



5 Tips to Promote Your Webinar on Twitter

1 Add images

Humans process visuals

60,000x faster than text

150

%

more retweets are received when using visual imagery

Try sites like Canva or Pablo by Buffer to create images that will catch readers' eyes

2 Use hashtags

- Relevant hashtags can nearly double your engagement
- But using more than two hashtags can decrease engagement by 17%
- Sites like hashtagify.me can find popular hashtags in your industry

3 Include tracking links



Monitor the effectiveness of your social promotions with tracking links



Use Google's URL builder to create a link with UTM parameters for easy tracking



Use Bitly, TinyURL, Ow.ly or Goo.gl to save character space

4 Interact with Twitter community



Tweets that ask followers to retweet receive **12x** higher retweets

77% of users on Twitter feel more positive about a brand when they get a reply

71% who receive a response are more likely to recommend the brand

Tweets shorter than 100 characters have a **17%** higher engagement rate

5 Tag speakers and companies



Include speakers' personal and company Twitter handles to let them easily retweet and share your message

Tagging them will attract their attention to your message and make it easy for them to share with their own network



Download

the BrightTALK **Guide to Using Social Media with Webinars** for more tips and best practices.

BrightTALK is built for a new era of connection. Marketers use BrightTALK to create streaming content, run online events and connect with buyers. Millions of professionals stream free talks from trusted experts to stay current on trends, learn best practices, and inform decisions that affect their role, company, and industry the most. Over 1,000 companies use BrightTALK to differentiate their brand, increase campaign conversions, and grow their business by building lasting relationships with their ideal audiences.

Source links

1. http://www.3rd-force.org/meetingnetwork/readingroom/meetingguide_pres.html
2. <https://blog.bufferapp.com/a-complete-guide-to-creating-awesome-visual-content>
3. <https://blog.bufferapp.com/a-scientific-guide-to-hashtags-which-ones-work-when-and-how-many>
4. <https://linchpinseo.com/infographic-twitter-tweet-cheat-sheet>
5. <https://www.webhostingsecretrevealed.net/blog/socialmedia-marketing/10-essential-rules-for-effective-twitter-marketing-in-2015>
6. <https://blog.socialchamp.io/top-twitter-marketing-tips-and-tricks>