

WP Tweets PRO

User's Guide

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Installation

WP Tweets PRO is an add-on to the WordPress plug-in [WP to Twitter](#), so the first step in installing WP Tweets PRO is to install and configure WP to Twitter. If you already have WP to Twitter installed and working, you can move straight on to the next step!

Install WP to Twitter

WP to Twitter is most easily installed using the built-in installer on the WordPress plug-in dashboard. Navigate from your main dashboard to `Plugins > Add New`, and search for “WP to Twitter”.

For more information about installing plugins, read the article from WordPress [on Managing Plugins](#).

Configure WP to Twitter

After installing the plug-in, you'll need to connect the plug-in to Twitter via an authentication method called OAuth. This authentication method doesn't use your username or password, which means that

Connect to Twitter

WP to Twitter Set-up

Your server time: Sunday, 31-Mar-13 19:06:22 UTC Twitter's time: Sunday, 31-Mar-13 19:06:23 UTC .If these timestamps are not within 5 minutes of each other, your server will not connect to Twitter.

Your server timezone (should be UTC,GMT,Europe/London or equivalent):UTC

- 1. Register this site as an application on [Twitter's application registration page](#)**
 - If you're not currently logged in to Twitter, log-in to the account you want associated with this site
 - Your Application's Name will show up after "via" in your twitter stream. Your application name cannot include the word "Twitter."
 - Your Application Description can be anything.
 - The WebSite and Callback URL should be <http://dev.joedolson.com>

Agree to the Developer Rules of the Road and continue.
- 2. Switch to the "Settings" tab in Twitter apps**
 - Select "Read and Write" for the Application Type
 - Update the application settings
 - Return to the Details tab and create your access token. Refresh page to view your access tokens.

Once you have registered your site as an application, you will be provided with four keys.
- 3. Copy and paste your consumer key and consumer secret into the fields below**

Twitter Consumer Key

Twitter Consumer Secret
- 4. Copy and paste your Access Token and Access Token Secret into the fields below**

If the Access level for your Access Token is not "*Read and write*", you must return to step 2 and generate a new Access Token.

Access Token

Access Token Secret

[Connect to Twitter](#)

the system is more secure, because it limits access to your account, rather than providing full access to the account. However, it is also more work to set up.

There are detailed instructions in WP to Twitter indicating how to set up your Twitter application to receive data from the plug-in, so I won't repeat those here, but I do want to emphasize the importance of following the instructions very closely – the order in which you do each step does matter.

Install WP Tweets PRO

Because WP Tweets PRO is not hosted in the WordPress.org plug-in repository, you can't use the automatic installer for your initial installation. You'll need to either install it via the plug-in uploader or install it using an FTP program to upload the files to your server.

WP Tweets PRO is a completely separate plug-in from WP to Twitter, and needs to be installed separately. It is not a replacement for WP to Twitter, nor is it something that should be installed inside WP to Twitter. Treat it the same as you would any other plug-in.

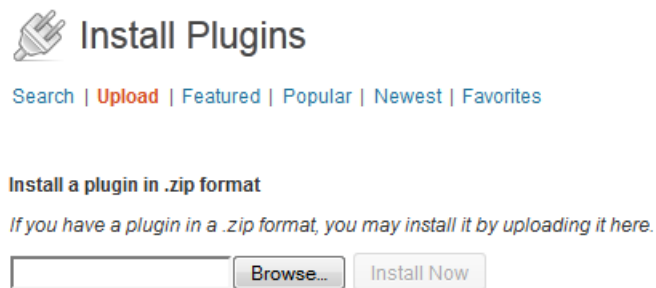


Illustration 1: The WordPress plug-in uploader interface

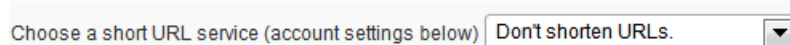
Again, I recommend the WordPress Codex article “[Managing Plugins](#)” for assistance in dealing with uploading, installing, and uninstalling plugins.

Basic Settings

While the usage of WP Tweets PRO is fairly simple, there are many options available to configure, so it can be valuable to have an understanding of what they all are and why you might choose particular settings. I'm just going to run through all of the settings for WP to Twitter and WP Tweets PRO, starting with the standard WP to Twitter options.

URL Shorteners

Selecting a URL shortener is very much a personal preference. In practice, all URLs of any kind are shortened by Twitter's own shortening service at <http://t.co>. Your shortened URL may display instead of the t.co URL, but this is highly variable. If you do not shorten your URL, it's more likely that the t.co URL will display.



The advantages to shortening your URLs are largely about statistics and branding.

Branding: Using a service like YOURLS or Bit.ly, you can define a custom short URL domain that relates to your web site. For example, I could use <http://jdlsn.com/> to produce short URLs for <http://www.joedolson.com>. There's no character savings, since the t.co shortened version of my URL will be 22 characters no matter what I do, but the jdlsn.com domain is slightly more likely to be displayed to the user.

Statistics: Using services such as Bit.ly, Su.pr, or YOURLS, you can gather statistics on the clickthroughs for each link you've submitted to Twitter. These aren't gathered by WP to Twitter, but by the services used to shorten links. This can be helpful for determining how many people are actually clicking through from Twitter to your site when you post. However, it can be labor intensive to gather, and there are other ways to gather statistics of this type.

Your choice of a URL shortener has no impact on how long your URLs will be on Twitter or how many characters you have available to write your Tweet.

Template Settings and post types

Settings for type "post"	Settings for type "page"
<input checked="" type="checkbox"/> Update when a post is published Text for new post updates <input type="text" value="New post: #title# #url# #account#"/>	<input type="checkbox"/> Update when a page is published Text for new page updates <input type="text" value="New page: #title# #url#"/>
<input checked="" type="checkbox"/> Update when a post is edited Text for post editing updates <input type="text" value="Post Edited: #title# #url#"/>	<input type="checkbox"/> Update when a page is edited Text for page editing updates <input type="text" value="Page edited: #title# #url#"/>
Settings for type "mcm_faq"	
<input type="checkbox"/> Update when a mcm_faq is published Text for new mcm_faq updates <input type="text"/>	
<input type="checkbox"/> Update when a mcm_faq is edited Text for mcm_faq editing updates <input type="text"/>	

WP to Twitter includes support for custom post types, so you can Tweet from any special case content created by plug-ins or themes that uses that API. These are very common, and are used to power FAQs, lists of testimonials, events, and many other special features. For each post type (which includes 'posts' and 'pages' by default), WP to Twitter allows you to define the text to be sent on the initial publication of a post or when a post is edited, and checkboxes to indicate whether you want these fields turned on.

If an option is enabled (checked), but there is no text in the template field, then you'll see the WP to Twitter fields when working on a post in that context, but will only send a Tweet if you fill in the 'custom Tweet' text field.

The Tweet texts are templated, and can support a wide variety of fields:

- #title#: the title of your blog post
- #blog#: the title of your blog
- #post#: a short excerpt of the post content
- #category#: the first selected category for the post
- #cat_desc#: custom value from the category description field
- #date#: the post date
- #modified#: the post modified date
- #url#: the post URL
- #author#: the post author (@reference if available, otherwise display name)
- #displayname#: post author's display name
- #account#: the twitter @reference for the account (or the author, if author settings are enabled and set.)
- #@#: the twitter @reference for the author or blank, if not set
- #tags#: your tags modified into hashtags. See options in the Advanced Settings section,

below.

- #ref#: An @reference to either the author of the post, or to the main site's Twitter account, depending on what account sent the Tweet. (*Only available for PRO with Co-Tweeting*).

You can also create custom shortcodes to access WordPress custom fields. Use doubled square brackets surrounding the name of your custom field to add the value of that custom field to your status update.

Example: `[[custom_field]]`

Tweeting Comments and Links

With the removal of the link manager from WP 3.5, tweeting links may not be available in your installation unless you install the 'Link Manager' plug-in: <http://wordpress.org/extend/plugins/link-manager/>. If you do have the link manager available, you can use these fields to configure Tweets when you add a link to your blogroll or another list of links. Because links don't use the same meta data that's available for posts, the template tags are different. You can only use #title#, #url#, and #description# within link templates.

When Tweeting comments, you should exercise extreme caution. There are many, many potential issues surround the Tweeting of comments.

First, you need to keep in mind that all Twitter users have a strict limit to the number of Tweets they can send in a period of time. Twitter does not disclose the specific limits, because it is variable by time of day, context, and other issues – but in general, it's estimated to be around 10-20 Tweets in 15 minutes. The only stated limit is 1000 per day, but the division of this thousand Tweets is variable. If your site receives a lot of comments, you may not wish to Tweet comments.

Second, you should consider the fact that all Tweets **must** be differentiated to be sent to Twitter. Identical Tweets will almost always be blocked, either by WP to Twitter or by Twitter. (WP to Twitter does some basic checking for duplication, but does not check as much of your posting history as Twitter does.) This means that you need to use a *variable* template tag in your comment template in order to have it reliably sent to Twitter. The only two variable template tags available are #commenter#, which posts the commenter's name, and #modified#, which posts the post modified date (which will be the date the comment is left. Either of these will take up characters – **and posting the commenter's name field is a gateway to allow somebody to spam your Twitter stream**. If you have this enabled, I can not take responsibility for the consequences.

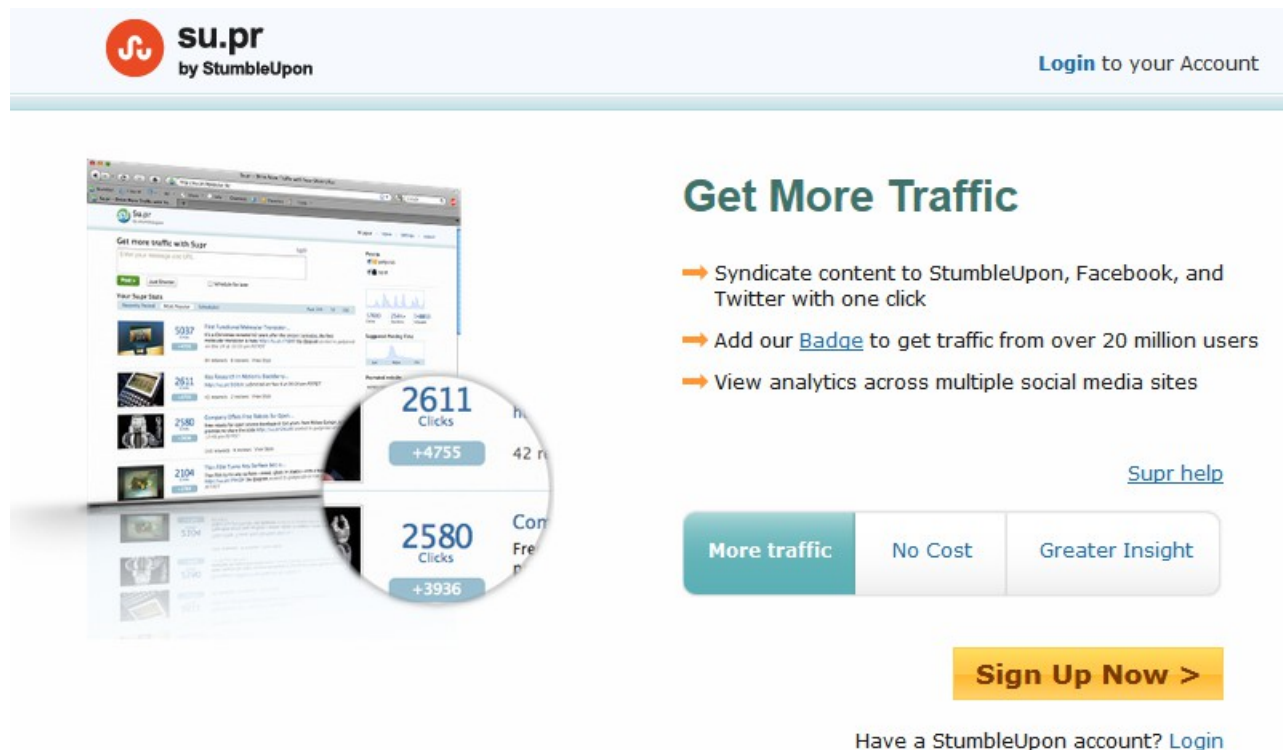
URL Shortener Account Settings

The required URL shortener account settings are fairly straightforward, but vary depending on what shortener you use. Su.pr does not require any account information, but you can add it in order to get information about your links. Bit.ly and YOURLS require account information to function.

Su.pr

...is very easy to set up, if you can figure out how to get the API key. The path to find the key is **not** easy to follow.

First, go to <http://su.pr>



su.pr
by StumbleUpon

Login to your Account

Get More Traffic

- Syndicate content to StumbleUpon, Facebook, and Twitter with one click
- Add our [Badge](#) to get traffic from over 20 million users
- View analytics across multiple social media sites

[Supr help](#)

More traffic No Cost Greater Insight

Sign Up Now >

Have a StumbleUpon account? [Login](#)

Then, log-in. But don't use the obvious 'Login to your account' at the top; use the "Have a StumbleUpon account? Login" near the bottom of the page.

Once you've logged in, you can click on the 'Settings' link and get your API key.

Bit.ly

Is also quite easy to set up, but you have to be sure to get the **right** API information. Once you have an account, if you go to https://bitly.com/a/your_api_key, you can see the correct Username and API key

to use for your account.

YOURLS

Because YOURLS is an application you need to set up yourself, it's quite a bit more difficult to use. I can't provide a tutorial on installing YOURLS, but you can read up on that here:

<http://yourls.org/#Install>.

Your YOURLS account details

Path to your YOURLS config file (Local installations) Example: `/home/username/www/www/yourls/includes/config.php`

URI to the YOURLS API (Remote installations) Example: `http://domain.com/yourls-api.php`

Your YOURLS username:

Your YOURLS password:

☐ Post ID for YOURLS url slug.
☐ Custom keyword for YOURLS url slug.
☒ Default: sequential URL numbering.

A YOURLS password and username is required to shorten URLs via the remote YOURLS API and WP to Twitter.

Yourls can be set up for WP to Twitter either as a local application or as a remote installation. As a local application, you need to know the file path for your hosting environment, so that WP to Twitter can find the configuration files and access YOURLS code. As a remote application, you just need to provide the URL that points to the YOURLS API file. That will general be in the root directory of your application, on whatever server you've using.

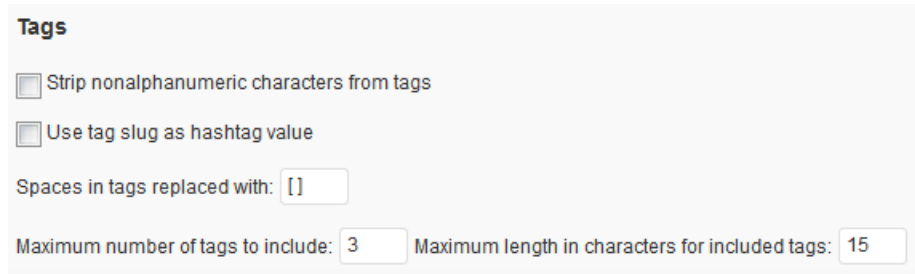
For either method, you need to provide your username and password in order to create shortcodes.

Additionally, YOURLS supports a few different options within WP to Twitter for how short URLs are created. They can use the post ID (which may look like <http://your.ls/7328>), they can use a custom keyword (that you assign when you create the post), or they can use the YOURLS default URL generation system.

Advanced Settings

There are many miscellaneous advanced options, loosely grouped by topic.

Tags



The screenshot shows a settings panel titled "Tags". It contains two checkboxes: "Strip nonalphanumeric characters from tags" and "Use tag slug as hashtag value", both of which are currently unchecked. Below these is a text input field labeled "Spaces in tags replaced with:" containing the characters "[]". At the bottom, there are two numeric input fields: "Maximum number of tags to include:" with the value "3", and "Maximum length in characters for included tags:" with the value "15".

WP to Twitter can convert the tags you add to your posts into Twitter hashtags. On Twitter, hashtags must be cohesive sequences of letters with no spaces, so WP to Twitter will replace any spaces in your tag with a character you define. If the field is blank, WP to Twitter will simply remove all spaces. *In the past, the default was an underscore character, and [] was required to strip spaces.*

Because hashtags have very specific searchability characteristics on Twitter that are different from the needs on your web site, WP to Twitter allows you to change the nature of your tags significantly. Removing all alphanumeric characters will take out any punctuation characters in a tag. Using the tag slug instead of the tag name means that you can define specific translations between the tag visible with your post and the hashtag sent to Twitter. The tag slug can be edited at *Dashboard > Posts > Tags*.

The number of tags to include and length of included tags are controls to detail which tags should be sent. With a 140 character limit on the length of a Tweet, you probably don't want to include every tag on your site in your Tweet. These rules let you dictate how many of the tags will be included, and what the max length of those tags should be.

To give an example of usage, let's suppose you check the option to use the tag slug as the hashtag value, then restrict your maximum length in characters to 10 characters. You then edit the tag slug for an event tag that you want on your site as "Fabulous WordPress Conference 2013" to the hashtag "fabWC2013". Although "Fabulous WordPress Conference 2013" is too long to be posted, the actual tag that will be sent is only 9 characters – and will go out as the specific tag you are using to track event information on Twitter.

Template Tags

Template Tag Settings

Length of post excerpt (in characters): *(Extracted from the post. If you use the 'Excerpt' field, it will be used instead.)*

WP to Twitter Date Formatting: April 2, 2013 *(Default is from your general settings. [Date Formatting Documentation](#).)*

Custom text before all Tweets:

Custom text after all Tweets:

Custom field for an alternate URL to be shortened and Tweeted:

Some of the template tags you can use in your Tweet templates can be configured to suit your needs. The `#post#` template tag grabs an excerpt from your post, but you will want to specify how many characters it uses. If you're using any of the date template tags: `#date#` or `#modified#`, you probably want to control how that date is displayed – that 140 character limit can hurt if you're putting dates as “September 30th, 2013 at 2:15 am”.

The custom field for an alternate URL is a good way to handle imported data or special events where the most important goal for the Tweet is to send people somewhere other than the post you're writing. This field will replace the value used in the `#url#` template tag with whatever value is in that custom field.

The two “custom text” fields are for adding common data to all Tweets – if you want every Tweet to include the hashtag “`#mysite`”, then you can add it to one of these fields, and save yourself the need to enter it separately.

Template Tag Priorities

Template tag priority order

The order in which items will be abbreviated or removed from your Tweet if the Tweet is too long to send to Twitter.

<input type="text" value="0"/>	Excerpt
<input type="text" value="1"/>	Title
<input type="text" value="2"/>	Date
<input type="text" value="3"/>	Category
<input type="text" value="4"/>	Blogname
<input type="text" value="5"/>	Author
<input type="text" value="6"/>	Account
<input type="text" value="7"/>	Tags
<input type="text" value="8"/>	Modified
<input type="text" value="9"/>	@
<input type="text" value="10"/>	Cat_desc

If the content of your Tweet adds up to more than 140 characters, WP to Twitter will start to remove information. You can control what information is the first to be shortened or removed from Tweets.

Special Cases for Tweeting

Special Cases when WordPress should send a Tweet

☐ Do not post Tweets by default

☐ Do not post Tweets by default (editing only)

☐ Allow status updates from Quick Edit

☐ Send Twitter Updates on remote publication (Post by Email or XMLRPC Client)

Don't want to Tweet every post? Setting these options will help control when WP to Twitter sends a Tweet. Not posting Tweets by default means that Tweets won't be sent unless you check the option to Tweet that post. Not posting Tweets by default when editing means that your original publishing will send normally, but Tweeting on edit will require you to check that box.

How is this different from disabling Tweets in the basic settings?

If you disable Tweeting on edit in the basic settings, you will not have any option to Tweet when editing. If you disable Tweeting using this option, the fields for Tweeting will be present, but will be disabled unless you indicate you want this edit Tweeted.

Allowing status updates from Quick Edit means that you can use the quick editing or bulk editing feature in WordPress and it will send a status update. You should use this with care – if you're doing bulk editing, you will end up sending a Tweet for every post edited at once!

Google Analytics

Google Analytics Settings

You can track the response from Twitter using Google Analytics by defining a campaign identifier here. You can either define a static identifier or a dynamic identifier. Static identifiers don't change from post to post; dynamic identifiers are derived from information relevant to the specific post. Dynamic identifiers will allow you to break down your statistics by an additional variable.

☐ Use a Static Identifier with WP-to-Twitter

Static Campaign identifier for Google Analytics:

☐ Use a dynamic identifier with Google Analytics and WP-to-Twitter

What dynamic identifier would you like to use?

If you're using Google Analytics, you can configure your URL shortening to include identifiers to track visitors from your WP to Twitter posted links to your site. The static or dynamic identifiers are indicators for how your Analytics data will be grouped.

Author Settings

WP Tweets User Settings

Use My Twitter Username ☐ Tweet my posts with an @ reference to my username.
☐ Tweet my posts with an @ reference to both my username and to the main site username.

Your Twitter Username Enter your own Twitter username.

Hide account name in Tweets ☐ Do not display my account in the #account# template tag.

In the free version of WP to Twitter, allowing custom author settings simply means that authors will have a field for their Twitter account. There are a few other associated settings, but basically it means that you can use the #account# template tag to provide an @reference to the author of the post.

Other options include the ability to exclude a specific account from being provided in the #account# template tag and to specify that the @reference should include both the author of the post and the main site accounts.

User Permissions

Permissions	
Administrator ▼	The lowest user group that can add their Twitter information
Administrator ▼	The lowest user group that can see the Custom Tweet options when posting
Administrator ▼	The lowest user group that can toggle the Tweet/Don't Tweet option
Contributor ▼	The lowest user group that can send Twitter updates

For multi-author blogs, you may want to customize which authors have access to various capabilities. You may not want to allow certain groups to customize the Tweet template or toggle the Tweet/Don't Tweet options. This is easily controlled by granting particular user groups specific permissions.

These permissions can get a little unpredictable if you're using custom Roles; it's an area that will get improved in the next major release of WP to Twitter.

Error Messages & Debugging

Error Messages and Debugging

- ☐ Disable global URL shortener error messages.
- ☐ Disable global Twitter API error messages.
- ☐ Get Debugging Data for OAuth Connection
- ☐ Switch to `http` connection. (Default is `https`)
- ☐ I made a donation, so stop whinging at me, please.

If you're either seeing too many errors or you need help connecting to Twitter, these options are for you. If you own this user's guide, you won't be seeing any of the donation requests, so the last option is irrelevant for you. And thank you!

Category Limits

Limit Updating Categories

If no categories are checked, limiting by category will be ignored, and all categories will be Tweeted. *Category limits are disabled.*

Check off categories to tweet

☐ Do not tweet posts in checked categories (Reverses default behavior)

☐ Uncategorized

Limits are exclusive. If a post is in one category which should be posted and one category that should not, it will not be posted.

[Set Categories](#)

Categories can work in two ways: either check the categories you want to send Tweets for, or check the categories that should **never** send Tweets.

- If you're choosing to send Tweets according to category, then any post that has one of those categories checked will be sent, even if it also includes a category that is not checked.
- If you're choosing to block Tweets according to category, then any post that has one of those categories checked will be blocked, even if it also includes a category that is not checked.

Currently, WP to Twitter doesn't support custom taxonomies for limiting Tweets. If you're using category limits, but publishing in a post type that uses a custom taxonomy, the category limits will be ignored.

WP Tweets PRO Settings

With WP Tweets PRO Settings, you'll have a whole new panel of settings that are specific to WP Tweets PRO. You'll also have pages added to your dashboard for viewing the archives of your past Tweets, any Tweets that failed to be sent to Twitter, and the currently scheduled Tweets.

WP Tweets PRO Settings

Your WP Tweets Pro License Key

907fac7745eca9cd1bf3ade98bd8a5

Number of minutes to delay tweets

5

Re-post Tweet after how many hours

39.5

Re-post Tweet how many times at this interval?

2

Differentiate Re-posted Tweets

Prepend to First Repost

Miss this?

Prepend to Second Repost

Last week:

Prepend to Third Repost

☐ Move repost prefixes to end of repost

Co-tweeting and Twitter Cards

☐ Enable Twitter Cards.

☐ Co-Tweet to Main Site account and author's account.

All co-tweets sent to this author

Post author

Add hashtag filters

☐ Filter Post Titles and insert hashtags

☐ Filter Post excerpts and insert hashtags

Custom Tweet Filters

Use these filters to set custom rules to block tweeting.

Filter field	Filter type	Filtered value	Delete Filter
Post Excerpt	contains	*%&^	<input type="checkbox"/>
--	--		

Update WP Tweets PRO Settings

Notes

These settings can also be set on a per-post basis. Leave empty for instant posting and no re-post.

Co-tweets are sent on an automatic random delay between 1 and 4 minutes.

Twitter blocks identical Tweets. Prepend text to differentiate reposts.

Hashtag replacement follows space replacement rules set in the Advanced settings.

Individual Author settings are set in user profiles. *Individual Author accounts are already enabled.*

The License Key field is pretty obvious – enter your license key, received in your purchase email (and also available by logging into your account at <http://www.joedolson.com/articles/account/>) to start using WP Tweets PRO.

Delays and Re-posts

The key functionality for WP Tweets PRO is the ability to **delay** and **automatically re-post** Tweets. Delays are calculated in minutes, re-posts in hours. This is because the normal usage for this is expected to be that you give a few minutes – maybe 15 – between when you publish a post and when you want it to reach Twitter, and this is your delay. (Your opportunity to fix typos or back out if you published a post by mistake!)

Re-posting should generally be further apart – I recommend 15.5 or 39.5 hours as a good default. This number is specifically chosen to ensure that your posts will consistently happen at very different times – thereby reaching different audiences. The worst choice for a re-post cycle is any multiple of 24 – people tend to use Twitter at roughly the same times on any day; so posting at 24 hour intervals means you may be putting your posts in front of the same people over and over again.

You can re-post each Tweet up to 3 times.

Differentiating your re-posted Tweets is **extremely important**. Twitter blocks duplicate Tweets, so if there isn't some degree of difference between your re-posted Tweets, they will not be posted to Twitter. Twitter will sometimes accept duplicate Tweets if there's a sufficiently long gap between them, but this is not a published interval, so you're on your own to figure out how far apart Tweets need to be for that to work. I recommend using some kind of short, noticeable phrase to indicate your re-posted Tweet.

The repost text is attached to the beginning of your Tweets by default, but you can move it to the end if you choose.

Twitter Card Support

Twitter Cards are a great feature for enriching the content of your Tweets. On Twitter, if you have Twitter Card support your Tweet can look like this:



This is a 'summary' type Twitter Card, which will include the title of your article, an excerpt, and a

small image of your choice along with your posted Tweet. This is a great way of making better custom use of your Tweet text, because the article information will be included separately.

Twitter Cards can also use the 'photo' format, which will be more focused around an image, rather than an article title and summary.

WP Tweets PRO supports both the photo and summary card formats, and will use your post's featured image to provide the relevant image. *WP Tweets PRO does not support video formats, as there are many installation-specific issues that need to be met in order for support to be possible.*

Twitter Cards support is not automatic – turning this on in WP Tweets PRO does not enable Twitter Cards on Twitter.

Applying for Twitter Card support is a simple process, but does take some time and is not guaranteed. In order to gain approval from Twitter to use Twitter Cards, follow these steps:

Fill out the application form here: <https://dev.twitter.com/form/participate-twitter-cards>

The application will ask for contact information – provide your own contact information.

Website domain: **.yourdomain.com* (the asterisk means support is applied for all subdomains on your domain.)

Description: up to you.

Username: Also up to you, but I recommend using the name associated with your primary Twitter account for the site.

Example cards: Include a URL to posts using a summary and a photo card. Once you've enabled the Twitter Cards option in WP Tweets PRO, all of your posts will immediately have summary cards enabled. You need to check the option to convert to a photo card on a post in order to have a URL for a photo card.

Preview your cards at <https://dev.twitter.com/docs/cards/preview> before submitting your application, to verify that the example cards will work correctly!

Co-Tweeting

If you have individual author accounts enabled, then you can allow authors to set up their own authorizations for their Twitter accounts. This allows posts to be sent to that author's Twitter account instead of the main site account. If co-Tweeting is enabled, then the posts will be sent to **both** the author's account and the main site account.

Co-Tweeting can be locked to just two accounts. This allows you to set up the main account and one

secondary account, and have all Tweets sent to those two accounts.

Hashtag Filters

While WP to Twitter includes the ability to add hashtags as a replacement for the #tags# template tag, WP Tweets PRO allows you to filter the text of your post titles and excerpts to replace terms with hashtags. The replacement is pretty simple: if a term is a match for the tag value, it will be replaced with the appropriate hash tag.

Custom Tweet Filters

There are many possible unique or unusual reasons you may want something not to be Tweeted. Maybe you don't want certain four-letter words to make it into your Twitter stream. Maybe you don't want new authors to be able to post to Twitter, so you want to create a custom filter for that author ID for a while. Custom Tweet filters allow you to create very specific filters to block Tweets for a variety of rules. Possible usage is a very broad swath of options, so that's really up to you!

Custom User Options

Tweet Template for new posts:

Tweet Template for edited posts:

In addition to the standard WP to Twitter user settings and the obvious addition of OAuth configuration fields, WP Tweets PRO allows users to have custom templates for their Tweets. They can establish a custom Tweet template that will automatically pre-fill the custom Tweet text box. They can then customize it further, or delete it from the custom Tweet box if they wish to use the standard Template format.

The WP to Twitter Post Box

WP to Twitter

Custom Twitter Post

Characters left: 140

Your template: New post: #title# #url# #tags#

☐ Don't Tweet this post.
 ☒ Tweet this post.

Delay for x minutes:
☐ No delay

Re-post after x hours:
☐ No re-post

☐ Co-tweet to site Twitter account

☐ Twitter Card: Photo

Re-post how many times:

Tweets are no more than 140 characters; Twitter counts URLs as 20 or 21 characters. Template tags: #url# , #title# , #post# , #category# , #date# , #modified# , #author# , #account# , #tags# , or #blog# .

[Get Support »](#)

For any post type where WP to Twitter is enabled, this panel is present when you're in a context that will allow posting Tweets from WordPress. If you have editing disabled in the basic settings, you'll only see it when you're authoring a post that has not been published yet; if it's been published, the panel will be absent.

The content of the panel varies depending on which edition of WP to Twitter you have installed, but the WP Tweets PRO version is shown.

What you set in the settings is largely a set of default values: when publishing, most of them can be adjusted on the fly for the post you're writing.

Scheduled Tweets

The WP Tweets PRO scheduled Tweets queue is an important part of managing your Tweets. If you have accidentally published an article that wasn't ready, this is where you would go to delete the Tweets for that article – saving yourself from having those posts make it to Twitter.

Managing scheduled Tweets is simple – you can clear the entire queue or delete individual Tweets. Additionally, on the scheduled Tweets page, you can custom schedule a new Tweet:

Schedule a Tweet

Tweets must be associated with a post ID; running the WP to Twitter filters for template tags and other custom fields is optional.

Tweet Text ☐ Run WP to Twitter filters on this Tweet

Characters left: 138

Date

2013-04-02

Time

07:59 pm

Associate with post ID: (required, default is most recently published)

Post to this author ▼

Schedule a Tweet

Recently published posts/IDs:

- OK. Try that again.... Post ID 101
- Test Post ID 88
- This is a test XMLRPC post.: Post ID 83
- What is LIP: Post ID 97
- This is a test I let's see what happens

When scheduling a Tweet, you can schedule any text, at all; there's no need to be restricted to a particular template. There's no specific need for your Tweet to even be about a WordPress post, at all – however, the WP Tweets PRO system is closely bound to posts, so any Tweet you schedule still needs to be assigned an association with some post.

If you choose to run WP to Twitter filters on the text, the data from the associated post will be used to replace the template tags you use.

Past Tweets and Failed Tweets are simple lists, showing each post you've submitted that includes Tweeted information. You can click on the post title to expand a view of all relevant Tweets for that post. For Failed Tweets, you will be able to see the detailed error messages received from Twitter or provided by WP to Twitter indicating why that post failed. This is the best information available from Twitter describing the error.

Strategy

Using social media effectively requires strategy. I've mentioned a variety of areas that hinge on strategy already – such as avoiding 24 hour re-post cycles. But there are many areas of strategy that should be considered, in order to get as much out of your installation as you can.

Authoring the Text

The ultimate goal of posting to Twitter (or any social media) is to increase engagement. One good way to increase engagement is to make it easy for people to share, respond, and comment on your Tweets. That means that short Tweets are better than long ones – because they don't require your audience to edit them in order to interact.

I've written on this topic before, so I'm just going to link to that article instead of re-writing it:

<http://www.joedolson.com/articles/2013/01/smart-tweeting-with-wp-to-twitter/>

Scheduling your Tweets

Obviously, there can be benefits to rescheduling Tweets. But knowing **when** to schedule Tweets for is a different kind of strategy:

- When are your followers online? There are several tools that can suggest to you the best times to Tweet:
 - <https://www.socialbro.com/best-time-tweet>
 - <http://www.14blocks.com/>
 - <http://crowdboost.com/>
 - <http://bufferapp.com/>
 - <http://sproutsocial.com/>

Knowing when your followers are at their most active and engaged is a good guideline for figuring out when to Tweet. However, the best time to Tweet is not necessarily the same as the best time to post your new articles – that's where the delays and re-post schedules come in. Does your existing traffic data indicate that you should publish posts on your site at 9:30 am, but Tweets are going to be best at 10:15am? Set a 45 minute delay. Is there a secondary peak at 7:30? Set a 7.75 hour re-post schedule.

WP Tweets PRO doesn't provide analytics for you to learn what's effective, but there are many tools that can help you get there.

Handling Rate Limits & Engagement

Twitter has very complicated rate limiting for posting Tweets. It's not so simple as “100 tweets per hour” or “1000 tweets per day”. There is a simple number, and it is 1000 tweets per day – but it's broken up into much smaller intervals, and is **not** divided equally. So the actual limits are difficult to pin down.

These rate limits, additionally, are user-based, not application based. If you're using the same account with another application, and you send 25 Tweets from that application, that will still come out of your rate limit for your WP to Twitter application, as well – because it's the same user.

Dealing with rate limits is something that goes hand in hand with strategically planning which content should be posted. It's not necessarily beneficial to post all of your web content to Twitter. If you're flooding Twitter with references to your web content, then your social media interaction becomes less intimate – and having a well-defined personality is a crucial part of using social media.

As a result, rate limits and engagement are closely tied. You want to keep your automatic posting below a certain threshold, so that a comfortable percentage of your Twitter interactions are natural engagement with your audience – interactions with your followers are a key to preventing your automated content from being a turn-off.

Always remember that any form of automation should be a supplement to your social media engagement strategy, not a replacement. Don't over do it!

What kind of content should I Tweet?

Articles, job listings, new events – these are great things to Tweet. Anything timely is definitely valuable to Tweet – tutorials, product announcements, etc.

It's impossible to tell you what you should avoid Tweeting – that's entirely dependent on your audience. You have to get to know your audience and what they consume and engage with. If they're looking for work, then job listings may be your most valuable content.

Regardless, a big turn off is flooding your stream with too much like content. If you're posting 20 new job listings in a row, you may want to reconsider whether they should all be Tweeted – at least, right now.

Diffusion happens when important content loses significance because of its environment. Web site home pages frequently suffer from diffusion – if everything is important, then nothing is important. So keep that in mind for Tweeting, as well: if you want people to notice **this** Tweet, then let it stand by itself for a while.