



How to Tweet – Tips on Twitter

What is Twitter? – www.twitter.com

Twitter is a website that offers a social network and 'micro-blogging' service. It allows users to send and read messages called 'Tweets' that are 140 characters long.

Users use it to send 'real-time' updates of what they are doing, interesting facts, recommend articles and websites etc. It is a useful tool in keeping in touch with your potential and existing customers and peers

Using Twitter can be very time consuming so make sure you have the resources to dedicate to using it, there's nothing worse than a Twitter account that doesn't tweet often.

Do Some Research

If you are using Twitter to keep in touch with new and existing customers, the first thing to do is find out if they are using Twitter and follow them. Search for similar organisations on Twitter and look at the amount and type of followers they have. Look at the type of things they 'tweet' about and the hashtags (#) they use. Hashtags are used to identify topics that people then follow.

Look for the hashtags that are quite popular and then use them when you start to 'tweet'. Only use the hashtags when they are relevant, don't just put them at the end of every 'tweet' otherwise people will think that you are spamming and will ignore you

Getting followers

The easiest way to get followers is to use your existing contacts, so start promoting the Twitter account on signatures at the end of emails, website and any marketing material you have. If you use a blog or have a Facebook account, promote your account through here as well

Share tweets you think are interesting by 'retweeting' them and reply to tweets from the people that you follow. These will show up their timeline and are a great way of getting people to notice you. The next way is to start 'tweeting' about things that are relevant to your peers or customers, about your blog and website. If appropriate use the relevant hashtags at the end of each tweet. People searching for these hashtags will then begin to follow you, if your tweets are relevant. NB you don't have to use hashtags at the end of every tweet.

Mention other users in your tweets, by including their twitter account name in your tweets. Talk about a meeting you had or a venue you visited, these tweets will show up their followers timeline and is another way of getting others to notice you.

Don't expect to get 1,000 followers in a month, it takes time to build up a following and it's not always about the quantity.

Useful Tools

Use a 'social media aggregator' like HootSuite <https://hootsuite.com/> or TweetDeck www.tweetdeck.com/, this is software that you can use to post items to all your social media platforms at once. This is a great time saver and you can use it manage your other social media accounts.