

Make Your Tweets Part of the Big Event

✖ By Jill Kurtz, Owner, [Kurtz Digital Strategy](#)

Twitter is the [social media](#) platform of news junkies so it's no surprise that there are lots of tweets around events. Even fairly inactive users can come alive when they attend a conference or concert. So, events are a great opportunity to get your content seen. This can be done with both paid and organic efforts on Twitter.

Targeting Twitter Ads

You can target Twitter ads using event targeting. Event targeting gives you the ability to focus a campaign around the growing conversation for specific targeted events. To add event targeting to your Twitter ad campaign, use the Select Your Audience segment during the campaign set-up process.

Organic Twitter Event Engagement

You can also insert yourself into a popular event by identifying and applying trending hashtags. These are constantly updated on the left side of the Twitter home screen.

Finding Events

Twitter offers an event-targeting calendar that offers some historical stats and data that can give you a better understanding of how the platform is used to discuss specific celebrations and moments. The event targeting calendar is accessed from the Twitter Analytics dashboard. Click on Events in the menu at the top.

You can filter by date, type, and location to find events of interest. Click on any events to access information about the

Twitter discussion around that event from the previous year, such as tweets, tweet impressions and gender splits. There's also insight into locations where the event is most discussed.

About the Author: Jill Kurtz founded Kurtz Digital Strategy to help clients see the communication potential of the newest trends and technologies. She is an expert at website strategy and redesign, social media planning, and developing exceptional content.