



The Zero To Hero Framework For Twitter Success

- Decide who will be in charge of managing your school's Twitter account(s).
- Create a new [Twitter](#) account. Customize the colors to match your school's website. Add a custom background to really make your school stand out.
- Find 12-24 people in your community to follow. Observe what they are saying. Note which Tweets turn you on and which Tweets turn you off. Learn by following others.
- Consider placing a Twitter badge on your website to let your website readers know that your school is now using Twitter.
- Use [Twitter Search](#) to find people talking about you, your staff, or your school... and respond to them.
- Use Twitter to broadcast school events, but also to ask/answer questions and help your community.
- To save time and money, consider syncing your Twitter account with your Facebook Page.
- If deemed appropriate, use [TweetLater.com](#) to set up an auto-follow message and schedule Tweets in advance.
- Keep Tweeting... every day... and remember to listen, ask questions and help people first! Occasionally, send out your own content. Be personable and have fun!!!