

ClubsOnline Quick Reference Guide – Twitter

Top 5 Checklist	Remember
<ul style="list-style-type: none"><input type="checkbox"/> Link Twitter account to club website<input type="checkbox"/> Retweet relevant fan tweets for others to read<input type="checkbox"/> ...<input type="checkbox"/> ...<input type="checkbox"/> ...	
Do's	Don'ts
<ul style="list-style-type: none"><input type="checkbox"/> Engage in communication with members and fans<input type="checkbox"/> Be informative<input type="checkbox"/> Be witty and engaging<input type="checkbox"/> Understand your sport<input type="checkbox"/> Tweet regularly	<ul style="list-style-type: none"><input type="checkbox"/> Be boring<input type="checkbox"/> Be self-promoting<input type="checkbox"/>
Handy Links	Terminology
<ul style="list-style-type: none">• Twitter Tools for Community and Communications Professionals by Brian Solis	

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