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HOW TO USE
twitter
FOR BUSINESS

IN 10 PAGES OR LESS

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“Use Twitter to enhance your personal or professional brand.”



This e-book will explain how Twitter is a powerful social networking tool that can be used to **reach your business goals**.

So... what is Twitter you ask? People's first reaction to Twitter goes something like this: *“The world does not need to know what I am doing every single minute.”*

Although many people use Twitter *very personally*, the vast majority use it to **enhance their personal or professional brand**.

Twitter can be used to send short messages - limited up to 140 characters - to the public, or to a specific person publicly.

#hashtag #follower #retweet #following
#promoted #reply #handle #directmsg

Twitter Terminology

Twitter Handle: This is the username representing yourself on Twitter.

To Follow: Subscribing to user's update on Twitter. Once you follow someone, their updates appear on your Twitter feed.

To Follow Back: To subscribe to someone's Twitter who has recently followed you. You can choose to receive an e-mail when a new person follows you.

Follower: A follower is someone who has chosen to subscribe to your updates. Check the total # of followers on your Twitter profile.

Tweet: Also known as an update. Cannot surpass 140 characters.

@Reply: A public message sent from one Twitter user to another by using the @ symbol followed by their username anywhere in the tweet. *Example: @Username <message>*

Direct Message (DM): A private message sent from one user to another user. It is Twitter's version of an email inbox.

Hashtag (#): Twitter's tagging system for trending topics. Hashtags can be created by typed the # symbol followed by a word or a phrase. *Example: #WordsOrPhrases*

Retweet (RT): Sharing what someone else tweeted. People retweet when someone on Twitter mentions something important or useful.

Promoted Tweets: Tweets that are promoted and paid for. *(e.g. pay-per-click on Twitter)*

“You should decide what type of Twitter account you would want.”

A Personal or Business Twitter Account?

Before signing up for a Twitter account, you should decide what type of Twitter account you would want.

A company account represents the company as a whole. This type of account is mainly used to keep your customers up-to-date on your events, update your consumers about your products or services, and provide customer service.

A personal account, on the other hand, is used by an employee at the company. This type of account is used to build better direct relationships with the customers while adding a bit of your personality to it. It also helps to expand your company's network and make connections.

In this e-book we will explain how to make a personal account. A company account is quite similar except the username, profile picture, and branding should reflect company information.

“Have a new business? Register your Twitter handle ASAP.”

Creating the Right Username

Creating the **right username** for your Twitter account is essential. This is the name people will be referring to you on Twitter.

Making your Twitter username similar to your name will make it easier for people to identify you. It makes your Twitter account look real and authentic.

Please don't make your Twitter handle something completely random. Also, avoid numbers in your username, if possible. They make it look as if you did not put much thought into your username.

Quick Tips

- *See if @yourfullname is available. That's as professional as it gets.*
- *Have a new business? Register your Twitter handle ASAP.*
- *Made a mistake? Fix it! Twitter usernames can be edited at anytime.*

“Have a new business? Register your Twitter handle ASAP.”

Personalizing your Twitter Account

Personalizing your Twitter account is a must. It must look unique and creative to make an impression among others.

Profile Picture: Add a unique profile picture that best represents you. It could be a self-portrait or idea that you stand for.

Your Name: Always use your real name. No exceptions.

Website: It's important to link to your website in the URL section. It could be a company or personal website, or a blog.

Bio: Be as descriptive as possible in 140 characters or less. Convince people to follow you. Include your company, title, or skills.

Quick Tips

- *Click on “Edit Your Profile” to begin making changes to your profile.*
- *Don't forget to add your location. (That's always important!)*
- *Uncheck “Protect my Tweets” – the public should be able to see you.*

“No tweets? People you’re following won’t follow you back.”

Now, time to actually Tweet

Now that you have a personalized Twitter account, it is recommended that you tweet a few times just to give your potential followers an idea of what type of content they will be receiving when they follow you.

Types of Tweets

Observational: What you are doing, thinking, or feeling.

What you are reading: Post a link to an interesting news article.

What you are watching: Post a link to a funny or cool video online.

Your content: Post a link to your most recent blog post or publication.

Chat: Direct message or use the @ symbol to interact with others.

Retweet: Type “RT” before the message or click the “Retweet” button.

Quick Tips

- *No tweets? People you’re following won’t follow you back.*
- *Yes, two methods for retweeting. Typing RT and clicking “Retweet”.*
- *Try to include as many types of tweets as possible on your profile!*

“Avoid following too many people at once. Many won’t follow you.”

Building your Network on Twitter

Building your network is definitely the most challenging part of using Twitter. This should make it a little easier.

Determine the right people to follow via the “Who to Follow” box, located on the left side of your Twitter feed.

Follow similar people as your followers. They may be following important thought leaders and bloggers.

Don’t follow hundreds of people and remove those who do not follow you back. That is artificial networking, and it looks bad.

Engage your network by mentioning other Twitter users in your tweets by writing @username within the tweet. They’ll take notice.

Quick Tips

- *Avoid following too many people at once. Many won’t follow you.*
- *Some of the people listed under “Who to Follow” are irrelevant.*
- *To address a user in a tweet, start with @username followed by text.*

“Tweet information about your industry to boost yourself as a thought leader.”

Marketing on Twitter – Part One

Here are some creative marketing tips for succeeding on Twitter and boosting your business or personal brand.

Use the Twitter search tool to look up and track what people are talking about. You can search either your company or a competitor.

You can also **use the “Favorites” list** to keep positive track of company testimonials. When you click the star next to “Favorites,” it will be added to your “Favorites” tab. When people ask about your company, you can simply send them a link to your “Favorites” page.

Tweet information about your industry to boost yourself as a thought leader. People will consider you to be an expert in the field. This builds trust among your followers, who know you are thinking about their best interests and not just trying to sell your product or service.

Quick Tips

- *When opening a new account, search for your influences and contacts.*
- *The “Favorites” tab will become very important quickly – so use it.*
- *Try creating original content more often than just retweeting others.*

“Use Twitter to provide excellent customer service.”

Marketing on Twitter – Part Two

Here are some creative marketing tips for succeeding on Twitter and boosting your business or personal brand.

Twitter can also **be used to promote events** and webinars you are hosting or sponsoring. By using hashtags, you can keep the Twitter community informed and aware. You can send each person a direct message with an event sign up page. You should think of a hashtag before you start tweeting about the event.

Use Twitter to **provide excellent customer service**. Through Twitter, you can respond to problems or concerns your followers might have directly. By replying to any question or comments people may have for your company, you appear a responsible and attentive business owner.

Quick Tips

- *Think of a great hashtag before you start tweeting about the event.*
- *Customer comments frequently appear as Direct Messages.*
- *Respond to customers publicly on your Twitter feed.*

“Create a Twitter account and don’t let it sit around empty and inactive.”

You’re ready to go!

Here are some creative marketing tips for succeeding on Twitter and boosting your business or personal brand.

Now you know how to use Twitter for business. It’s time to put all that information to good use! All your knowledge will not help you and your business prosper if you don’t apply it in everyday situations.

Create a Twitter account and do not let it sit around empty and inactive. No one likes inactive Twitter accounts – they’re unprofessional.

Most importantly – STAY ACTIVE! That means posting several tweets a day. Every day, for a week. You may have breaks here and there – but other than that – keep the tweets coming. It helps a lot.

Need more help getting started on Twitter?

[Contact Boucher + Co. today](#) to learn about our social media consulting solutions.