onlineamplify
extending your reach online

Twitter for Business Reference Guide

Getting Started

1. **Create** your account at **www.twitter.com**. Select a username that incorporates the name of the business to be easily identifiable.

2. **Build** your profile with picture, bio and contact information.

3. **Explore** people and companies to follow with the search feature.

5 Tips for Twitter Success:

1. **Develop a routine** to maintain an active presence in social media. Cadence is key to a successful Twitter experience.

2. **Engage with users** by mentioning them in tweets or replying to a recent tweet. Be conscientious about how you interact with others in a very public sphere.

3. **Research keywords** that are of interest to you and your business by using the search feature.

Additional Resources

Twitter Help –
https://support.twitter.com/

Google Analytics – Monitor website referral traffic from Twitter
http://www.Google.com/analytics

TweetDeck – Advanced user platform
https://tweetdeck.twitter.com/

Hootsuite – Platform for creating and scheduling tweets
https://hootsuite.com/

4. **Monitor your Twitter analytics**, making note of the content that your followers are engaging with and the days and times when you receive more attention for your tweets. Content that resonates with followers and effective use of optimal "tweet times" will get you noticed.

5. **Use url-shortening tools**, like tinyurl.com and bit.ly, to condense lengthy urls into shortened ones useful for Twitter. Don't waste your 140 characters on a long link!

The Language of Twitter

- **Avatar:** The personal image uploaded to your profile. The profile picture should be your company logo or headshot.

- **Tweet:** A post containing 140 characters or fewer. Think of a tweet as a text message where informal grammar can be used to get your message across.

- **RT:** A way of sharing information posted by others and crediting them for it. Use with a username (ex: RT @OnlineAmplify). You may also use "via" or "MT" (modified tweet) to share content from others.

- **Mention:** Bring a tweet to a user's attention by including their @username. Your tweets appear to the @username you mentioned as well as to all of your followers.

- **Reply:** When using the @ symbol at the beginning of a tweet, only followers in common with you and the @username will see the tweet. By incorporating the @ within the body of the message, all of your followers will see the tweet.

- **Follower**: An account which has chosen to view your tweets. These users see your posts on their "home feed", and you can look at their profile and decide whether to follow them back. Following is not automatically reciprocal!

- **Search:** Use the search box or www.search.twitter.com to search on a specific term. The search feature will also allow you to find people and companies on Twitter.

- **Hashtag**: A hashtag is a term, preceded by the # symbol, that helps Twitter users categorize messages and track trends. Incorporate them within the body of a tweet or as space allows at the end of a message to increase the likelihood of users finding your tweets. You can add more than one hashtag to a tweet. Using more than 3 hashtags is not recommended.

- **Lists:** A public or private group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of tweets from only the users on that list.

- **Trends:** Trends are topics being discussed on Twitter at a particular time and are listed on the left side of the Twitter home page. When there is a time-sensitive event like an earthquake, you will find posts in Twitter immediately.

- **Notifications:** A simple way to view new followers and users that are interacting with your tweets. Monitor your notifications to thank new followers and acknowledge current followers for engaging with your content. You may choose to receive notifications via email by visiting your settings.