

Expert advice and guidance from the
Communications Sector

HOW TO USE TWITTER MORE EFFECTIVELY

MEET OUR EXPERT

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Something Beckons specialises in online communications, helping businesses build valuable relationships and increase leads. The Something Beckons approach is to challenge clients to step outside of their comfort zone and communicate in a way that stimulates conversation and adds real value. This YouTube video explains more: <http://tinyurl.com/o9a5lds>

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Would you like to get involved with our Communications Sector? Do you have ideas for future events or expertise to share in a guide like this?

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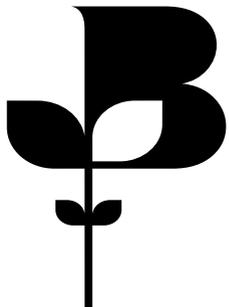
How to use Twitter more effectively

Twitter is a social media platform where users share updates of no more than 140 characters at a time. Twitter users follow each other to stay up to date with and communicate with people, organisations and brands they are interested in. But the real value of Twitter comes from more than just following people - Twitter users can 'favourite' (like), 'retweet' (reshare) and 'tweet' (hold conversations with) the people, organisations and brands they are interested in.

With 316 million active users, 77 per cent of accounts outside the U.S and 35+ languages supported, (October 2015) Twitter is bound to be a tool you could use to build your brand and market your business.

20 ways your business could use Twitter

1. Share your expertise and relevant content
2. Participate in industry conversation
3. Find and cultivate influencers and brand ambassadors
4. Use it as a discovery tool
5. Virtual networking
6. Build relationships
7. Campaigns and competitions
8. Grow a relevant following
9. Increase brand awareness
10. Generate traffic to your website
11. Generate leads
12. Expand your reach
13. Create a buzz
14. Get feedback from audiences
15. Improve customer service
16. Gain competitive intelligence
17. Monitor sentiment and reputation in real time
18. Embed tweets on your website (like testimonials)
19. Recruitment
20. Twitter ads



Top tips for using Twitter successfully

- 1 What are your business goals? Why are you using Twitter in the first place? Who is your audience? The answers to these questions will direct how you ought to use Twitter. For example, using Twitter to increase brand awareness by 'x %' by 'x time' is a popular Twitter goal. You could use Twitter to build relationships with relevant influencers, media and journalists who can help spread your Twitter messages. You could track your performance through Twitter Analytics, via statistics like 'engagement rate', 'link clicks' and 'retweets'.
- 2 Look the part by completing your Twitter profile, tweeting regularly, sharing valuable content, stimulating conversations around relevant topics and being responsive when people tweet you. This will help to increase your followers and engagement rates.
- 3 Consider your follow strategy - follow quality Twitter accounts (those with a complete profile, a profile photo and consistent tweets) that are relevant to your business goals.
- 4 The more accounts you follow the busier and noisier your Twitter feed will get and the harder it will be to hear the most important messages. Use Twitter lists to group the accounts you follow. When you click on a list it will filter out tweets and only show tweets from that particular group. For example, you could have a list for clients, suppliers, competitors, media contacts, influencers, content sources - whatever is right for your business. Lists can be private or public and they allow you to focus on the most important accounts first.

- 5 Twitter is a conversational social media channel. Think about the art of conversation in real life and apply it to Twitter. Be charming and authentic. Don't just sell. Don't just concentrate on yourself and your products or services. Also share other people's content that your followers would be interested in. Build a network of people who like and trust you - they may not be ready to buy from you right now but they can help you spread your message and they may influence someone who is ready to buy.

- 6 Use hashtags to help people find your content. A hashtag is a word or phrase preceded by a hash sign (#), used on social media sites like Twitter to identify messages on a specific topic. For example, if you make handmade products be sure to use 'handmade' in your tweet as people interested in handmade items may well use the hashtag '#handmade' to find handmade products and content.

- 7 Include images in your tweets. Tweets with images receive 18 per cent more clicks, 89 per cent more favourites and 150 per cent more retweets (social media research review by Hubspot, January, 2015).

Get it right and Twitter can be a powerful tool to help attract the attention of your ideal customers.

