



TWITTER ~ KEY STEPS FOR SUCCESS AND TIPS & TRICKS

Use this document as a guide to kick off foray into Twitter social media.

NOTE: Use the Facebook-Marketing Plan Worksheet's first 3 pages to answer the questions from the Twitter POV.

MARKETING OBJECTIVES

Know your objectives and goals before plunging in willy-nilly. Why? Targeted efforts reap better results. Here are some examples:

- Drive traffic to your company website.
- Better understand potential online clients, peers and colleagues as well as competitors.
- Cross promote content to other social media sites.
- Gain recognition as a subject expert (such as eye care, art, the visual arts, humor, compassion, goodwill). Builds credibility.
- Get conversions and leads.
- Build your brand!

TWITTER ~ KEY STEPS TO SUCCESS

Use these tips to outline a course of action:

1. **DISCOVER SOURCES:** find and follow others
 - a. Find and Following other interesting Twitter accounts.
 - b. Look for businesses you love, public service accounts, people you know, celebrities, or news sources you read.
 - c. Tip: One great way to find more interesting accounts is see who those you know or admire are following.
2. **CHECK IT OFTEN:** pay attention to what's happening
 - a. Messages from others you follow will show up in a readable stream on your Tweets timeline.
 - b. Once you've followed a few people, you'll have a new page of information to read each time you log in.
 - c. Click links in others' Tweets to view: images and videos they have posted, the profiles of users mentioned in their message, or Tweets related to a hashtag (#) keyword they used.
 - d. Set up your notifications and mentions to receive emails when you are followed, mentioned or receive a direct message. This ensures you'll receive a prompt notice when there's news for or about you.
3. **TAKE IT WITH YOU:** connect your mobile
 - a. Twitter is portable! Connect your account to your mobile phone or download a Twitter application to begin reading Tweets on the go.
 - b. You can get updates about traffic, activities in downtown Napa, or catch up on the buzz about an event you're about to attend. The possibilities are endless!
 - c. Tip: Using Twitter via SMS allows you to pick and choose which updates you want from those you follow, so you can get mobile updates from the accounts that matter most to your life on-the-go.

TWITTER ~ TO DO & STEPS

Before you jump in the deep end, you must set up a complete profile and bio:

1. **BUILD YOUR TWITTER [PROFILE](#)**
 - a. Upload a profile picture. (Can be logo and/or combination photo + logo.)
 - b. Complete your 160 character bio. Store the existing bio in Word for easy character count. Adjust bio words as needed.
 - c. If one person tweeting, use real name for easy indexing. If multiple users, leave name off and go with (first name) Eye (last name) Works.
 - d. Include location and web address.
 - e. Create/upload a custom Twitter background (to match Facebook, website, overall color scheme). Save changes.

To post your own tweets:

2. **BUILD A VOICE:** Retweet, reply, react
 - a. Use existing information (other people's Tweets) on Twitter to find your own voice and show others what you care about.
 - b. Retweet messages you've found and love, or @reply with your reaction to a Tweet you find interesting.
 - c. Tip: If you're a new user, others are more likely to find your messages if they are Retweets or @replies.
3. **MENTION:** include others in your content
 - a. Once you're ready to begin authoring your own messages, consider mentioning other users by their Twitter username (preceded by the @ sign) in your Tweets. This can help you think of what to write, will draw more eyes to your message, and can even start a new conversation.
 - b. Try posting a message mentioning a local celebrity or person you admire – they often respond to fans. You'll see their response on your Mentions tab.
 - c. Tip: Can't think of anything to write? Don't worry! Like I said, the real magic lies in locating and reading content on Twitter.
4. **GET FANCY:** explore advanced features
 - a. As you become more engaged on Twitter, others will begin to find and follow you.
 - b. Once you're familiar with Twitter basics, consider exploring the site's more advanced features: lists, direct messages, and favorites.
 - c. Learn how to include images or videos in your Tweets, or consider connecting your Twitter account to your your blog, Facebook, or website to show off your updates across the web.
 - d. Tip: The best way to gain followers on Twitter is to regularly engage and contribute in a meaningful way.

TWITTER ~ TIPS & TRICKS

Click **Discover** at the top of your Twitter page. You can find and follow other accounts in these four ways:

1. Browse accounts by category,
2. Browse accounts that we think might be of interest to you
3. Import your address book contacts to find out which friends are already on Twitter,
4. Search one-by-one for people or groups of interest.

TWITTER ~ MARCIA'S TIPS

Things to bear in mind as you become familiar with the language of tweets, chats, hashtags and more:

- Courtesy is king! Say "TY" (Thank you) when someone retweets your tweet (even if yours is a retweet). ALWAYS thank new followers. Have a standard "Thank you" tweet you can send that includes your Facebook and web addresses. Copy 'n' paste it into your Reply message.
- Start by following others and reading tweets long before you begin entering the conversation.
- Focus on making friends: Retweet far more frequently than posting your own material (unless you're very funny!). Spend time checking out others before following. Unfollow if content is valueless, annoying, too frequent for your taste.
- Your mind should quickly evaluate every retweet and new tweet to determine if it fits within the objectives and goals of the marketing strategy.
- Brevity is the name of the game in a 140-character world of micro-blogging. (NOTE: In order to successfully retweet (RT) you often need an extra 20 characters, so if others are to retweet you, use shorter messages: 120 characters or less.)
- Learn to restructure tweet sentences: rearrange clauses and phrases, substitute synonyms.
- Learn to make minor character changes when you schedule a tweet for repeat broadcast. (Remove a space, add a second hyphen, substitute tilde for hyphen, etc.)
- Use < or > and other shaped characters creatively to point attention to information visibly.
- If more than one person from your company is tweeting (or posting on Facebook), use ^ (carat) plus MM (your initials) like this "... ^MM" at the end of every tweet.
- Always shrink your linked URLs using Bitly or ePurl or other URL shortening services (Free). You need every available character!

- Report spammers and block them immediately. Do NOT automatically click on the link of a stranger! (Suspicious accounts are often sent to you, but when you review the sender's
- Use hashtags “#” for content you may wish to index (or someone else might). They work like keywords. Example: See *the gr8 sculptures on your walk around town!* #Napa #Downtown Hashtags work best when reasonably short; be careful unless YOU intend to use it a lot (e.g. “#CoolEyewear”)
- Use #FF (Follow Friday) to promote followers to others who may not know them. Thank retweeters for promoting your Follow Friday tweet. Follow up by checking out FF recommendations from your followers. Make new friends/followers as needed. (There are many other themed days/topics such as FoodFriday, TravelTuesday, WeddingWednesday, etc.)
- Establish a schedule and stick to it. Choose 15 minutes in the morning, noon and late afternoon. Stop even when there's more to do so you don't feel overwhelmed.
- Always revise your tweets for optimum length. At 140 characters each one counts a lot more. Use words wisely!
- Abbreviate key info to shorten: Use 2011 instead of “last year” for half the characters used.
- Choose descriptors carefully: The meaning is different in a long story, but “a few” vs. “some” can be interchangeable, depending upon tweet length in this medium.
- Eliminate implied words such as “that” and “which”. You'll be surprised how much your writing changes to fit syntax in Twitter.
- Use the active voice in tweets – no past tense or passive voice which are less likely to get you clicks or RTs. This is far more important in Twitter than Facebook.
- Use abbreviations such as OMG appropriately. If used for everything you lose credibility just like the boy who cried, “Wolf.” Silly abbreviations or too many abbreviations or shortened phrases and hashtags annoy readers.
- Don't completely sacrifice your writing style and personality. That's what makes you unique and garner more followers and RTs. If the reader has to work at understanding your message, it's been lost. Consider telling long stories in 140 character bursts. I've seen some extremely compelling blow-by-blow commentary and storytelling via a long series of tweets over hours or days.

GOOD READS ON TWITTER

Great post from Jeff Bullas on [The Marketing Secret About Twitter That Most People Don't Know](#). Follow others, a fair percentage of them will follow you. Voila! Instant audience. Now go find people with similar interest at TWellow.

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Don't miss out on key lessons, such as position your link approximately one-quarter through your tweet or tweets on the weekends get better click throughs. Check it all out in Dan Zarrella's [How to Get More Clicks on Twitter](#). This is highly valuable data in mapping out your own strategy. Dan presents key findings on length of tweet, where to insert your link, use of “via” or “RT” and other key words sparking interest in your tweets.

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As follow up to that post, Dan Zarrella also provided an infographic depicting [The Science of Social Timing](#) for Facebook and Twitter. This is worth a once-over.

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In [Without the Right Message Twitter is No Better For Your Brand Than a Fax Machine](#), David Brier makes several key points about diluting one's brand in social media. You must be careful with 24/7 changeable marketing that you don't send the wrong message.

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When is the best time to tweet? Find out in Knowledge Enthusiast's [Best Time to Tweet](#), which is chock full of great suggestions and free tool links to help you refine your strategy and tactics.

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Here's a fun one but best used once you've been on Twitter for awhile: [How to Make an Infographic of Your Twitter Profile in 30 Seconds](#).

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If you'd like to [learn more about retweets](#) (RT's) and other types of tweets, check out Twitter's [Types of Tweets and Where They Appear](#), a great reference page for understanding what is and isn't visible to your followers.

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For more:
<https://business.twitter.com/>