

ClubsOnline Quick Reference Guide – Twitter

Top 5 Checklist	Remember
<ul style="list-style-type: none">• Follow at least 5 clubs• Follow at least 5 people your members may find interesting• Tweet at least once a day• Retweet at least one tweet per day the club finds relevant to your members• Reply to at least one Tweet per day	<ul style="list-style-type: none">• Link club Twitter account to club website• Link club Twitter account to club Facebook page• Retweet relevant fan tweets for others to read• Reply to posts/messages• Check your Mentions and respond
Do's	Don'ts
<ul style="list-style-type: none">• Engage in positive communication with members and fans• Be informative• Be witty and engaging• Understand your sport• Tweet regularly	<ul style="list-style-type: none">• Be boring• Be self-promoting• Whinge• Forget to check your spelling• Be afraid to voice your clubs viewpoint
Handy Links	Terminology
<p>https://support.twitter.com/groups/31-twitter-basics#</p> <p>https://support.twitter.com/groups/40-twitter-tour#</p>	<ul style="list-style-type: none">• Tweet: The act of posting a message• Mention: Refers to Tweets in which your username was included• Direct Message: A private message between sender and recipient• Avatar: Profile picture
More Online Training http://www.hubspot.com/Portals/53/docs/small-business-social-media-ebook-hubspot.pdf	