



No2Pen.com

Sharp Web-Writing. Smart Marketing.



## Twitter Tips and Instructions

### The Twitter Basics

The key to Twitter is to be transparent and to be friendly. A lot like life! Be honest about who you are and why you are writing.

**Frequency.** Some recommend you publish every day and as many as 5-10 times each day at periodic times. Frequency ensures you stay in your followers Streams and are not forgotten. But irregular Tweeting isn't the end of the world. **Sara Lancaster** of No. 2 Pen sporadically Tweets and still manages to have 1000+ followers.

**Be social.** The goal of *social* media is to *socialize* with others. In fact, plan to interact with others 70% of the time and publish marketing-related info 30% of the time (maximum).

**@ Responses.** You can communicate with another user directly by including the @username (username would be replaced by the user's actual name) within your Tweet. Communicate with the @ liberally. The more interaction you have on Twitter, the more followers you will gain and the more valuable your relationships will become.

**Re-Tweeting.** If you see a Tweet that you particularly like, then it's perfectly fine to "Retweet" (RT) that post. You can RT by clicking the Retweet button or you can copy and paste the Tweet into the "What's happening?" box preceded by RT and your comment.

What's happening?

Can't wait! RT @SaraLancaster Working on a "Twitter Tips" writing freebie for No. 2 Pen fans. Stay tuned...

Add your location

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**Hash Tags.** A hash tag is used within a Tweet as a way to participate in a particular conversation on Twitter. For example, if you are a fan of the television show *Glee*, then you could correspond with others about the show by including #Glee in your Tweet. Here's an example:

← Back to Home + Save this search

## Results for #glee

Tweets · Top ▾

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 **chevrolet** Chevrolet ↻ 5 Retweets  
More videos posted in our @GLEEonFOX competition. Great stuff, you guys! Check out the competition: #ChevyGleeks  
[bit.ly/ChevyGLEE](http://bit.ly/ChevyGLEE)  
23 Jun  
Promoted by Chevrolet

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 **ParadeMagazine** Parade Magazine  
#Glee heartthrob #CoryMonteith talks to Parade about love, marriage and more!: <http://bit.ly/jGPOkb>  
13 minutes ago

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 **TanyaZuckerbrot** Tanya Zuckerbrot  
Turn off the TV when you're eating! Don't worry can you watch #Glee on DVR when you're done.  
32 minutes ago

To see a current list of common hash tag usages, visit <http://hashtags.org/>.

## What Not to Do on Twitter

**Don't boast.** If every time you Tweet you include links to your website, then you will lose followers fast. No one likes a spammer or a broken record. So...advertise sparingly. Instead, post useful pieces of information, interesting links, and a small smattering of Tweets about your business. Remember the 70/30 rule.

**Don't repeat.** Say different things with every Tweet.

**No spam.** Don't follow spammers and block the spammers that follow you.

## Build a Following

**Follow and be followed.** A great way to build your number of followers is to follow folks yourself. Be wary of following spammers or people with irrelevant Tweets.

**Searching is your friend.** Use the search tool to find Tweets that mention you, your business, your industry, or topics you are interested in. Respond to those Tweets when appropriate.

**Promote your Twitter account** on your website and other social media profiles. Maybe even add your Twitter username to your business card.

**Make lists.** Organize who you follow with lists. Make a private “priority” list of Twitter users who are or could be your customers. Be sure to check in with those users regularly.

## Twitter Tools

**Shrink your links.** This basically allows you to conserve characters within your Tweets. If you use Hootsuite.com or another tool to manage Twitter, then it’s easy to shrink links. However, if you choose to enter your Tweets on Twitter.com directly, then try [www.budurl.com](http://www.budurl.com). With this service, and others like it, you can track clicks, too.

**TweetDeck.com.** [www.TweetDeck.com](http://www.TweetDeck.com) allows you to see your stream, @responses, direct messages all in one screen. With TweetDeck you can manage multiple accounts at once.

**SocialOomph.com.** Track keywords and have a summary of those Tweets emailed to you. With [www.SocialOomph.com](http://www.SocialOomph.com) you can also schedule your Tweets and create an automatic direct message for those that follow you. Although, automatic direct messages are discouraged. Feels spammy...

**See who follows you back.** Technically, you should not worry too much about who is following you back. If you want to hear what someone has to say, then just follow them and don’t worry about the rest. However, you wouldn’t be human if you weren’t curious. Try [www.TwitterKarma.com](http://www.TwitterKarma.com) to see who follows you back. If you want, you can unfollow them, but again, that’s not the goal of Twitter.

## Twitter Ideas for Your Business

When your Twitter account isn’t for you personally, but rather for a business, things can get a little tricky. To develop a “voice” for your Twitter writing, consider some of the following ideas.

- Decide on your company’s Twitter personality. Are you a respected resource providing tips and advice speaking in a formal tone? Are you funny and edgy trying to get others to like you in a “friend” kind of way? Are you planting little pockets of sunshine everywhere to impress your customers and colleagues?
- Remember your style guide. Like with all communications, you need to stay in line with your brand.

- Create a plan. Incorporate Twitter into your marketing plan, and then make a special plan for Twitter only. While it doesn't cost anything to have the Twitter account, it does cost you time. Be sure to set goals, identify objectives, and define tactics.
- Who will Tweet? There are several possibilities here.
  - Choose one person in the office to represent the company. Maybe even post that person's picture. It could be the intern, the receptionist, the marketing director, or even the CEO. It doesn't matter who it is; what matters is that the person represents the brand appropriately.
  - Assign different people in the office to particular "Tweet beats." In other words, one person is responsible for announcing new products/services, promotions, etc. Another person posts links to relevant news and industry information online. A third person responds to @ conversations and monitors trending conversations for participation. A fourth person is responsible for posting the temperature every 20 minutes (kidding on this last one, but you get the point).
  - In a situation where multiple people are Tweeting, you can handle it one of two ways. 1) Each user signs with his or her initials at the end of the Tweet. 2) Within the Twitter bio you say that various staff members are writing. The point is to make it personal. Your logo can't Tweet, but the *people* behind your logo can. If it gets too confusing having all these people Tweeting their beats independently, assign one person to manage the Tweets and schedule them appropriately. See [www.twitter.com/StormWindSocial](http://www.twitter.com/StormWindSocial) as an example.
  - Hire a professional social media consultant to manage your account or to write your Tweets. Ford has hired several different online professionals. See [www.twitter.com/FordDriveGreen](http://www.twitter.com/FordDriveGreen) and [www.twitter.com/FordFiesta](http://www.twitter.com/FordFiesta) to see how they've handled attribution.

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