

# Posting Guidelines for the Fastener Industry

# TWITTER

With 330 million users, Twitter is a great way to interact with members, potential members, and industry leaders. It is also a platform to connect with new customers and boost your brand recognition.



## QUICK TIPS



### ENGAGE

Retweeting and liking other tweets is an easy way to network and boost your account's visibility.



### STAND OUT

Include an image or video in your tweet. Tweets that include an image or video are 17% more likely to be retweeted.



### REACH THE RIGHT PEOPLE

Utilize hashtags - they are a valuable tool to ensure your tweet reaches your target audience. Try ones that are:

- ✓ industry related
- ✓ specific to your brand

*choose your hashtags wisely!*

When a post has more than 2-3 hashtags, engagement is shown to drop by 17%

## POPULAR INDUSTRY HASHTAGS

#FASTENERS #MADEINAMERICA #SCREWS  
 #WIFISISTERS #USAMADE #FASTENERTRAINING  
 #INDUSTRIALSUPPLY  
 #AUTOMATION #FASTENERNEWS  
 #DISTRIBUTION #MANUFACTURING #INNOVATION  
 #MFG #FASTENERWOMEN #SUPPLYCHAIN

“It's not just about consuming content, but sharing it, passing it on, and adding to it.”

— Ariana Huff, Huffington Post

When talking about someone who is on Twitter, use their handle to tag them in your tweet

## INDUSTRY TWITTER HANDLES

ASSOCIATION HANDLES		
	Southwest Fastener Association	@SouthWfastAssoc
	NFDA	@nfdafastener
	WIFI	@fastenerwomen
	Pac West Fastener Association	@PacWestFastener
	Midwest Fastener Association	@MWFA_News
	North Coast Fastener Association	@NCFA1A
	Mid Atlantic Fastener Distributor Association	@MAFDA_US
	Young Fastener Professionals	@YoungFastPros
	Fastener Industry Coalition	@FstnrCoalition
OTHER POPULAR HANDLES		
	Link Magazine	@officiallinkmagazine
	Fastener News	@fastenernews
	Fastener Expo	@fastenerexpo
	Fastener Expo	@FastenerShow
	Fastener Fair	@FastenerFairUSA
	Fastener Training Institute	@FastenerSchool
	Global Fastener News	@GlobalFastenerNews
	Fully Threaded Radio	@fullythreaded
	Traveling Salesman	@TravelingSlzman

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