

An Introduction to **TWITTER**

What does Twitter offer?

Twitter has over 200 million registered users, and allows companies to prospect leads and position themselves as, and associate with, thought leaders by assembling and engaging with followers who have an active interest in the brand.

What must I think about before tweeting?

Use a URL shortener and keep tweets ideally under 100 characters to make them easier to retweet. Use Twitter during events, to promote competitions, and to ask followers to contribute. You're looking to create a mix of your tweets, replies and retweets. Avoid the temptation to use tools that send automatic direct messages, which are often seen as spam and cause people to unfollow you.

Your content should be helpful to your network. Join conversations, respond, give interesting information and retweet others. Follow the 4:1:1 rule – for every one tweet promoting your business, retweet one relevant piece of information and share four pieces of great content written by others. Mix educational and promotional tweets in your content.

How do I generate followers?

Identify relevant Twitter accounts by importing your contact databases using the tools provided by Twitter. Let people know that you're on Twitter and encourage them to follow you. Associate yourself with a group of thought leaders and demonstrate your interest and expertise in the subject. Find the right people by checking out Wefollow.com or Twibes.com. Work on starting conversations. Follow others that your followers and your competitors are following – and follow those following you.

Spend time trying searches and hashtags relevant to your business to find people who are talking about your company or your industry and follow those that contribute most.

Search for relevant tweets or keywords, and use Hootsuite, TweetDeck or Seismic to organise your feeds, manage multiple micro blogging accounts, and schedule tweets.

What are the medium's key features?

- Use lists to segment those you are following - leads, customers and competitors, for example. Public lists are open and searchable by anyone, whereas private lists are only visible to you.
- Hashtags are used to associate a tweet with a particular topic, and are effective in promoting a following for a specific campaign.
- An @mention can be included when tweeting with a link to other content to engage followers and influencers.
- Twitterchats are public conversations based around a unique hashtag, which allows you to follow the conversation and participate. Hosting one is a highly effective way to engage with fans and followers and to better understand your community.
- Promoted tweets in timelines are inserted into the timelines of users with a similar profile to your followers and could include educational material, such as links to thought leadership pieces, or promotional information, such as competitions to win tickets to an event.
- Promoted tweets in search are particularly effective during industry events, when there are more, and more intense conversations taking place.
- Twitter is a great place to identify and engage with the most influential people in your sector, so reach out and start conversations!

Want to know more?

To find out more about how Twitter could help you engage with your customers contact us for a free no obligation chat.

All Things Web®

Bristol 0117 372 6655 and Highworth 01793 766040

Email : office@allthingsweb.co.uk

www.allthingsweb.co.uk