

TWITTER TIPS - Case Study: ITS Washington 2015

November 3-4, 2015

DKS was a proud supporting sponsor for the 2015 ITS Washington chapter meeting.

The two-day event in Seattle included technical tours of WSDOT, a half-day training on connected vehicles and a day of keynotes by leaders from local, state and federal agencies, as well as private sector innovators.

During the second day, DKS took to Twitter to initiate buzz and create conversation around **Adrian Pearmine's** panel discussion on **ITS and Collaboration for Smarter Cities**, and **Bryan Nace's** thoughts on the **Advancement in Transit Communications Technology**.

Terms to Know

1. Impressions: Similar to a page view, it is the number of times a Tweet showed up on a users' screen or monitor.

2. Engagements: Total number of times a user interacted with a Tweet. This includes clicks anywhere on the tweet (hashtags, links, avatar, user name and tweet expansion), and RTs, replies, follows and likes.

3. Engagement Rate: The number of engagements (likes, clicks, RTs, replies and follows).



RT: "Retweet," or a way to share another user's tweet with your Twitter feed.



Mention: A way to tag another user in a Tweet, or start a conversation with another user.



Hashtag: A way to group tweets under certain topics i.e. tweets for the conference use #ITSWA15

The Stats:

Day 1:

Impressions: 729
Tweets: 3
Engagement: 3.0%

Day 2:

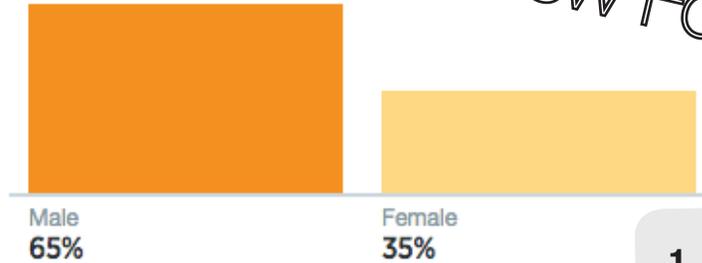
Impressions: 2,915
Tweets: 18
3 link clicks
2.5% engagement rate
16 RTs
28 Likes
1 Reply

Day After:

Impressions: 1,335
Tweets: 3
Engagement Rate: 1.3%

+15 New Followers

Gender



Interests

Interest name	% of audience
Business news and general info	70%
Business and news	65%
Technology	64%
Tech news	64%
Politics and current events	63%
Business and finance	49%
Science news	47%
Government	43%
Entrepreneurship	41%
Financial news	41%

1. Oregon: 23%
2. California: 19%
3. Washington: 9%

Top Tweet

- Impressions: 798
- Engagements: 12
- Engagement Rate: 1.5%



DKS Associates @dksassociates · 22h

How does an agency future proof for new tech? "Question niche apps and proprietary apps and their long term sustainability."
[#ITSWA15](#)



Top Media Tweet

DKS DKS Associates @dksassociates · Nov 3
Packed room for Bryan Nace's discussion on the advancements in transit communications tech at #ITSWA15 @ITS_America



Impressions: 487 • Engagements: 9 • Engagement Rate: 1.8%

The Insights:

- Tweets with rich media have 313% more engagement, and 52% more RTs
- Tweets paired with “?” drive 25% more clicks

(Source: Twitter Internal Data 2014)

Top DKS Employee Tweet



Adrian Pearmine @adrian_pearmine · Nov 3

Best Quote "Car & Driver Mag is going to have to change their name to Car" Charles Knutson, Gov's Office #ITSWA15



Impressions: 934 • Engagements: 27 • Engagement Rate: 2.8%

The tweet received 5 RT's, including one from Cubic Transportation, an industry leader in tech travel solutions with 1,500+ followers.

CUBIC.



Cubic Transportation retweeted your Tweet.

Post Conference Success:

- Adrian gained 88+ followers after going active on #ITSWA15 Day 1.
- He now has 420 followers (three weeks post conference).

- Adrian was recognized as an expert on #SmartCities, thanks to his Twitter activity.
- Using an embedded tweet, or quoted tweet by another user, will increase engagement and credibility.



Adrian Pearmine @adrian_pearmine · Nov 13

Thanks DK. Finally started my Twitter since joining the @dksassociates team and I've been amazed at the response

DK @justadandak

anyone interested in the #smartcities discussion should follow this chap :-)
twitter.com/adrian_pearmin...

The Insights:

- Tap into conversations that people are already having.
- If you are active you have:
 - 2.4x more RTs
 - 2.1x more mentions
- A follower's favorability towards a user or company increases 74% when he or she sees a tweet from them.
- A non-follower's favorability increases 36% when he or she sees a tweet from a user or company.

(Source: Twitter Internal Data 2014)

Additional Takeaways

So What?

Social Media is an important business tool, because it achieves:

- Drive traffic to your website
- Generate good word of mouth by clients / customers
- Be viewed as an expert in your field
- Recruitment / Retention
- Learn more about our competition, clients and community

Tips+

Twitter is particularly popular among those under 50 and the college-educated.

Consult the company's social media policy to guide posts, tweets and conversations.

Test images on Tweets to optimize for engagements and conversion. Add stats to boost images.

Let clients opt in on their own, or choose to follow you. The best way to get them to do this is to tell people to follow you and what they will get out of it.

Find your Twitter handle's analytics' page at analytics.twitter.com.

Don't have time to Tweet? Set up scheduled Tweets with Hootsuite, or other free management tools.