

Basic Guide to Twitter



Optimising your profile:

Before starting out on your twitter journey please make sure you profile is as complete as possible. This means:

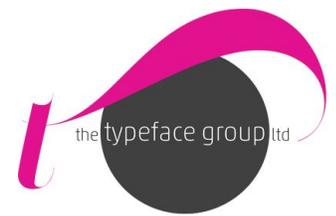
- Profile picture – statistically, you are going to get more followers if your profile images if of you rather than a logo.
- Cover image – bespoke, good quality and relevant to your business.
- Twitter ID – links to your business or is inline with your company social media policy if a work twitter account for a person.
- Name – is of the business or the person if an ‘employee’ account.
- About section – keyword rich text explaining what you do.
- Location – if you are a geographical business fill this in, if worldwide, put this!
- Link to website.
- Theme profile – rather than choosing their default options, use corporate colours to ‘brand’ your twitter account in settings and design.

Finding followers:

Before you get into tweeting you need to locate your followers. Suggestion would be a mix of industry specialists, your suppliers (if applicable), your customer target group and other local businesses.

To do this you simply use the search bar at the top of the page and type in keywords i.e. Typeface Group would use the terms “Hampshire business”, “SME”, “entrepreneur”, “small business” “marketing”, “branding” etc. Twitter will then search anyone who has these words in their bio OR tweets and you can follow those that are relevant to your social media goal. You can also put hashtag (#) in front of these words, with no spaces (#socialmedia) and search. Hashtags will be

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covered in depth later.

At this point you can choose to follow them or to add them to a list (covered later).

Another way is to look up your competitors and follow who they follow OR are being followed by (the relevant ones that is). If your competitors have lists, subscribe to them and watch/listen.

TIP: Don't follow too many people in one go. Twitter doesn't like it and will put you in "twitter jail" if they suspect foul play. Also people look at your following to follower ratio and debate following you based on that fact. Make sure that you ask any colleagues or friends you know on twitter to give you a follow and endorsement to their following, and mail out to any contacts you have letting them know that you are on twitter and where to find you for a quick and easy follow.

By adding people to lists means that you do not have to follow them. It means you can arrange potential people to follow by categories if you wish to 'suss' them out before giving them a follow.

Then the fun can begin....

Sending a Tweet:



Twitter restricts messages to 140 characters, so you need to ensure your message fits into that limit.

URLs (up to 1) and images (up to 4) no long are apart of your character limit.

So, type your message into the text box that says 'what's happening?' and watch how the number "140" underneath decreases as you type. This lets you know if you are getting close to the maximum number of characters. When you are finished, click the **Tweet** button.

There. You've sent your first tweet. But who to?

Only people that are following you can see that tweet.

You can add images, GIF's, Videos, links and hashtags within a tweet. Some take up precious characters.

TIP: Where ever you see the feather, this is the 'tweet' button. When clicked you will be given a box to type into and then send a tweet

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Replying/Responding to a Tweet or Mentioning a User:

If you want to direct a tweet at someone, or even reply to one, you need to add their username in the tweet itself. It's easy enough to just hit the reply button. 

By putting the username at the front it means only you and the recipient AND anyone that is following **BOTH** of you can see the conversation i.e *@natalieTFG how are you today?*

But by simply putting the username somewhere else in the tweet means that all your followers will see this as well as the recipient:

How are you today @natalieTFG? Or *.@natalieTFG how are you today?*

The full stop at the beginning has the same outcome as putting the username elsewhere in the tweet.

This gives your followers the sense that you engage with people. THE number one rule of social media, therefore they are more likely to engage with you and share your updates.

TIP: You can add multiple users in tweets but remember you are restricted to that 140 limit!

TIP: To find your mentions/responses/interactions you need to click on the notifications section at the top of your twitter page. If you use an application on your phone or iPad you can set up your notifications to alert you to particular types of updates which makes it easier and quicker to respond to.

Direct Messages:

To send a direct message (a private message/DM), via twitter, you have to make sure that you and the person you want to contact are following each other. However, you can allow people to message you without having to follow them back via your settings.

Once that has been established, click on messages and send from there or another way is to click on the tweeters profile, then on the envelope button next to the 'tweet' button.

TIP: Don't direct message someone with something that is not relevant or too 'salesy'. Keep it light and strike up the conversation on twitter first and even ask for permission to DM them some further details of a service or product that they might be interested in.

TIP: DO NOT set up automatic DM's to go out. Ever.



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TIP: Direct messages allow you to use more than 140 characters.

Retweeting (Or RT) & Quoting:

A RT (retweet) is when someone shares what you or someone else has tweeted. This is a simple way of getting followers and engagement started, and is as easy as clicking on the RT button highlighted below the tweet.



If you are sharing an article or blog, where possible I would always add a comment or opinion which then turns the RT into a 'Quote' response.



TIP: To increase the chance of you being RT'd use high quality images or relevant GIF's.

Hashtags #:

These are used to bring together communities of people into a conversations, networking session or to discuss topics without having to follow everyone who is tweeting. They tend to be around events (#RBS6Nations), TV shows (#bbcnews), daily topics (#traveltuesday) regular business or topical chats (#educhat) or communities to help you find other like-minded people (#facilitiesmanagement or #englandhour).

As mentioned in the first section this can be a great way to search for people to follow, or to get in front of a larger audience.

TIP: Search for hashtags within your sector and include this in a few tweets about your business and take it from there.

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TIP. Limit hashtags to 2 per tweet.



#Happy #Weekend
<http://tinyurl.com/maveast>
#art #graphicdesign #logo #art
#digitalart #typography
#font #digitalart #graphicart
#miami #305

15 hours ago via web ☆ Favorite ↻ Retweet ↩ Reply

Likes:

If you find a tweet you like and want to store to revisit at a later date, you can like it by clicking on the heart under the tweet and find it again later under yours 'Likes' found on your "Profile" page. To get there, click on your profile picture in the or in the left side bar or top right hand corner and go to view profile. The Likes 'tab' is above where your tweets start, click here and it will bring them all up. This can be helpful if a particular link is of benefit to you, or you want to comment at a later date or want to show the original tweeter your appreciation for that tweet and it might get you a follower!

Lists:

Lists can be used as an effective research and marketing tool. To find your lists (or start them) click on your profile picture again, then click on 'lists' in the drop down menu.

These can be made private or public, and be categorised however you want. But the basic premise of creating lists is that you filter out all other "noise" to see what people in that particular "list" are talking about.

You might have a list called suppliers, partners, local businesses, customers, people that mentioned us or that are relevant to a specific topic i.e vintage lovers, rugby players, marketing nuts etc, or people that you want to keep an eye on, such as your competitors.

TIP: Public lists can be followed by others, so you might want to look to see if your competitor has a list and follow theirs to save putting together your own.

TIP: You do not have to be following people for them to feature on your list so it helps to keep the ratio in balance.

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Moments:

In this section twitter shows you what has been trending as well as people and updates that you might be interested in replying to or following based on your data from your activities.

Twitter Analytics:

Like any social network, twitter has their own set of analytics. To access these Twitter usually require you to set up a Twitter Ad's account. You don't have to enter any confidential information to do this and it gives you a real insight to what is working for you.

To find your Twitter ads and analytics account you click on your profile picture in the top right hand corner and the dropdown should show you these options.

That is the basic knowledge you need to get your twitter account off to a flying start. If you have any questions relating any of this content, or need to work on your social media strategy then please get in touch with team at The Typeface Group for 1-2-1 or group training on 01256 614921 or via hello@thetypefacegroup.co.uk.