



Magnificent Marketing In 140 Characters or Less

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Purpose



Goals

Engage



Content

Efficiency



Efficiency

**Best
Practices**



Make it Happen

#uvamc

PURPOSE

Defined Goals

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ENGAGE

- Content that works
- Conversation with hashtags
- Behind the Scenes

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Everyone is a reporter.

**What are they saying
about your brand?**

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THE BEST ...

- Time to post
- Way to Measure Success
- Share content
- Tag people

Smartphone trumps DSLR Camera

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**Pictures are more
interesting when
there are people
involved.**

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Everyone is a reporter.

**What are they saying
about your brand?**

#uvamc

Everyone
is a
reporter

What are they saying?

EFFICENCY

- Scheduling Content
- Measure Success
- Bye Unused Platforms
- Content Calendar
- Connect the sites

When to Pin



thursday
saturday &

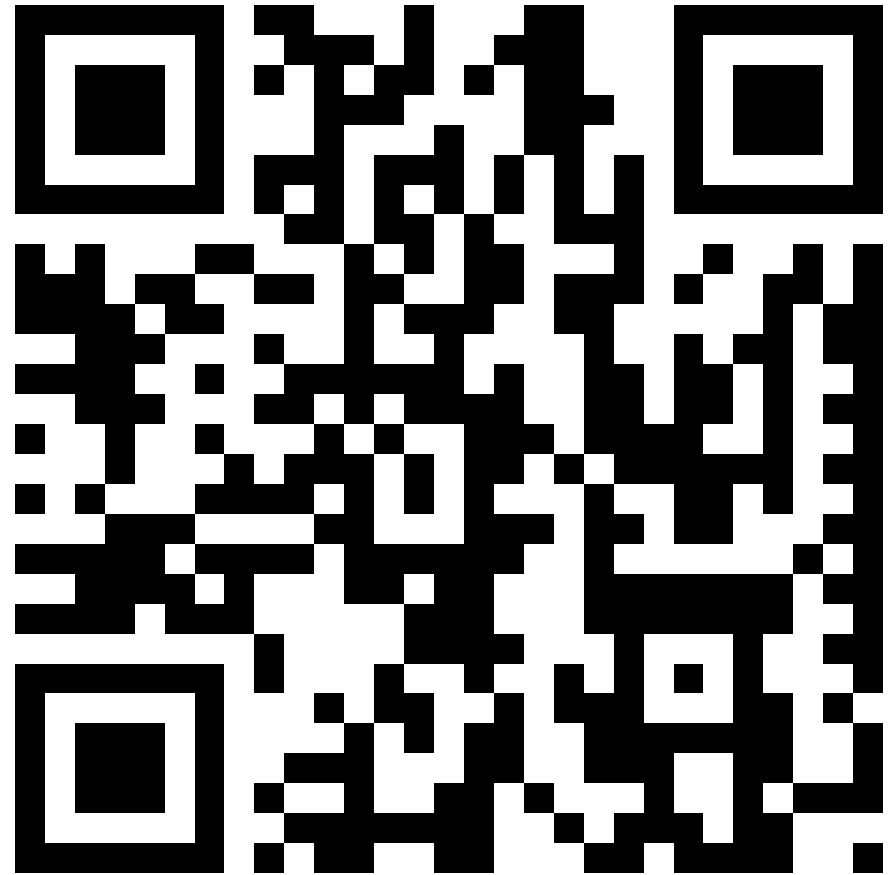


YOU CAN STILL DUNK IN THE DARK



SPREAD THE WORD

- Links on email
- Website
- QR Codes
- Brochures



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**If you aren't excited,
no one else will be
either.**

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QUESTIONS



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