

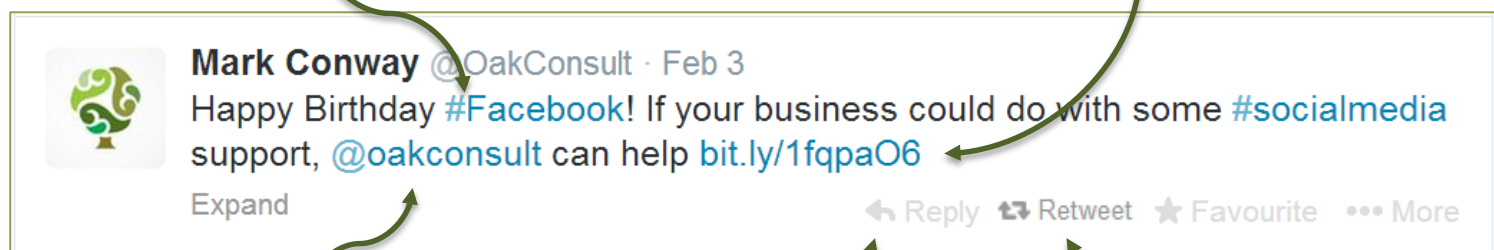
Getting the most from... Twitter

Founded in 2006, Twitter's Mission is to give everyone the power to create and share ideas and information instantly, without barriers. They've succeeded! They have more than 241 million active users per month, 500 million tweets per day and over 300 billion tweets sent since the beginning. It took three years, two months and one day for the first billion Tweets to be sent on the platform. The same number are now sent every 48 hours. (Source: Twitter)

GETTING STARTED – TWITTER ANATOMY

The hashtag # sign - People use # to organise conversations around a specific topic. Clicking on a hashtag takes you to search results for that term.

Twitter's link-shortening feature allows you to paste a link of any length into the Tweet box and it will automatically be shortened to 19 characters. This makes it easier to fit long URLs into the 140 character limit.

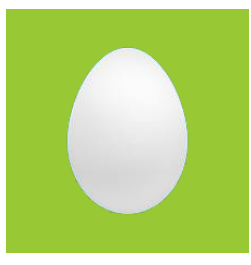


Include the @username of whomever you want to mention in your Tweet, and it will appear in the Mentions section (in the Connect tab). All @username mentions are clickable and link back to the mentioned individual's profile.

When you reply, your response is public, and will show up in your home timeline and the timeline of the person to whom you are responding.

You can pass along someone's Tweet by retweeting it. Just hit the retweet button to send the original message to all of your followers.

RAISING YOUR PROFILE



Profile Picture

Personal: Use a close up photo of your face
Business: Use your company logo
Don't be an 'Egg Head'!

Bio

- You have 160 characters to make an impression.
- Think about what people would search for to find you. Include those keywords in your bio.
- Don't leave it blank!
- Don't forget to add your web-site and location

Design every element of your profile to best reflect your business. Your name, bio, website and profile picture should all work together to tell your story

FINDING NEW FOLLOWERS



Use Twitter search to find people in your industry, your customers and those that have similar interests. Search on keywords and put a '#' before them.

Find and follow influencers within your industry and retweet their posts and engage with them.



Tweet frequently. No one is going to follow someone they do not know who has not tweeted in months. Try at the very least to tweet a few times a week or daily if you can manage.

TWITTER STATISTICS



(MarketingProfs)

85%
of B2B
Marketers
use Twitter



(Buffer App)

Tweets that include
Image Links
Get **x2**
more
engagement



(Buffer App)

Only 19%
of
businesses
tweet on
weekends

x12

(Buffer App)

**higher chance of
being retweeted
if you ask for it**

PROMOTE YOUR TWITTER ACCOUNT



There are many ways to promote your Twitter @username online and offline: business cards, signage, advertising, delivery vehicles, product packaging, storefronts, email, your website, etc. Anywhere your customers interact with your brand is an opportunity to encourage them to follow you on Twitter.

WHAT NOT TO DO ON TWITTER



Get help if you're struggling! Visit [Oak Consult](http://www.oakconsult.co.uk) to see how we can help you.