

Tips to Create Twitter Chats



Think of the possibilities of talking with prospective clients as a group.

As a tour operator you can let people know that you'll be hosting a Twitter chat at a specific time and will feature destination information and a conversation with an expert—YOU!

As a supplier a Twitter chat is the perfect medium to bring together brand advocates

Successful Twitter chats feature:

- A moderator who's armed with a series of questions to generate conversation
- A pre-arranged # (hashtag), theme and start/finish time
- Strong marketing to attract passionate participants
- As a participant you may want to use a platform to easily see the conversation as it unfolds and not have other tweets get in the way. Check out:
 - TweetDeck
 - Hootsuite
- For small business owners, here are a few that may be of interest:
 - **#smbiz**: A chat where small business owners can get answers from experts and other SMB owners. Takes place every Tuesday from 8 to 9pm.
 - **#TourismChat** at 2p Central every other Thursday.
 - **#blogchat**: Offers advice on how to better your blog. Takes place on Sunday nights from 8 to 9pm CT.



CUSTOMIZED
MANAGEMENT
SOLUTIONS

Catherine J. Heeg

Customized Management Solutions

Phone: 403 726 0171 Fax: 403 726 0371

Catherine.heeg@cmsspeaking.com www.cmsspeaking.com

www.twitter.com/catherineheeg www.linkedin.com/in/catherineheeg

Facebook: www.facebook.com/CustomizedManagementSolutions