



Twitter Tips



Twitter is fast becoming one of the most powerful Social Media tools for organisations to engage with their target markets. However Twitter must be used with the right strategy to gain more targeted followers and build better relationships with potential new clients. As a result, we have compiled the following set of tips to help you use Twitter effectively.

Followers

Actively engage with followers, don't just sit back and wait for people to follow you. If you have a great message to Tweet then make sure you are getting it out to as many people that should hear it as possible!

Advertise

Mention your Twitter page in as many places as you can, e.g. your business card, e-mail signatures, website, blog, Facebook and by word of mouth.

Go Mobile

All Smart Phones such as Apple iPhones, Blackberry and Android phones have Twitter applications. Take full advantage of these applications!

Customise

Change your profile picture and add a bio which includes key words which your followers or potential subscribers will be searching for. Create a background image and bring your Twitter Profile to life. Your background image must be less than 800K and we recommend a size of 1600 x 1200.

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Create and Use Lists

Twitter lists are an excellent way of filtering through the people you follow. To create a list, click the **Lists** link and then **Create a List**. After creating a list visit the persons profile page you wish to add and click the list icon.

Learn the Lingo

Get to grips with the Twitter lingo. Here are a few examples:

- Tweet
- Follower
- Retweet (RT)
- @reply
- Hashtag #

Retweet

Retweet interesting and meaningful posts which relate to your product, service or industry. Try to retweet and participate in conversations with people who have a lot of followers. Viral Marketing is a powerful tool so try to connect with people who have followers that may be interested in your organisation.

Create Useful & Interesting Tweets

Ensure your Tweets are informative and provide high quality content; you only have 140 characters so be clear and concise with your messages. Do not post meaningless Tweets such as what you had for breakfast or how your day is going – these are for personal Twitter profiles and should not be confused with the Brand Identity of your organisation.

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Hashtags

Add hashtags # to your tweets and try to Tweet frequently, at least a few times a week so that your followers are kept engaged. Most importantly, try to Tweet at the times when people are most likely to see them.

Add Twitter Share Button

Create a Twitter Tweet or Share button on your website so your visitors can connect with your Twitter page and stay regularly updated with your latest news.

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