

Tweet Chats

Building The Ultimate, Organic
Social Media Community On Twitter



Nice to meet you,
I'm Winnie!



I'm Winnie

- Managing Director of Sun Group Wealth Partners, an award winning financial consulting firm
- Personal Finance Media Personality
- Financial Advisor
- Ranked as one of the most influential financial pros on social media today
- Good Day LA Personal Finance Contributor
- Forbes Contributor
- CNBC FA Digital Council Member
- Host of The Winnie Sun Podcast
- Host of the trending #WinnieSun Tweetchat

Forbes

cheddar

—  **CNBC** —
**FINANCIAL
ADVISOR
COUNCIL**

WSJ

FOX
BUSINESS

 **CBS**

**GOOD
DAY
LA**



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Meet the
#WinnieSun Tweet Chat



365K+

Followers on Twitter

150M+

Impressions per hour

20B+

Impressions overall



WHAT IS A

TWEETCHAT?

- A TWEET CHAT IS A LIVE TWITTER EVENT, USUALLY MODERATED AND FOCUSED AROUND A GENERAL TOPIC.
- TO FILTER ALL THE CHATTER ON TWITTER INTO A SINGLE CONVERSATION A HASHTAG IS USED.
- A SET TIME IS ALSO ESTABLISHED SO THAT THE MODERATOR, GUEST OR HOST AND PARTICIPANTS ARE ALL ABLE TO ENGAGE IN THE CONVERSATION.



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HOW DO YOU PARTICIPATE IN A **TWEETCHAT?**

- TWEET DURING THE DESIGNATED TIME USING THE CONVERSATION HASHTAG.
- IT'S ALSO POSSIBLE TO JUST FOLLOW THE CONVERSATION BY SEARCHING THE HASHTAG WITHOUT ENGAGING—BUT WHAT FUN IS THAT?



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“Tweet chats are great not only to learn more about subjects in which you are interested, but also to find new connections who share similar interests. These tweeps are more likely to re-tweet or favorite your content and, as you do the same for them, they are more likely to introduce you to their social media audiences.”

—*Jen Lilienstein*
**Leader of Digital Marketing
Efforts for *Touring & Tasting***



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SHARING KNOWLEDGE WITH YOUR COMMUNITY

THERE ARE SEVERAL TYPES OF TWEET CHATS:

- SOME PROVIDE ACCESS TO PEOPLE WHO ARE TYPICALLY DIFFICULT TO GET A DIRECT LINE TO, LIKE CELEBRITIES OR EXECUTIVES
- SOME ARE FOR HOBBYISTS AND INTERESTS, LIKE TALKING ABOUT EUROPEAN TRAVEL OR POPULAR TV SHOWS
- SOME ARE MORE Q&A-CENTERED TO PROVIDE HELP AND INFORMATION, LIKE ANSWERING PERSONA FINANCE OR SMALL BUSINESS QUESTIONS. FIND YOUR ANGLE THAT WILL ENGAGE AND "EDUTAIN" YOUR COMMUNITY.



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WHAT ARE THE BENEFITS TO PARTICIPATING IN OR HOSTING A **TWEETCHAT?**

- BUILD BRAND RECOGNITION
- INCREASE VISIBILITY
- PARTNER WITH BRANDS & MEDIA TO ALSO EXPAND THEIR REACH

TWEETCHAT TIPS

- SCHEDULE AND TIME BLOCK.
- BIG TWEETCHATS ARE FAST! PREPARE YOUR ANSWERS, GRAPHICS, VIDEOS BEFORE THE TWEETCHAT.
- BE YOURSELF, BE REAL, BE KIND, BE AUTHENTIC.
- CHECK YOUR ANSWERS FOR GRAMMAR, SPELLING.
- BE CONSISTENT.
- WELCOME OTHERS, ENGAGE THE COMMUNITY



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THANK YOU!

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