

jellyfish

BUSINESS GUIDE

Twitter

Promote Your Business

April 2021



Introduction

Summary

Post an update on Twitter and engage with your audience.

Problem

Keep your Twitter followers up to date with your business.

Solution

Learn the best way to engage with your audience on Twitter.



Twitter is a social media platform for sharing short messages (tweets) of up to 140 characters to people who follow your account. Think of it like texting the world a short message. Your message (tweet) can include a link to any content on the web; blog posts, websites, videos, PDF image or animated GIFs. Using the right visuals enhances the reach of each tweet.

Twitter works by gaining followers, and following other accounts. This enables you to read, reply to, and share (retweet) tweets/messages of others.

For your brand's content to have an impact it needs to be seen by more and more people. To achieve this, you need to maintain an active and engaged audience.

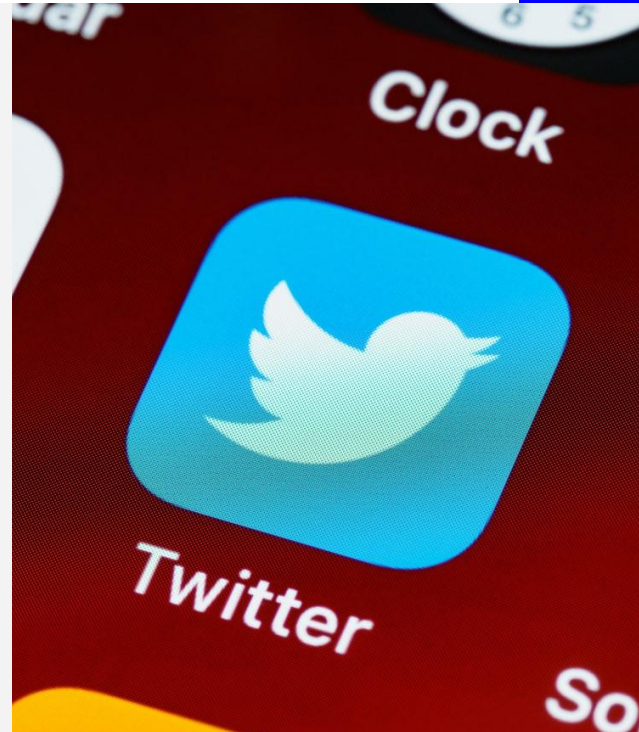
Here are four reasons why Twitter is a great platform to ignite your content:

1. Twitter offers the fastest way to build an audience of relevant followers for your content. It gives you the opportunity to interact and engage with the right people for your business, even if they don't follow you back.
2. There are multiple ways to find relevant contacts for you on Twitter.
3. Twitter is fantastic as an audience-building tool. If you are interacting and building relationships on Twitter, then real people/customers should also become interested in the links that you share. This should then lead them to your website or blog, and long-term engagement with your business.
4. SEO benefits. Content that spreads through Twitter is a sign that you are being recognised as a brand with a voice, but also one that listens, helps and shares highly valuable information to its customers. Google seems to acknowledge this and rewards the validation that comes through social sharing.

What to post

Twitter communicates differently from every other social media site. It's a fast-paced mixture of ideas and sentence fragments, and can take a little time to get used to. Here are some tips for getting started:

- Explore and observe Twitter to understand how it works.
- Listen and follow others. By simply reading and keeping an eye on what influencers and competitors are doing you'll get a feel of how things work for your industry.
- Jump into conversations when you feel comfortable. Start talking as you find your way.



Understanding Twitter slang

Tweet - a message you send out to everyone who follows you. This is the heart of Twitter communication. Tweets should be 100 characters so that it allows users who RT to add their own thoughts and comments.

@Reply - a message you send out as a response to a tweet you received. The @reply is a public message that mentions the Twitter username of the person you're replying to. It shows up in the tweet stream of everyone who follows both of you, and on the @connect (mentions) page of the Twitter user. When you @reply, the only accounts who can see that message are your brand's and your @reply's followers. Make sure to put a "." in front of your @replies to expand the reach.

Mention - a tweet you send out that mentions another Twitter username.

Direct message (DM) - a message you send privately to another Twitter user. You can only send a DM to someone who follows you.

Retweet (RT) - a tweet post created and shared by a user, which you re-share with the people who follow you. Twitter makes it easy to share tweets.

Links - you can add links to websites, blog posts and articles at the end of each tweet OR in the middle of the message if possible. Use the headline of the article, or choose a particular quote from inside the article instead.

Twitter maximum character count is 280 but posts with 100-character limit get higher engagement rates (Retweets) as it allows people to add their own views when they share.

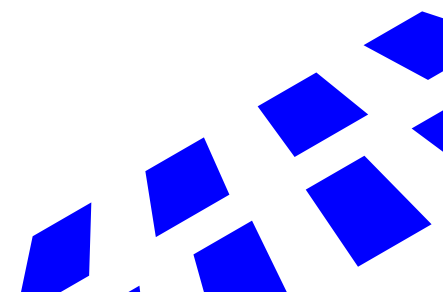
Images - images that offer value to your followers, without needing to click-through a link to see them, have a bigger impact than simple posts. Twitter's inline images can drive up to 150% more retweets, so make use of them to encourage engagement. Also, add a caption to the image rather than using the headline of the article (e.g. when sharing a blog post).

Quotes - always use quotation marks to make it clear you're quoting someone else. Attribute each quote, and when possible, use the author's Twitter handle.

Retweets - Choose your RTs carefully from your lists or users that match your style and brand.

Schedule your RTs so you can engage with people at optimal times rather than flooding their feeds.

Make it clear that questions, comments, articles, and opinions are your own.



Twitter analytics

- Step 1.** Go to <https://ads.twitter.com/> and sign in with your regular Twitter details. The first time you log in, you'll have to set your country and time zone (these settings cannot be changed).
- Step 2.** Find 'Analytics', scroll down and then click 'Tweet Activity'. Your tweets for the past month, as well as the number of impressions, engagements, link clicks, retweets, favourites, and replies, will automatically appear.
- Step 3.** Change the date range to look at specific periods to analyse the performance of a campaign, a sale, or promotion.



Twitter - promote your business

Use hashtags

Hashtags are used in tweets to identify a common topic or theme. They use the hash (#) symbol followed by a unique message.

You can create a unique hashtag for your marketing, which will help more people find your brand and the conversations bubbling around it. You can even use hashtags and Twitter as tool for your customer service.



Twitter best practices - Dos and don't

DOs

- Send links to great content and useful articles that tie into your followers' interests. Tweeting useful content is the best way to expand your following and keep them engaged.
- Share the most interesting and useful tweets with your audience. By retweeting, you will also let the original author know you shared his content. Always attribute the content you share.
- Keep your tweets human. Read your post aloud, if it sounds like a sales ad or robotic, redo it. You need to be human and approachable through your messages.
- Have a little fun. Twitter is a place where you can share your brand's personality. At the same time, be mindful of the jokes and humour you use. Tact and respect still need to be applied as in any other social setting – online or offline.
- If people share your content repeatedly, a 'Thank You' and 'Follow' goes a long way.
- Monitor for mentions, replies and direct messages - and reply to followers within 24h. There are multiple platforms you can use for monitoring your Twitter activity like Hootsuite or Tweetdeck.
- Twitter is a great platform for content curation. Use your monitoring platform to stay on top of popular hashtags for your industry. When you spot a question that your business has the answer to, respond and watch your follower numbers and engagement increase.

DON'Ts

- Don't try to pass off other people's content as your own. When caught, you risk damaging your reputation. You'll also miss out on the benefits of giving people credit for their posts. Sharing content works both ways, and means your messages can spread further.
- Avoid online arguments. Remember that Twitter has an huge audience and is not the place you want to be remembered for an argument on politics, religion, ethnicity and international security issues.

A final word of advice ...

Twitter is a place where you can have a conversation and help your customers.

Don't try to oversell your products. Use the 8/4/2 formula whenever you plan your messages for the platform: for every 8 tweets about your industry, have 4 retweets from influencers and 2 on your brand, product and services to achieve the right balance.