowded Stream

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**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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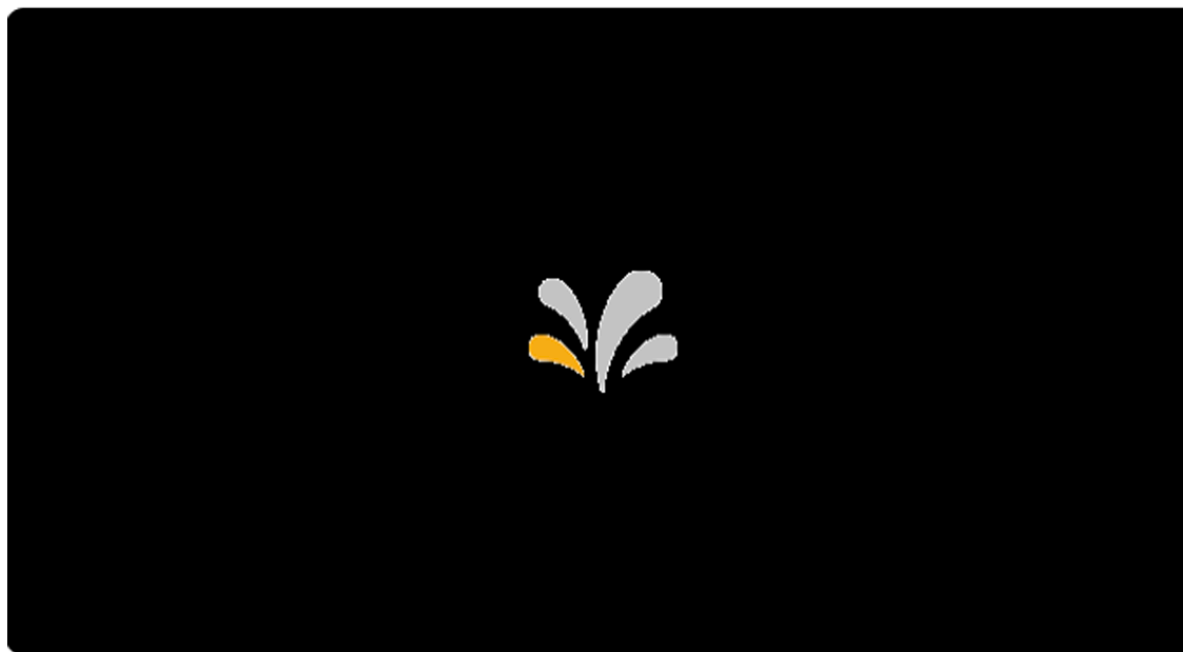
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@American\_Heart

Following



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



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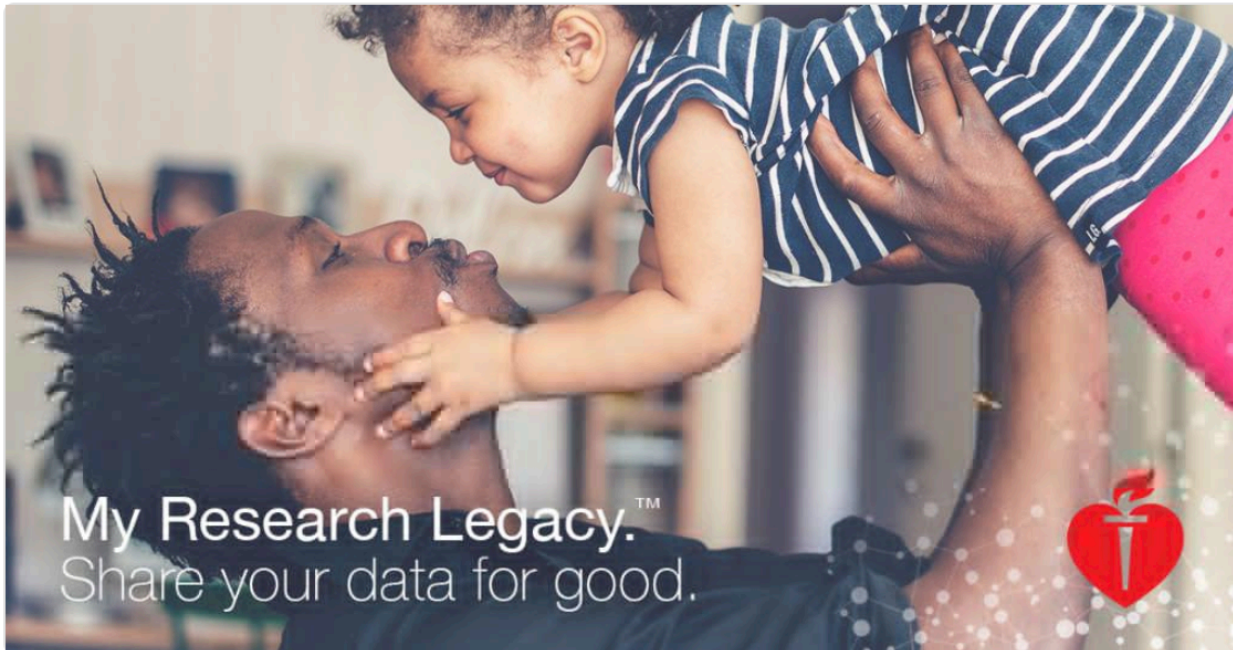
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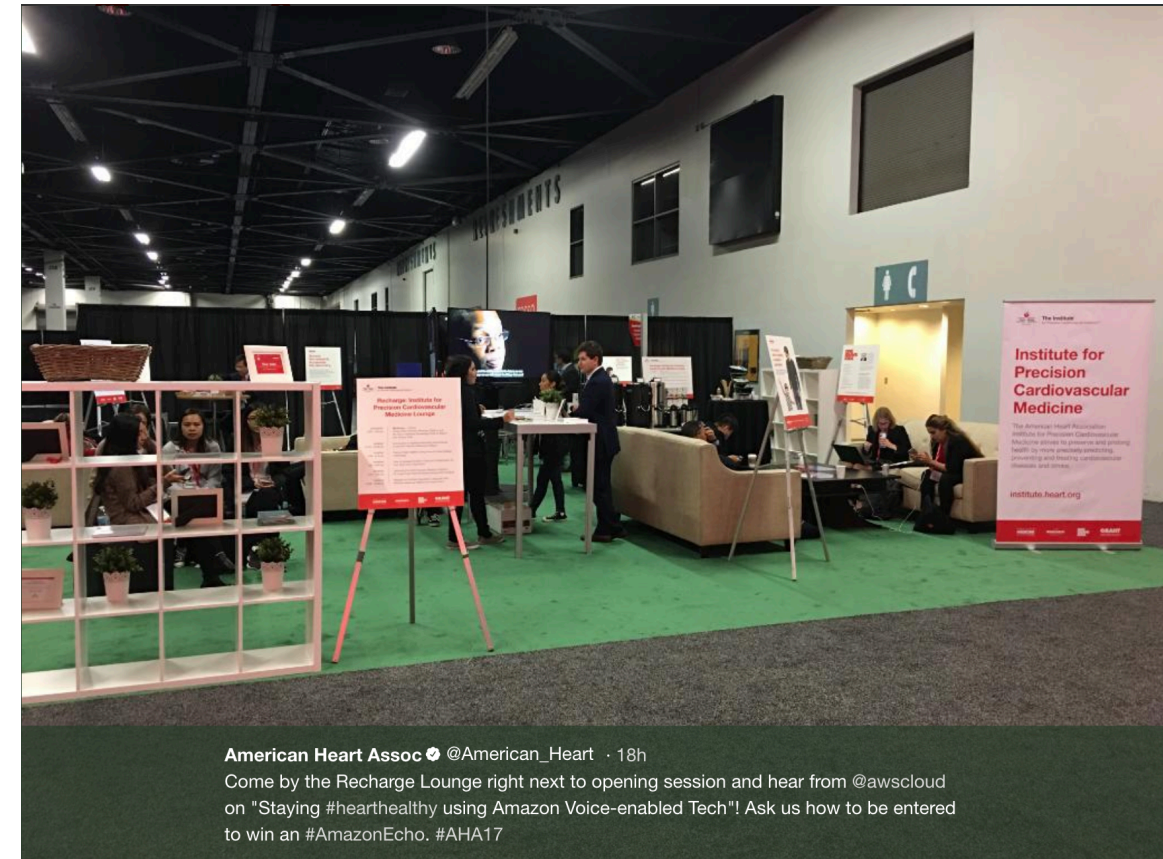


Make a difference by donating your data. Researchers need your help to end heart disease & stroke. [spr.ly/60128YaGm](https://spr.ly/60128YaGm)  
[#MyResearchLegacy](#)



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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

All Twitter users ▾

Country: United States

Persona: All Twitter

Add more filters

Create new campaign ▾

+Add comparison audience

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

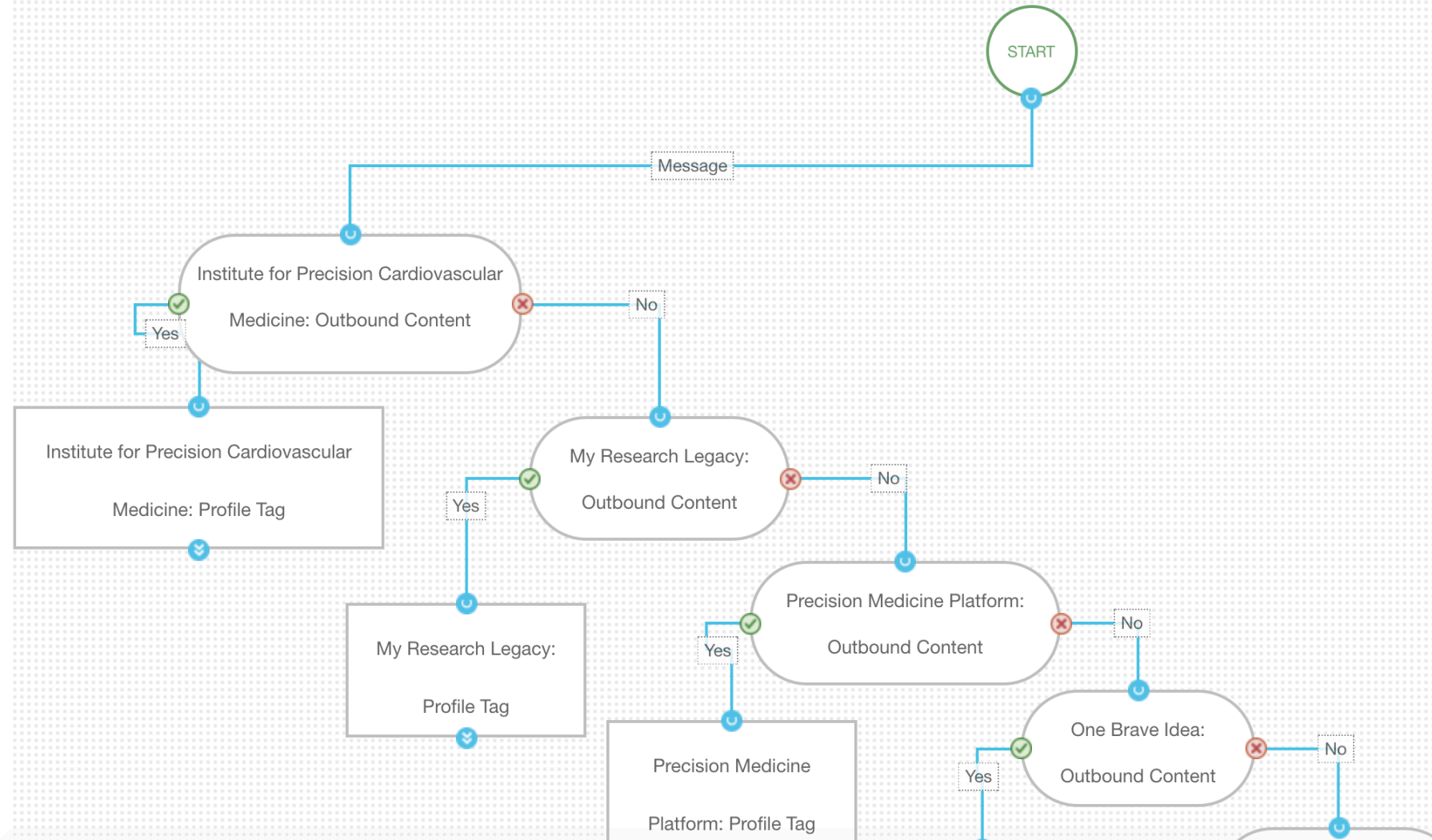
Use Twitter Insights

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!



**Build a lasting legacy.**

My Research Legacy™ seeks to create healthier lives for future generations through research done in collaboration with individuals. We want to learn with y...

[myresearchlegacy.org](http://myresearchlegacy.org)



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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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