Twitter advice for Trending during #ToTheAltar

Hi #POstables. I’ve been doing some reading about ways to increase the chance to trend on Twitter. Here are some tips to follow on July 15.

1. Remember how many of us were in trouble in the spring for using the RT button too often? That’s because hitting RT is a move a robot can do. Twitter wants topics to trend because these topics are being discussed. Use RT to broadly disseminate information. A straight RT does not hold as much weight as a comment that “adds value to a conversation”. It’s hard for me to pass up that RT button, and I do use it sometimes, BUT there are three BETTER ways to “add value to a conversation” that will make trending more likely.
2. Three ways to “add value to a conversation”:
3. Write an original tweet. Include #POstables and one @.
4. Hit the RT button but select “RT with Comment”. Add a short, appropriate comment plus #POstables and one @.
5. Hit the comment bubble on the left and add a comment, being sure to add #POstables and one @.
6. By the way, it IS possible for you to “RT with comment” a tweet that is already a “RT with comment” so go ahead and do that. It will count as “adding value to the conversation”.
7. The sources I’ve read say that using more than one hashtag dilutes the strength of the tweet, so just use #POstables, that’s the hashtag we want to trend. I know that’s hard. Try to follow that advice at least for times we’re really trying to “push the envelope” in order to trend on Twitter!
8. The sources I’ve read vary as to the need to add an @. I suggest you use @hallmarkmovie if in doubt because then they see directly the volume of our tweets. You could also use any of our actors, writers or the Hallmark execs. Some sources say you can use more than one @, some say just use one, so use 2 or 3 if necessary, but usually stick to one.
9. Keep it simple. It takes times to try to trend by using tweets that “add value to a conversation”. We’ll watch #ToTheAltar often so let’s save complex commentary that takes time to compose for then. On July 15 we just want to get a lot of original tweets out there.
10. When you “like” a tweet it adds NOTHING to trending. Save time for tweets that really matter.
11. Twitter will track #POstables trend for 3 hours BEFORE and 3 hours AFTER #ToTheAltar airs, so don’t neglect to be present for the 8 hours #POstables will be tracked.
12. I suggest you all try to follow these tips while we’re doing the #1PerNightCountdown so you’re more proficient on premiere night!
13. It is possible to schedule tweets ahead of time on Buffer or Hootsuite, apps you download for free. This puts a lot of tweets out there IN ADDITION TO the ones you’ll compose and react to in real time. If you’re interested, there’s a second document with some tips.