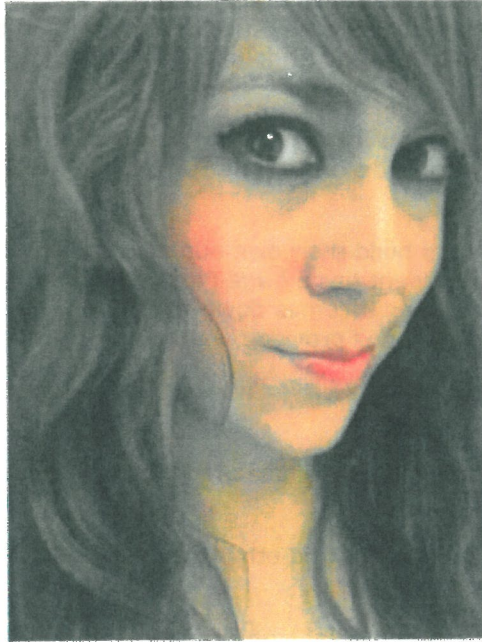


Jen Joyce Explains How To Manage 7 Twitter Accounts



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Welcome to another addition of [#TwitTipThurs](#), the weekly post where [@KIRO7Seattle](#) and [Jenni Hogan](#) bring you Twitter tips from social media experts.

This week's subject is [Jen Joyce](#), the social media manager for Provenance Hotels. Jen is the woman behind Seattle's [@Hotel_Max](#) Twitter account, but she also runs five other Provenance accounts -- [@hotel_deluxe](#), [@hotel_murano](#), [@hotel_lucia](#), [@hotel_preston](#) and [@provenancehotel](#) -- as well as her own personal account, [@knitpurl](#).

Jen manages Provenance's presence on several other social networks as well, such as Facebook, Foursquare, various mobile applications and more. She's brought a lot of attention to Provenance's hotels through her social media efforts and often speaks on expert panels to share her experience and knowledge.

How does one run seven Twitter accounts? What kind of tools/forms of time management/etc. do you use?

Great question. The answer is...very, very carefully. I use a few applications to help manage the accounts. [Hootsuite](#) is great for all of my timed tweets. It's not something I like to do for all tweets and info. Trust me! I would prefer to tweet as organically as possible! Sadly, it is not always possible. Hootsuite is also great for tracking clicks per link and other stats. [Tweetdeck](#) is what I *always* have open. This is a desktop application that allows you to set up several columns and alerts for each of those columns. For Hotel Max, I have a column for Hotel Max's followers, mentions of [@hotel_max](#), direct messages, the search "hotel max" and finally, "Seattle hotel." Why Seattle hotel? Well, for all those people that randomly tweet out to the universe, of course -- those who wonder where they should stay in Seattle! We want them to be our guests. Back to alerts. The alerts feature is great for if you are not currently looking at the application. A small box will pop up in the corner (you can even choose which corner!) of your screen and it makes a little noise that sounds like a bird tweeting. Finally, because this position is pretty much "on" whenever I am awake, I need my mobile device to be social media ready. For that, I use the [official Twitter app for iPhone](#). You can easily manage several accounts and right from the palm of your hand, no matter where you are.

You're based in Seattle, but you Tweet for hotels located in other cities – how do you keep up with what's going on in those places to keep your Tweets relevant/contextual?

I am so fortunate to do social media for some awesome properties in amazing cities. When I first started my position I visited our other cities constantly. I stepped into the world of several coffee shops, restaurants, touristy haunts and music venues. I ate some of the best food, drank the best wine and listened to the most amazing music. (Seriously, the Seattle/Portland music scenes are amazing!) I still explore a lot any time I am in each city, and I definitely follow all the key players -- those with their fingers on the pulse. Very important.

Since you Tweet for hotels, do you intentionally try to build an audience that's primarily outside of their given locations (e.g. outside of Seattle for Hotel Max)? If not, what kind of audience have you built?

Honestly, I love to let the accounts build their own audiences. The Hotel Max account has a huge Seattle following and the Hotel deLuxe account has a huge Portland following, but I find that the Lucia has more of a cross-country interaction. And when it comes down to it, it is just as important to have local following as international following. Our communities provide us so much support and we love them for that.


Do you have any general advice for Twitter users? General advice! Yes. If you are tweeting for a business, I have a few words of wisdom:

1. Make sure you know the personality of the brand and let that personality shine with what you say and how you say it.
2. Don't just talk about the business. Find other things to discuss and make sure to interact with the people who are following.
3. Don't forget that meeting people in person is just as important as having them follow you. Have a Tweet-up.
4. Put a face to a name and show off your product.

My advice to people who are tweeting personally? Be yourself, but remember that everyone could be watching -- including your mother. Oh, and don't just use twitter to complain. Don't be a Debbie Downer. We are following you because you interest us. Tell us the good that is happening too!

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