



Twitter Business Guide: Communication and Marketing

2012 revised and updated version

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I. What is Twitter?

Twitter is a free online tool that enables you to spread your content on the Internet and to interact with other users of your choice. As a social medium, it is a platform that conveys the messages you intend to communicate to your audience. It fulfils three major purposes:

- Create awareness from users who do not know about you
- Retain the attention from users who follow you
- Enhance your presence and influence on the Internet

Each piece of information – or Tweet – you share is added to your Home Feed of Tweets and will appear on your followers' feed. As each Tweet is restricted to 140 characters, information must be concise and to the point.

II. Why Twitter?

Twitter is one of the fastest-growing online social media platforms. It is one of the top communication methods currently available, with more people and businesses joining the network every day. With 1.1 million new accounts created every day and 1 billion Tweets sent every week, signing up for a Twitter account means getting in touch with just short of 500 million users. Most of the big names have an account – it has become an essential tool for online marketing and business communication.

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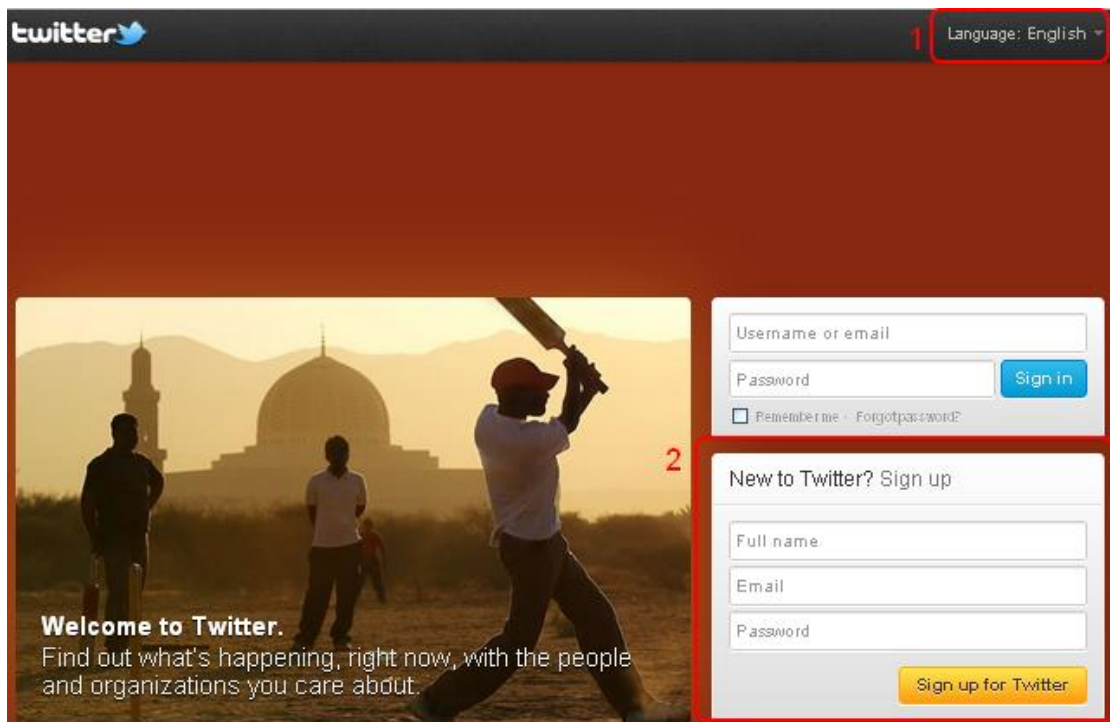
1. Starting on Twitter

1.1. Creating a Twitter account

1.1.1. Creating an account

Access Twitter's website by typing the following address in your web browser:
<http://twitter.com/>

You can select your language at the top right hand corner of the page (1). Now fill out the sign up form with your name, email and password (2) and click on the "sign up" icon.

A screenshot of the Twitter homepage from around 2010. The page has a dark blue header with the Twitter logo on the left and a language selector on the right. The main content area features a large background image of a cricket match at sunset. On the right side, there are two white boxes for user authentication. The top box is for logging in, with fields for 'Username or email' and 'Password', a 'Remember me' checkbox, a 'Forgot password?' link, and a blue 'Sign in' button. The bottom box is for signing up, titled 'New to Twitter? Sign up', with fields for 'Full name', 'Email', and 'Password', and a yellow 'Sign up for Twitter' button. Red annotations are present: a red box labeled '1' around the language selector in the top right, and a red box labeled '2' around the sign-up form on the right.

Signing up for Twitter is a four-step process:

a. Adding your personal details

You now confirm the information you have submitted. In the first blank (1) you fill in your full name; the one that will appear as your identity to other users on your profile. In the second blank (2), fill in your email address, you can only have one Twitter account per email address. The safety of your password (3) is very important and it must be *unique*, i.e. not used for any other online accounts. In case your Twitter account is hacked, you do not need worry that your data will be used to break into other accounts. Your username (4) is a unique combination of alphanumeric characters which will be used to find your account and to interact with you. Should the username of your choice be already taken, you can pick one of Twitter's suggestions (5). Once all the fields have been filled out and validated, click on "Create my account".

Full name

1 John Doe ✓ OK!

Email

2 johndoe1986@gmail.com ✓ We will send you a confirmation.

Password

3 ✓ OK!

Username

4 JohnDoe1986 ✗ This username is already taken!

5 Suggestions: Doe1986Doe · DoeDoe1986 · Doe1986John ·

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, or other materials uploaded,

Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

b. Adding your interests

Next, you can start to customize your profile. Twitter will suggest topics that might interest you (1). You can also search for other topics (2). To see more suggested users for a particular topic, click on "View all" (3). To follow a profile, click on the "follow" icon next to it. If you change your mind, simply click on the "following/unfollow" icon. To proceed, click on the icon at the bottom of the page entitled "Next step: Friends".

The screenshot shows the Twitter 'Interests' setup page. At the top, the user's name 'JohnDoe1324' is visible. The page is divided into two main sections: 'Interests' (labeled 1) and 'Friends' (labeled 2). In the 'Interests' section, there is a search bar with the placeholder text 'Find users by name or topic' and a 'Search' button. Below the search bar, there is a list of suggested topics: Germany, Art & Design, Books, Business, Charity, Entertainment, Eurovision Song Contest, Family, Fashion, Food & Drink, Funny, Government, Health, Music, News, Science, Sports, Staff Picks, Technology, Travel, and Twitter. Under the 'Germany' category, there are 66 suggestions, and a 'View all' button is shown. Two suggested accounts are displayed: 'SPIEGEL Sport' (@SPIEGEL_Sport) and 'Deutsche Lufthansa' (@Lufthansa_DE). Under the 'Art & Design' category, there are 56 suggestions, and a 'View all' button is shown. Two suggested accounts are displayed: 'Pictory' (@Pictory) and 'Khoi Vinh' (@khoi). Under the 'Books' category, there are 72 suggestions, and a 'View all' button is shown. Two suggested accounts are displayed: 'Wil Wheaton' (@wilw) and 'Cory Doctorow' (@doctorow). On the right side of the page, there is a 'Welcome To Twitter @JohnDoe1324!' message, followed by a prompt to follow the first 10 accounts of interest, and a 'You follow 0' status with a list of 10 empty boxes for account selection.

c. Adding your friends

From this page, you can check whether your contacts also have a Twitter account (1). Twitter checks your contacts' email addresses against their database and shows you potential matches. Otherwise, you can search for people by their names (2).

The screenshot shows the Twitter interface with the 'Friends' tab selected. On the left, under the 'Add friends' section, there are buttons for connecting via Gmail, Yahoo, Hotmail & Messenger, AOL, and LinkedIn. A box labeled '1' highlights these buttons. Below them is a text box explaining that choosing a service will open a window to log in and authorize Twitter to see contacts, and that only users who have allowed their accounts to be found by email address will appear. A 'Search' button and a text input field labeled 'Find users by name or topic' are also present, with a box labeled '2' highlighting the search area. On the right, the user's profile is shown with a welcome message, a notification about following 10 users, and a list of users they follow, including 'davidgaffen' and 'optionmonster'.

d. Confirming your account

You should now have received an email from Twitter to confirm your email address. To finalise your account, make sure you confirm it by clicking on the link (1) in your email.

The screenshot shows an email from Twitter. The header is a blue bar with the Twitter logo. The body of the email starts with 'Hi, JohnDoe1324.' followed by a request to confirm the account by clicking a link. A box labeled '1' highlights the link: http://twitter.com/account/confirm_email/JohnDoe1324/EDSDG-HA36C-130520. Below the link, it states that once confirmed, the user will have full access to Twitter and all future notifications will be sent to this email address. The email is signed 'The Twitter Team'. At the bottom, there is a note that if the message was received in error, the user should click 'not my account'. A final note at the bottom states that the message was sent from an unmonitored email address and that for general inquiries or support, the user should visit Twitter Support.

1.1.2. Customising your profile

With millions of accounts already activated, to stand out from the crowd, you must create an original account that will attract more followers.

In the top right corner of the main page, you can see an arrow next to your user name. Clicking on this opens a menu, click on “Settings”.

Next, click on the “Profile” thumbnail (1).

Select a picture from your computer that will be used as your profile picture (2), for instance the logo of your company.

Enter the location of your business (3), typically as “city, country”, i.e. “Hamburg, Germany”.

Enter the URL of your professional website (4).

Finally, write a few words about you (5) in the “Bio” field. Remember this can only be up to 160 characters. Write about your business, the kind of messages you will post and about yourself. You can also include the URL of your blog or website in your bio. Keep it short and appealing. Having a well-written, appealing bio is very important as it is generally the first piece of information other users will see about you. Remember, you can only give a first impression once. When you are done, click on “Save changes” (6).

The screenshot shows the Twitter profile settings interface. On the left is a sidebar menu with options: Account, Password, Mobile, Notifications, Profile (highlighted with a box and the number 1), Design, and Apps. Below the menu is the Twitter logo and a list of links: © Twitter, About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, and Developers. The main area is titled 'Profile' and contains the following fields:

- Picture:** A green square placeholder with a white egg shape. To its right is a button labeled 'Datei auswählen' (highlighted with a box and the number 2) and the text 'Keine a... wählt' and 'Maximum size of 700k. JPG, GIF, PNG.'
- Name:** A text box containing 'John Doe'.
- Location:** An empty text box (highlighted with a box and the number 3) with the prompt 'Where in the world are you?' below it.
- Web:** A text box containing 'http://twitter.com/johndoe1324' (highlighted with a box and the number 4) with the prompt 'Have a homepage or a blog? Put the address here.' below it.
- Bio:** A text box containing 'Follow me on Twitter @JohnDoe1324 or' (highlighted with a box and the number 5) with the prompt 'About yourself in fewer than 160 chars.' below it.
- Facebook:** A button labeled 'Post your Tweets to Facebook'.
- Save changes:** A blue button at the bottom (highlighted with a box and the number 6).

Now, click on the “Design” thumbnail (1). In this section, you can customise the colours and the pattern of your page. You can select one of the premade themes (2), however uploading your own background will have a stronger impact and will make your page more unique. You can upload pictures by clicking “upload image” (3). Alternatively, you can change the background colour of your page by clicking on the blue colour field (4). You can also edit the colour of your links but clicking on the green colour field (5). Once you are happy with the changes you’ve made, click “Save changes” (6) at the bottom of the page.

The screenshot shows the Twitter 'Design' customization page for a user named John Doe. On the left is a navigation menu with options: Account, Password, Mobile, Notifications, Profile, **Design** (highlighted with a black box and labeled '1'), and Apps. Below the menu is a Twitter logo and links to various resources. The main content area is titled 'Design' and includes the instruction 'Customize the way Twitter looks for you and how your profile looks to others.' It features a 'Pick a premade theme' section (labeled '2') with a grid of 16 theme thumbnails. Below this is a link to 'Check out Themeleon »' with a description. The 'Customize your own' section (labeled '3') includes an 'Upload image' area with a 'Datei auswählen' button (labeled '3') and a 'Keine...wählt' button. Below the upload area are color pickers for 'Background' (labeled '4') and 'Links' (labeled '5'). The 'Background' picker shows a teal color with hex code #B2DFDA. The 'Links' picker shows a green color with hex code #93A844. At the bottom of the 'Customize your own' section is a 'Save changes' button (labeled '6').

1.1.3. Establishing guidelines

By now, your Twitter account has a nice customised look and is ready to be shown to the world. Because Twitter users need to keep interacting with each other, it is important that there is always someone in your company managing your Twitter account and its updates. If more than one person is in charge of updating your posts on Twitter, you need to establish

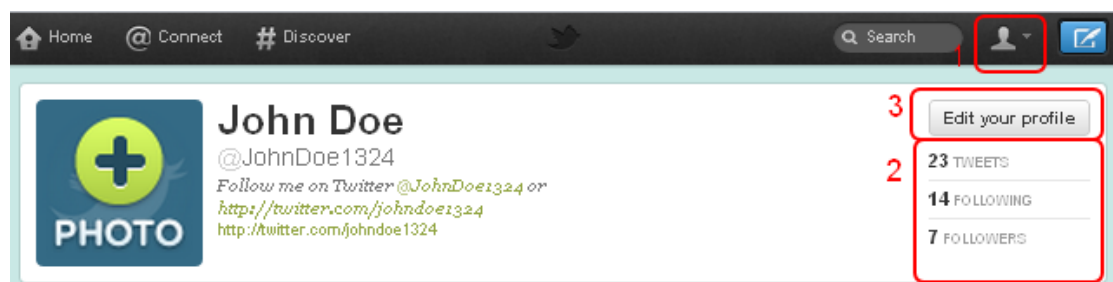
clear guidelines in order to ensure consistency in the tone and the type of information you want to share (see section 3.1. Editorial line). Furthermore, you might want to keep a log of your posts – or “Tweets” – to prevent tweeting the same piece of information several times. A log is also a great tool to keep track of the different Twitter tasks during the week.

1.2. Twitter slang

Twitter has its own communication terminology. It is essential to understand what each term means in order to use Twitter properly.

1.2.1. Following and Followers

As previously noted while creating your account, Twitter relies on a system of following and being followed by other Twitterers. If you followed Twitter’s recommendations, you should be following at least ten profiles. When you are on the website’s main page, you can read the latest news shared by the people you follow. The latest Tweets appear on the top of the page. If you click on the silhouette on top of the page (1), you can track your records (2) and see how many Tweets you posted, how many people you follow and how many people follow you. This is also where you can later on edit (3) your profile.




The more people you follow, the more information and updates will be displayed on your home page. If you feel like your home feed is being cluttered with too much information or that some followers are irrelevant to you, you always have the option to unfollow them. The moment you start following a user, they receive a notification email (as shown below) with the details you have entered about your account. A nice profile picture (1) and a well-written biography (2) are essential to retain the attention of those you are following and hopefully get them to follow you in return. A large number of followers (3) is also a determining factor – the more followers, the more influential you appear.



On Twitaholic (<http://twitaholic.com/>), you can find out who the most influential Twitterers are (1) and how many followers they have gathered (2).

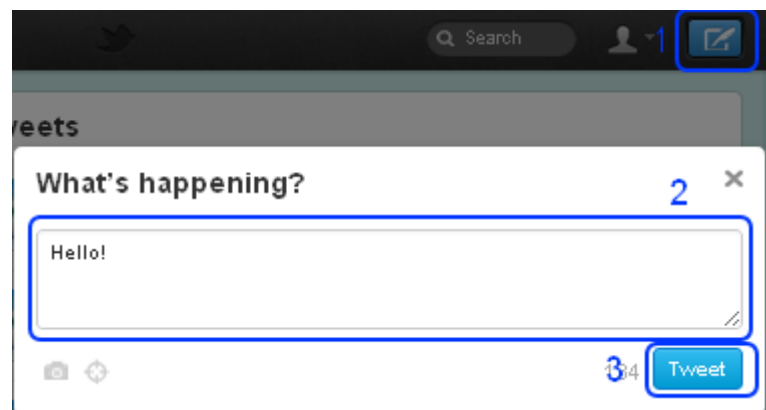
The Twitaholic.com Top 100 Twitterholics based on Followers

#	Name (Screen Name)	Location	URL	Followers	Following	Updates	Joined
1.	 Lady Gaga (ladygaga)	New York, NY	http://www.ladygaga.com	19239508	139901	1278	47 months ago
2.	 Justin Bieber (justinbieber)	The World	http://www.youtube.com/justin...	17408016	120984	13175	35 months ago
3.	 Katy Perry (katyperry)	Underneath a palm tree...	http://www.katyperry.com	16058349	82	3732	36 months ago
4.	 Shakira (shakira)	Barranquilla	http://www.shakira.com	13996341	42	1256	33 months ago
5.	 Rihanna (rihanna)	LA BABY!	http://www.rihannanow.com	13347716	729	4274	
6.	 Kim Kardashian (KimKardashian)	where I'm meant to be...	http://kimkardashian.celebuzz...	13160135	169	10345	35 months ago
7.	 Britney Spears (britneyspears)	Los Angeles, CA	http://facebook.com/britnysp...	13058276	417560	1400	41 months ago
8.	 Barack Obama (BarackObama)	Washington, DC	http://www.barackobama.com	12497816	682431	2827	60 months ago
9.	 taylorswift13 (taylorswift13)		http://twitter.com/taylorswift13	10932745	68	1227	39 months ago
10.	 Selena Gomez (selenagomez)	Los Angeles	http://www.selenagomez.com	10240330	701	2001	36 months ago

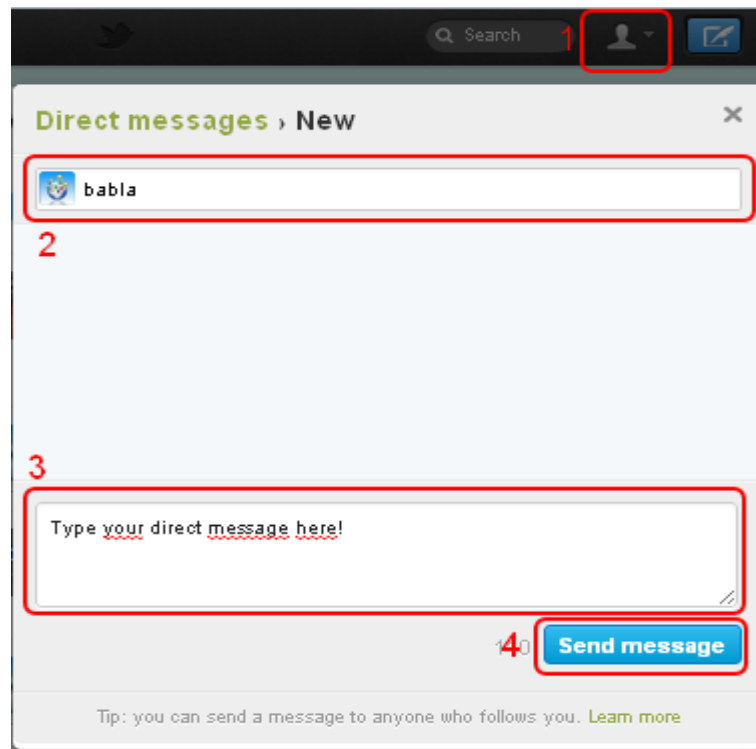
In January 2011, rapper 50 Cent posted a Tweet about the stock market. In two days, 9.24 million shares in the company in question were traded. This gives you an idea of how influential Twitter can be (See also 3.2.1. Who to follow).

1.2.2. Direct messages & public messages

You can send two types of messages on Twitter. You already know public messages, also referred to as posts or Tweets. These can be seen by anyone on Twitter and will appear on the walls of your followers. To write one of these, click on the blue icon (1) on the top of the screen on your homepage and start typing (2). When you are done, simply click on the "Tweet" button (3) below and your message is published.



If you would rather send a direct message (DM) to a specific user, click on the silhouette (1), and choose “Direct messages”, and then “New message”. Insert the name of the recipient in the top bar (2) and type your message in the field below (3). Like public messages, you are limited to 140 characters. Send your message by clicking “Send message” (4). Note that you can only send direct messages when both users are following each other. This prevents users from getting spam messages via DMs.



1.2.3. @ – at

The sign @ is used to address a user. It needs to be typed right before the user’s name, e.g. @johndoe1324. This will notify the recipient that you’re writing to or about him. This is an essential code to know to interact with other Twitterers.

1.2.4. RT – ReTweet

ReTweet means sharing a Tweet that was posted by another user to make it visible to your own followers. To do so, click on the ReTweet icon above the Tweet you would like to share or manually enter a new update starting with “RT” and @+the name of the original poster. While being seemingly more tedious, the latter method is actually recommended. By doing so, you notify the original Twitterer of your sharing. Showing interest for its input improves your relationship. Moreover, you can participate to the topic instead of merely spreading the information.

For instance, “RT @fellowtwitter www.xyz.com” does not add anything. Whereas “Nice article about languages RT @fellowtwitter www.xyz.com” adds value to the Tweet, allows you to speak your mind and makes it more interesting to your followers.

1.2.5. # – hashtag

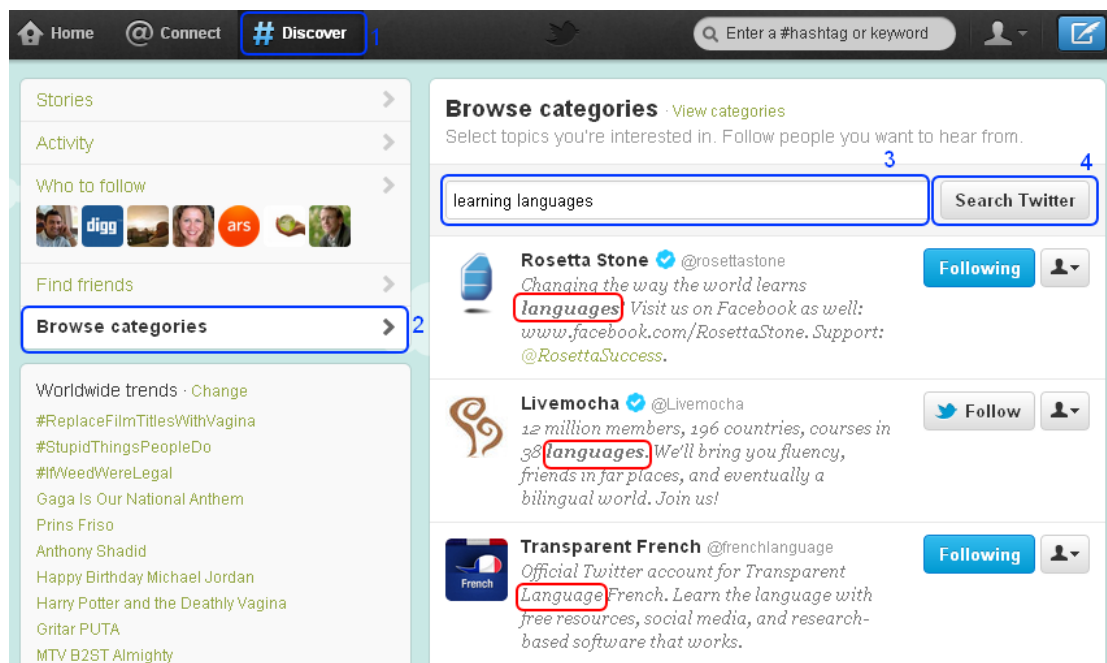
Hashtags are basically used to flag the topic of the post. It is so to speak the word tags that will make your input findable when the word is searched for. To make it work, you need to type your keyword right after the hashtag, e.g. #marketing. Note that even multiple words must be typed without spacing, such as #EnglishLanguage or #Makethebestoftwitter. You can use any hashtag you like and even create your own ones.

For instance, the University of Plattsburgh used the hashtag “#sunyla2011” for all Tweets related to a conference of the same name. Thus all participants could keep track of what had been posted on Twitter and stay up to date.

1.3. Exploring Twitter

1.3.1. Searching through bios & #words

Now that you are familiar with how Twitter works, it is time to build your database of contacts. First, click on “#Discover” (1) on top of the page. Then choose the “Browse categories” (2) thumbnail. Click on the window that suggests you to “Search for a topic, full name, or @username” (3) and enter keywords that match your interests, e.g. “learning languages” and click on “Search Twitter” (4). This will display below results matching the keywords you entered, based on users’ bios – see words circled in red. Scroll through them and follow profiles you deem relevant.



When searching for a specific topic among Tweets, you only need to insert the key word preceded by the hashtag. This will stop you from having irrelevant posts in your results. To illustrate this point, let us assume you are looking for Tweets about the music band The Cranberries. Looking for #cranberries will filter out all the Tweets that have the word “cranberries” (the fruit), unrelated to your search.

1.3.2. Shortening URLs

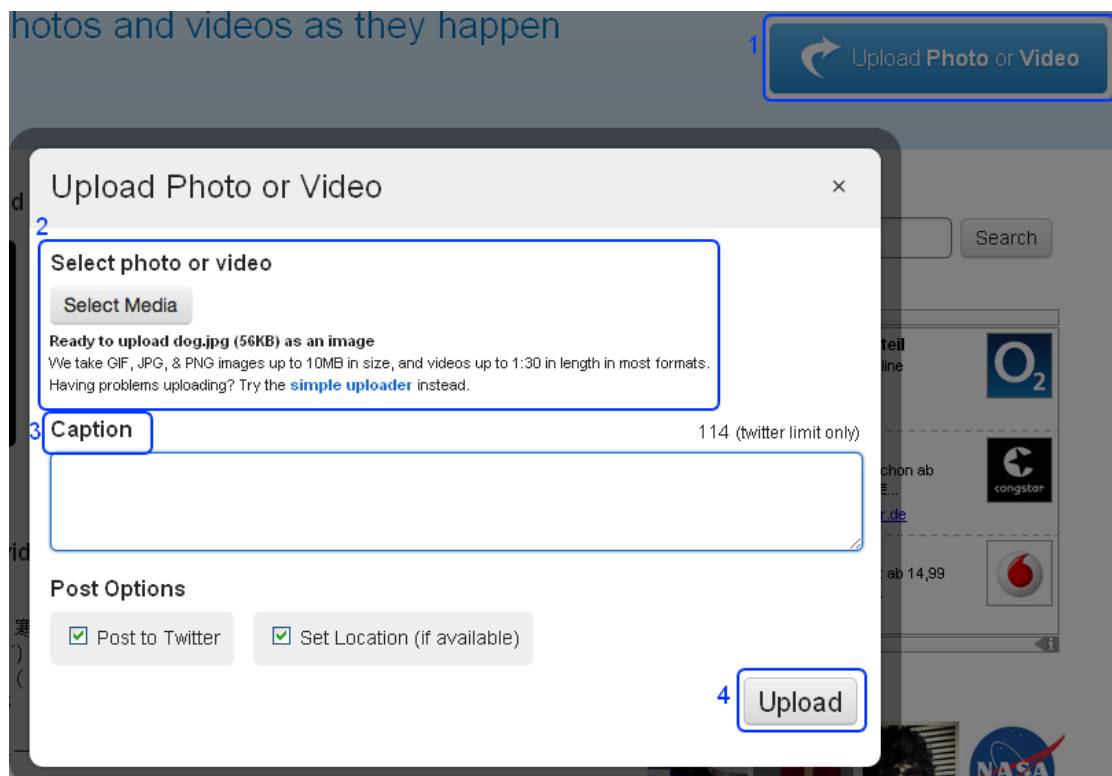
With a limited amount of 140 characters for each Tweet, you should spare every character you can. Twitter has an inbuilt function that automatically shortens every link you post but there are also many websites that help you shorten a link without breaking it. Here are a few examples:

- <http://tinyurl.com/>
- <http://tiny.cc/>
- <http://bit.ly/>

All of these websites are fairly easy to use. You simply copy and paste your link into the search bar, and it is automatically shortened. For instructions on how to use bit.ly as a feedback tool, see section 3.3.2.

1.3.3. Pictures and videos

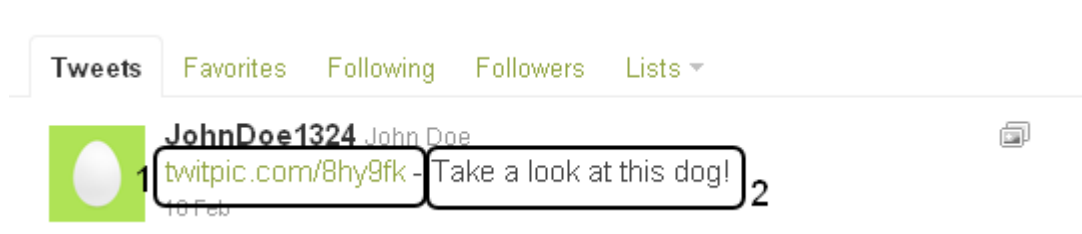
Twitpic (<http://twitpic.com/>) is a website that enables you to share uploaded pictures or videos online and make them accessible via Twitter. To do so, go to Twitpic's website and log on using your Twitter account. Once logged in, click "Upload Photo or Video" (1) and select the file you wish to upload (2). You can add a caption to the photo, and then click "Upload" (4).



On the next page you can view your caption (1), type a Tweet (2) to accompany your photo, and post your photo (3) directly onto your Twitter profile.

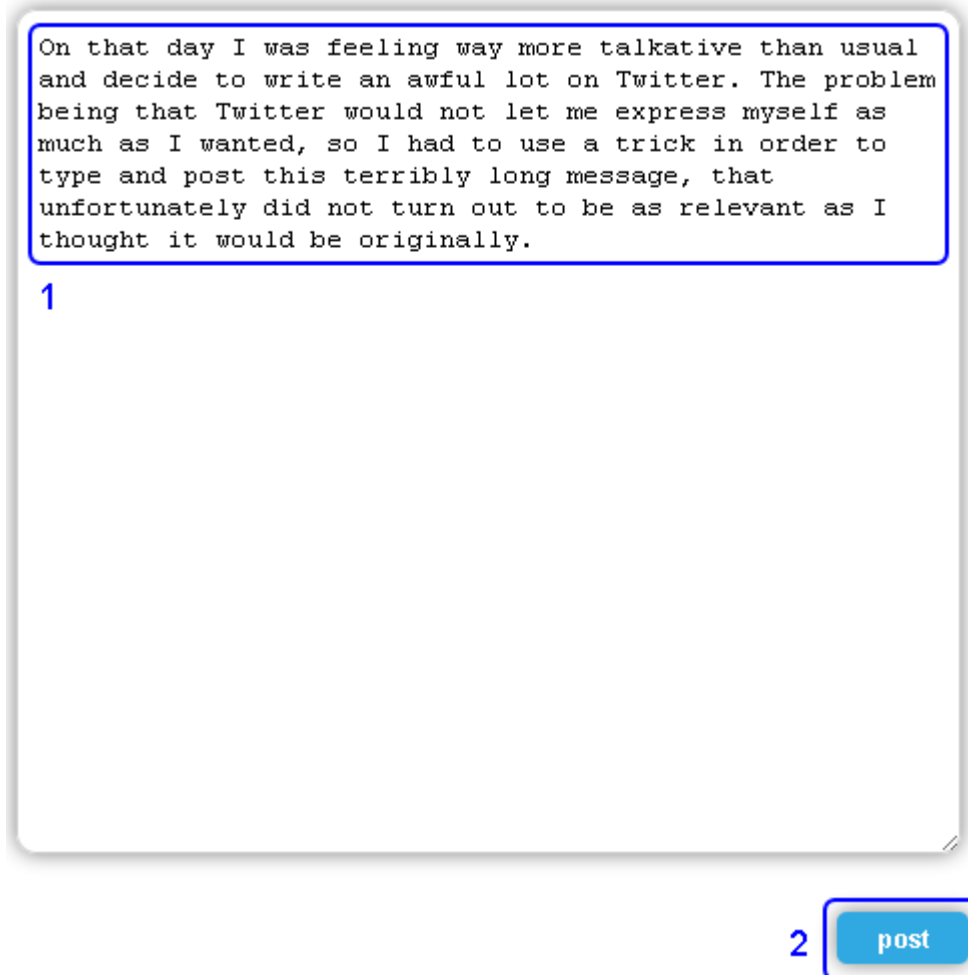


The final Tweet is seen below, with the link (1) and the accompanying Tweet (2). Clicking on the link will direct you to the picture or video.



1.3.4. Expanding your Tweets

If 140 characters aren't enough for you, there are ways to get around it. www.twitlonger.com or www.long-tweets.com, among others, will allow you to type longer messages on a separate webpage. Here is a step-by-step explanation on how to do so with Twitlonger. There is no registration needed, all you need is to log in using your regular Twitter account information. Then type your text (1) and click on post (2).



The screenshot shows the Twitlonger web interface. At the top, there is a text input field with a blue border containing the following text: "On that day I was feeling way more talkative than usual and decide to write an awful lot on Twitter. The problem being that Twitter would not let me express myself as much as I wanted, so I had to use a trick in order to type and post this terribly long message, that unfortunately did not turn out to be as relevant as I thought it would be originally." Below the input field is a large, empty white area. At the bottom right of the interface, there is a blue button labeled "post" with a blue border. The number "1" is placed to the left of the input field, and the number "2" is placed to the left of the "post" button.

On Twitter, the result will be displayed as shown below (1). The beginning of your text appears, followed by (cont) and an URL, which redirects to your original post with the whole text.



While such a tool has some obvious benefits, it also has many drawbacks, especially if used too often. As stated before, Twitter is meant to share short messages that convey

information on the spot. It is already difficult to get your readers to click on the important links you post, such as those redirecting to your business website, so it is therefore best not to overload your account with links that are actually dispensable. Moreover, long Tweets are not very likely to be read as users usually skim through news. Only use a “long Tweet” as an ultimate resource to solve a specific issue.

1.3.5. Twitter Search widget

The Twitter Search widget enables you to monitor all the activity about you on Twitter. This tool comes in handy when you want to see what has been written about you at a glance and thank users talking positively about your business. To install the widget, enter the following URL: <http://twitter.com/about/resources/widgets>, then click on “My Website” (1), then “Search Widget” (2).

Select Your Widget

Widgets for...

My Website 1

Facebook

Profile Widget

Display your most recent Twitter updates on any webpage.

Search Widget 2

Displays search results in real time! Ideal for live events, broadcastings, conferences, TV Shows, or even just keeping up with the news.

Now choose what word or words you would like to monitor (1), presumably your business or product name. In the example below (rainbow), the Tweets are displayed on the right side with the words highlighted in red. If you would like to have a title to your widget, you can fill out the relevant fields (2) and it will display on the top of your widget (3). You also have the option to customise the appearance, the sizes and the options of your widget (4). When you are done, click on “Finish & Grab Code” (5).

Customize Your Search Widget

Settings

Preferences

Appearance

Dimensions 4

Search Query try some advanced queries

rainbow 1

note: retweets are not included by default

Title

It's a double rainbow

Caption

Across the sky

 2

It's a double rainbow
Across the sky 3

MissLauryHill Learning to appreciate the rainbow after cursing the rain, is just like loving again after experiencing the pain.
11 hours ago · reply · retweet · favorite
30+ recent retweets

klasymone Everybody Wants Happiness . No One Wants Pain . But How Can You Make A Rainbow Without A Little Rain ?
2 hours ago · reply · retweet · favorite
10+ recent retweets

marlowe_claire Come to my Cabaret on Thursday on Battersea Barge- all proceeds go to Rosie's Rainbow Fund! X
32 minutes ago · reply · retweet · favorite

twitter Join the conversation

Test settings

Finish & Grab Code 5

This will display an HTML code that you simply copy and paste on a webpage of your choice to see the final result appearing. For more information on how to monitor custom keywords, check out our Social Media Monitoring Step by Step Guide (<http://blog.bab.la/wp-content/uploads/2011/04/social-media-monitoring-step-by-step-guide.pdf>).

1.3.6. Account management platforms

You do not *have to* access your account via Twitter. Several other companies will let you do it using their own interface – for free or some financial contribution. There are a lot of them and depending on how you use Twitter; one might be more relevant to you than another. Here are a few examples of account management platforms:

- <http://hootsuite.com>
- <http://www.tweetdeck.com/>
- <http://marketmesuite.com/>
- <http://gremln.com/>

Each platform offers different features and it is entirely up to you to choose the tool that you feel meets your social media needs in the best way. This article by Social Media Today compares some of the many tools available out there: <http://socialmediatoday.com/leo-widrich/371186/10-top-twitter-tools-suggested-pros>.

In this guide we will use HootSuite (<http://hootsuite.com/>) as an example of how these websites can enhance your use of Twitter. The free version of HootSuite unfortunately does not let you add more than one account manager, but it is possible for two people to be logged into the account at the same time. This allows co-workers to take part in the updating process while ensuring consistency and organisation. Furthermore, HootSuite's interface makes it easier to plan your Twitter activity. Among the most useful features, you can:

- Schedule your updates, i.e. post what you want at different times of the day without being constantly monitoring Twitter (see section 3.3.3.).
- Keep a track of the Tweets you sent.
- Manage your notifications. This is easier for you to remember who you replied to, who did, what was written, etc.
- Create custom searches, which allow you to monitor Tweets containing a certain keyword, i.e. the name of your blog, a new product or your company website, see section 2.2.1.

Creating an account on HootSuite is rather quick and straightforward. The procedure is very similar to the one you followed when joining Twitter. HootSuite also allows you to add other social network accounts, like Facebook and LinkedIn, and manage all your social networks using the same platform.

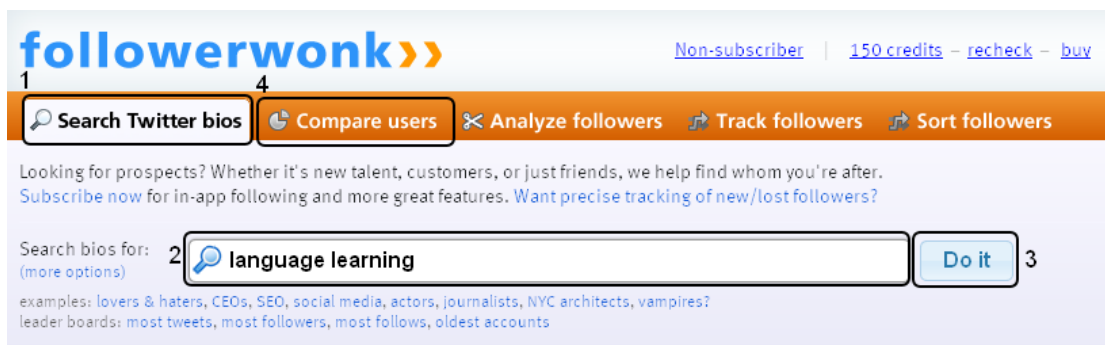
1.3.7. Data mining

In order to search through Twitter users, you may use Twitter as mentioned above (section 1.3.1.), but it is also possible to use other applications. Several websites offer various ways to find new and track your existing followers. Here are a few examples:

- <http://followerwonk.com/>
- <http://twittercounter.com/>
- <http://manageflitter.com/>

Here is an example of how to use Follower Wonk:

Followerwonk (<http://followerwonk.com/>) is a website that lets you do some data mining among Twitter users. Its main feature is to search through Twitterers' biographies (1). Enter a keyword of your choice (2), for example "language learning", click "Do it" (3), and Followerwonk shows you a lists of Twitter users who mention that specific keyword in their profile. It also shows if you are already following these users, and whether they are following you back. The search function is especially useful to find influential users within an area relevant to you and thus increase you presence on Twitter (See also section 3.2.1. Who to follow).



Follower Wonk's second service is to compare 2 or 3 profiles (4). Among the various information you may collect from it, it reveals how many followers you have in common, how long you have been on Twitter, how many Tweets you post a day, and how many new people follow you a day, etc.

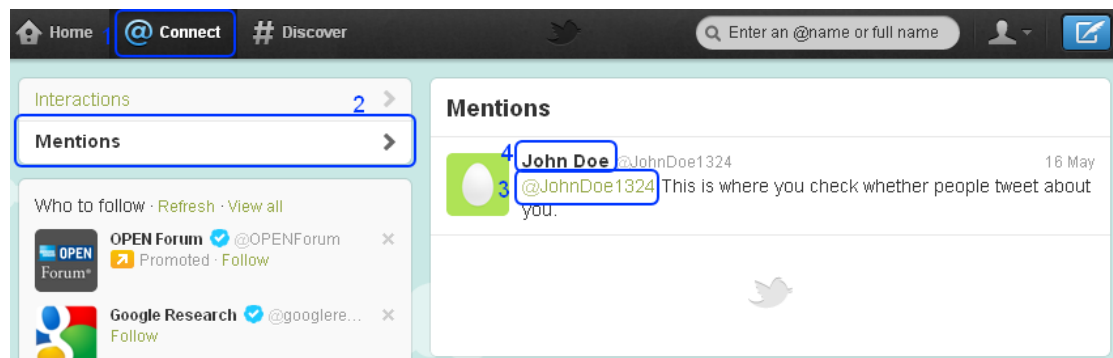
2. Using Twitter as a communication tool

2.1. Monitoring activity

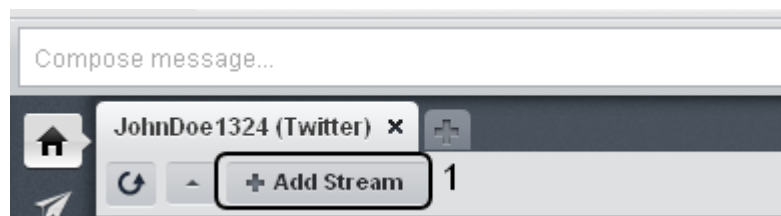
2.1.1. Check what is written about you

Rather than checking every single Tweet posted, which would be tedious, if not impossible, there is an easier way to monitor what people have been writing to and about you.

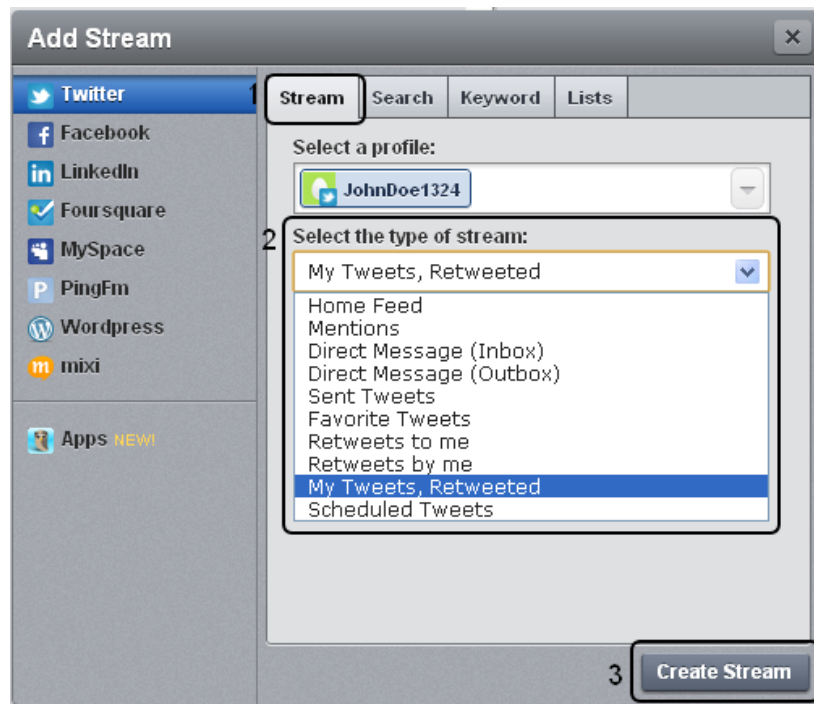
First, click “@Connect” (1), and choose the “Mentions” (2) thumbnail. This page displays all the Tweets that contain your user name preceded by @ (3). You can see who the sender is above each post (2).



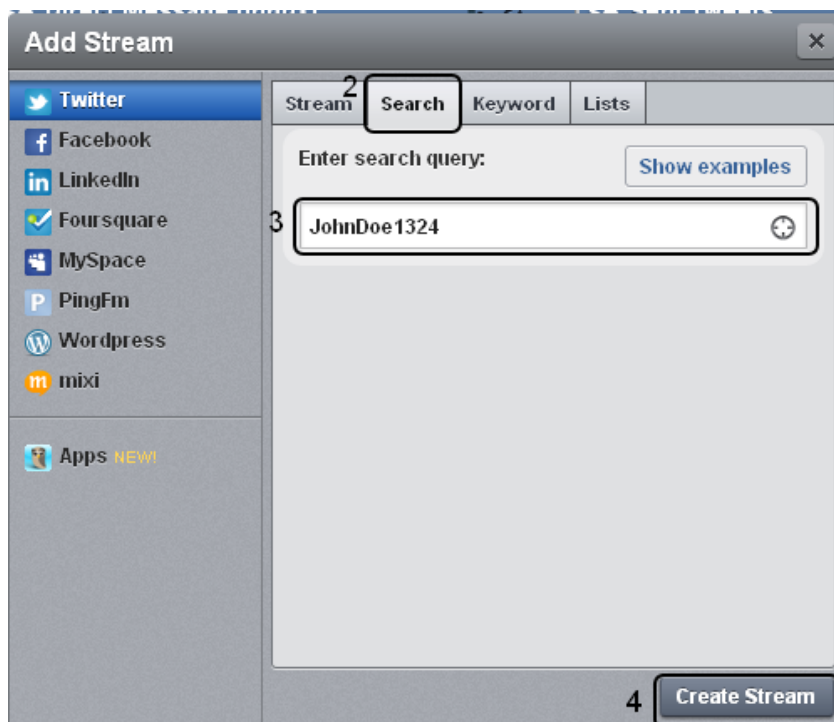
If you are using HootSuite, you can customise your dashboard to show different columns with your mentions, ReTweets, Direct Messages etc. You simply click the “Add stream”-button (1):



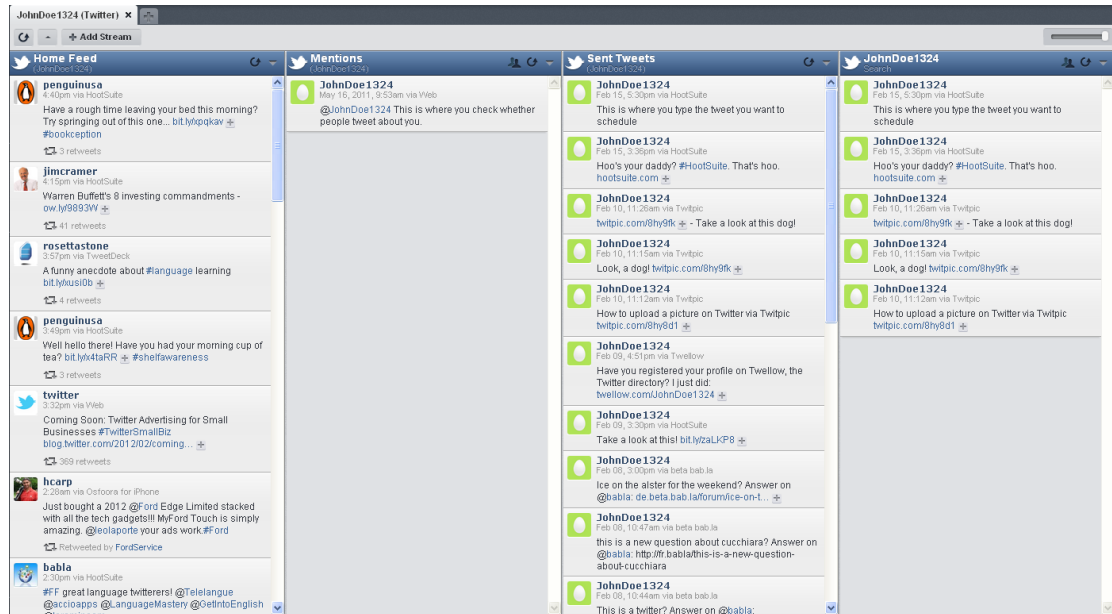
Then, choose the “Stream” thumbnail (1), pick the stream you would like to create (2), and click “Create Stream” (3).



If you would like to track other keywords, for example the name of a new product, your blog, or your company website, you can set up a search that automatically tracks the keyword of your choice. Choose the “Search”-tab (2), enter the search-term you would like to follow (3), and click “Create Stream” (4). You can even track several keywords or phrases by choosing the “Keyword”-tab and following the same steps as when setting up the Search-stream.



Your streams and searches will appear side by side on your dashboard:



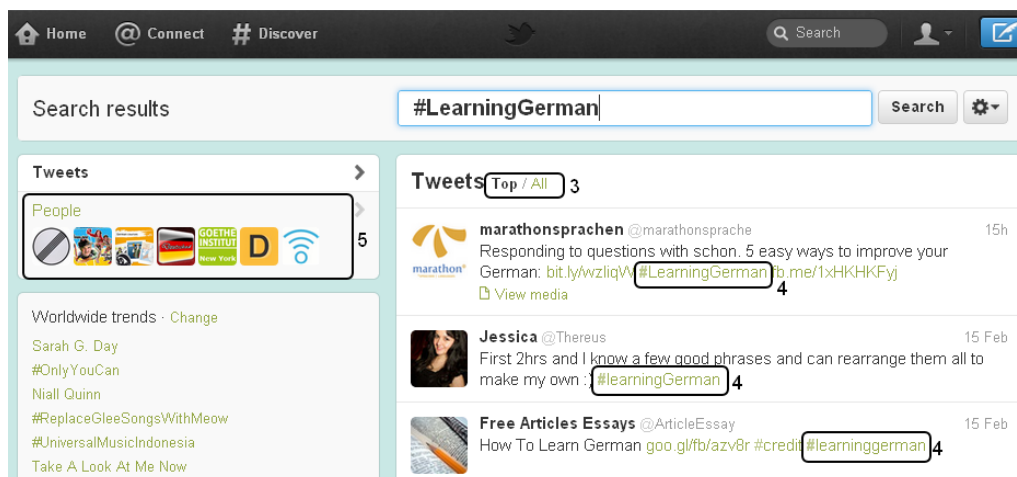
2.1.2. Check what is written that might be of interest

If you are looking for the latest Tweets about a topic in particular, here is how to proceed.

Choose the “#Discover” thumbnail (1) and type the topic of your interest in the search bar (2) preceded by the hash symbol, for instance #German. If you are looking for several key words, do *not* insert a space between them i.e. #LearningGerman (2). Note that the search option is not case sensitive and that capital letters are not required. Start your search by pressing “Enter” on your keyboard.



As default, the search will show you the “Top” Tweets (3) containing the hashtag you searched for (4). To see all Tweets containing this hashtag, choose the “All” Tweets thumbnail (3). Additionally, Twitter also shows you a number of popular accounts whose Bio field contain your search term (5).



2.1.3. Beware of what you share

Even if Twitter is a recreational area for many, bear in mind that you are representing your business. Do not publish personal details about your clients or your employees. Do not make negative comments against someone in particular. Of course, do not release any confidential information about your company, its products and services. If unsure, check with your communication manager (see also 3.1. Editorial line).

2.2. Interacting with other users

2.2.1. Write short & clear

Because your communication medium is limited in space, it is essential that you write Tweets that are clear and concise. Stick to a traditional subject-verb-object pattern; your readership needs to be able to know what you are tweeting about at first glance. If your sentences are long and confusing, the chances of not being read are higher. Remember the KISS rule: Keep It Short and Simple. Furthermore, some sentences are catchier than others. Use newspapers headlines, “How to...”, “The top 10...”, “The best of...” etc. You need to hook your readers on the spot.

2.2.2. Avoid spelling & grammar mistakes

As Twitter represents your business, it will not make a good impression if your Tweets are full of grammar and spelling mistakes. Make sure you read your posts twice before putting them online. However, due to space constraints, some abbreviations are tolerated *only if you exceed the allocated 140 characters*.

Do not write “We r offering gr8 services” when you can type “We are offering great services”.

However, “U shouldn’t promote something that is not included in ur services. Has 2 B avoided as it wastes space – www.example.com/video #GoodMarketing” uses common abbreviations understood by most and help you stay within 140 characters.

Do not use abbreviations with your hashtagged words. They will not be found.

2.2.3. Be courteous and respectful

Again, a business Twitter account can cause harm if you do not mind what you post. Even though you do not necessarily have the space to type all the forms of politeness (and you are not expected to), do not get ahead of yourself by using swear words in your Tweets. When engaging in a topic, make sure you do not offend your fellow Twitterers with harsh words. Similarly, remember that irony is hard to convey on written supports, therefore try to avoid it. A “You don’t know what you’re talking about, you moron ;)” can be seen as a joke, but most likely it will make you look like an oaf. Keep in mind that everyone can read your private jokes. Tone on Twitter is generally familiar, yet there is a fine line between familiar and vulgar, and you probably do not want to cross it. In a nutshell, it is fine to laugh as long as nobody is victimised by your words.

2.2.4. Topics to approach or not

Be cautious of what the consequences of your posts could be. Posting about the weather is generally harmless but it has different implications whether you enjoy the warm sun of May in Copenhagen or comment about toxic rains in Russia. Do you want to take a political position or show your support to a politician? Do you think it is in your own benefit to write that someone deserved the unfortunate event they are dealing with? Do you want to Tweet about sex, violence or discrimination? Some topics are more thorny than others and you should be sure what you type remains within the scope of the guidelines that were decided upon.

You should therefore stick to the topics your business or products stand for. Get engaged in those topics and – if you want – take a standpoint in discussion while respecting other people's opinions. Remember your brand stands for something. Nothing is more boring than a bland brand agreeing with everyone and everything.

Of course, writing racist, sexist, xenophobic or similar comments must not happen. You would risk getting banned from Twitter, not to mention the searing unpopularity you would encounter.

2.2.5. Trolls & spammers

Like everything else on the Internet, Twitter is prey to misuse. A troll is the nickname given to a Twitterer that overly and unproductively comments on other user's Tweets. Unfortunately, there is no way of preventing those attention-seekers from following you and commenting on your input. The best way to deal with them is to ignore their comments until they – hopefully – get tired of their own sterile monologues.

Spammers are fake accounts, set up for advertising and selling purposes. It is best not to follow them back so they cannot send you direct messages. They can be identified by the large number of accounts they follow without being followed by anyone or very few users. They send appealing public messages directed to one user in particular with a link and tend to have suspiciously attractive profile pictures.

2.3. Reply to messages

2.3.1. Answering questions

As Twitter relies on interaction, it is critical that you do not ignore your followers. All questions should be answered in a timely manner to ensure your readership's satisfaction. Basic inquiries can be tackled easily; however some questions might not be appropriate to answer on Twitter if they concern a touchy topic or a complex issue. Should you receive such a question, try to contact the person or company involved by a different means that allows more space for discussion and more privacy. Bear in mind that everything shared publically will remain on the Internet, even after you delete the post.

2.3.2. Retweeting

If you see relevant or interesting content posted on your Home Feed, do not hesitate to ReTweet and add some personal comment about it (see section 1.2.4.). This will not only add to your news, but the author of the Tweet will be flattered and appreciate it – maybe he will even mention you in a “Thank you” Tweet. Retweeting the people you follow is also a good way to attract the attention of potential new followers.

2.3.3. Private message or public Tweet?

First of all, you should know you can only send a private message to someone following you back. Generally speaking, a Tweet is a better alternative especially for comments that might interest other users. You should save private messages for information you do not want other users to see – a phone number or an e-mail address for example. You may also consider hiding any conversation that isn’t relevant or informative to anyone but the recipient of the message and yourself. This prevents flooding on Twitter’s Home Feed.

An example of how a misplaced Tweet can cause serious harm is the 2011 Weinergate scandal. A lewd picture of the American Congressman Anthony Weiner was posted and quickly deleted, yet the damage had already been done and the picture was widely mediatised.

2.3.4. Thanking & rebounding

Remember to be courteous and to acknowledge all forms of communication. When someone mentions your website or product, it will be appreciated and make you look professional to post a “@example Thanks for the suggestions on our products!” or similar. After all, every time a Tweet is posted about you, it is free advertisement and users feel valued for being acknowledged.

3. Using Twitter as a marketing tool

3.1. Editorial line

3.1.1. Decide of a tone

Many would describe Twitter as a virtual office party. It is professional, yet informal and somewhat entertaining. Whichever tone you should agree on, make sure it remains friendly and respects common decency. If several people are managing your Twitter account, try to stick to a similar tone to ensure coherence.

3.1.2. What type of Tweets do you want to spread?

Like the tone of your messages, the type of Tweets needs to be carefully selected. Are there topics you should avoid, such as political conflicts, wars, climate tragedies, etc.? Depending of the kind of business you run, it could be relevant to show for instance a political colour and defend it; however this is rarely the case and generally advisable to remain on a neutral position when it comes to controversial topics.

3.1.3. Example of bad tweeting

There are several examples of “what not to do” when trying to do marketing via Twitter.

In early 2011, American fashion designer Kenneth Cole used the Egyptian conflict to promote his spring collection, which resulted in a massive disapproval and a very negative publicity for the New Yorker. The Tweet read "Millions are in uproar in #Cairo. Rumour is they heard our new spring collection is now available online at <http://bit.ly/KCairo> -KC." The Tweet was reproached for lack of taste and that Cole was taking a serious issue lightly.

In July 2011, the American baked goods company Entenmann's inadvertently used the result of the highly controversial trial against Casey Anthony, who was found not guilty of the murder of her own daughter, to promote the guilty pleasures of eating cake. The Tweet read “Who's #notguilty about eating all the tasty treats they want?!” Even though this might have been an honest mistake, the example illustrates the importance of social media literacy when posting on a medium like Twitter.

Both Tweets are examples of hashtag “hijacking” by using a popular hashtag to promote content irrelevant to the actual topic.

3.2. Building a database of followers

3.2.1. Who to follow

More than following your friends and acquaintances, it is advisable to follow Twitterers you would like to receive attention from. They can be in the same industry as your business, but not exclusively. For instance, if you are a language school, you probably want to follow other schools, dictionaries, teachers and academics. Yet you ought to consider some less-related accounts such as expat groups, universities or translators. It is all the more sensible if one of those accounts are influential and/or significantly popular. Such accounts are characterised by a large number of followers (1) and a high Klout score (2). Klout is an aggregate expressing the activity and interactivity of an account, or put in simpler words, how influential an account is. It ranks from 0 to 100. For instance, @justinbieber has 100 score or @BarackObama 91 (as of February 2012). The easiest way to collect such pieces of information is to access your account via HootSuite (See HootSuite section 1.3.6. Account management platforms). In the upper right hand corner, insert the name of the account you are interested in, i.e. @stephenfry in the selected example below (3).

The screenshot shows the Twitter profile of Stephen Fry (@stephenfry) as viewed through the HootSuite interface. At the top, there is a search bar with "@stephenfry" entered and a magnifying glass icon. Below this, the profile header for "Stephen Fry (stephenfry)" is displayed with a close button. The profile is divided into tabs: Bio, Timeline, Mentions, Favorites, and Insight. The main profile picture shows a headshot of Stephen Fry with a verified account badge (blue checkmark) and a green shield icon. Below the picture, statistics are shown: 1 3,873,443 Followers, 52,235 Following, 10,779 Updates, and 2 82 Klout. Further down, the location is listed as "London". The bio reads: "British Actor, Writer, Lord of Dance, Prince of Swimwear & Blogger". Links for "Twitter" and "Website" are provided. The "Joined" date is "Tue Jul 15 11:45:30 +0000 2008". At the bottom, there are buttons for "Follow", "Unfollow", "DM", "Reply", and "Add To List".

3.2.2. RT, share & exchange promotion

If you would like to continuously gain new followers, you need to engage with the users you follow. Retweeting is a good way to show interest in a fellow Twitterer's activity. Another option is to publish information mentioning a user (@username) so he is notified of your Tweet - given of course that the topic of your Tweet might interest him. You can also attempt to trade promotion: Recommend a post from their blogs, give positive feedback about a product or praise their website. Chances are they will return the favour as they will see every RT and @ on their Twitter wall. Finally, use the Follow Friday tradition (see below) to promote other Twitterers.

3.2.3. How to #FF

"#FF" stands for "Follow Friday". It's a weekly tradition to recommend your favourite users to your followers. A typical #FF post looks like "#FF @example1 @example2 @example3". Ideally they have some common feature you can praise such as "great language-related posts" or "my favourite book publishers this week". Try to include the users you want to follow you and do not forget to thank the Twitterers who included you in their #FFs. Do not forget to hashtag your #FF.

3.3. Receive attention

3.3.1. How to post catchy Tweets

Just like the tone you use, your "tweeting habits" should follow some sort of pattern. Aside from courtesy Tweets such as thanking and RT-ing, you should at least post once a day and as often as you have something interesting to share. One of the purposes of having a Twitter account is to promote your business, but it must not be invasive. No more than 10-20% of your posts should be direct advertisement. People use Twitter as a communication tool to get information and to interact, not to get spammed by advertising. The rest of your Tweets can be based, for instance, on a daily game or news and articles related to your field. Let us assume, as an example, that you are running a language school. A daily game you could organise is to post proverbs in a foreign language and to ask your followers if they can guess the meaning. As for news, keep an eye out for articles related to your business such as the cultural section of major newspapers or specialised magazines.

This infographic by Hubspot's Social Media Scientist Dan Zarrella (@danzarrella) shows what words and phrases to mention in your Tweets in order to get more clicks on the links you post:



Zarrella's study shows that not only is it important what you Tweet, but also how you Tweet it. Link placement and choosing the right words and phrases for your Tweets both influence whether people are likely to click on your links or not. Read the entire post here: <http://danzarrella.com/infographic-how-to-get-more-clicks-on-twitter.html>.

3.3.2. Measuring stats using bit.ly

Using bit.ly, you can get some feedback on how popular the links you post are based on the number of clicks on the link. To shorten a link using bit.ly, go to <https://bitly.com/>, and simply paste a URL of your choice into the bar (1) and click "Shorten" (2). The shortened link appears below, and you can copy (3) and paste it into your Tweet.

The screenshot shows the bit.ly homepage with the following elements:

- Header:** bit.ly logo and the tagline "Shorten, share and track your links".
- Input Area:** A text box (1) containing the URL "http://bit.ly/zaLKP8" and a "Shorten" button (2).
- Results Area:** A table with three columns: "Shortened links", "Real-time stats", and "Long link".

Shortened links	Real-time stats	Long link
bit.ly/zaLKP8	Customize 3 Copy Info Page+ 4	http://twitter.com/JohnDoe1324
- Footer:** A blue bar with the text "Bitly helps you share, track, and analyze your links." and a "Sign Up »" button.

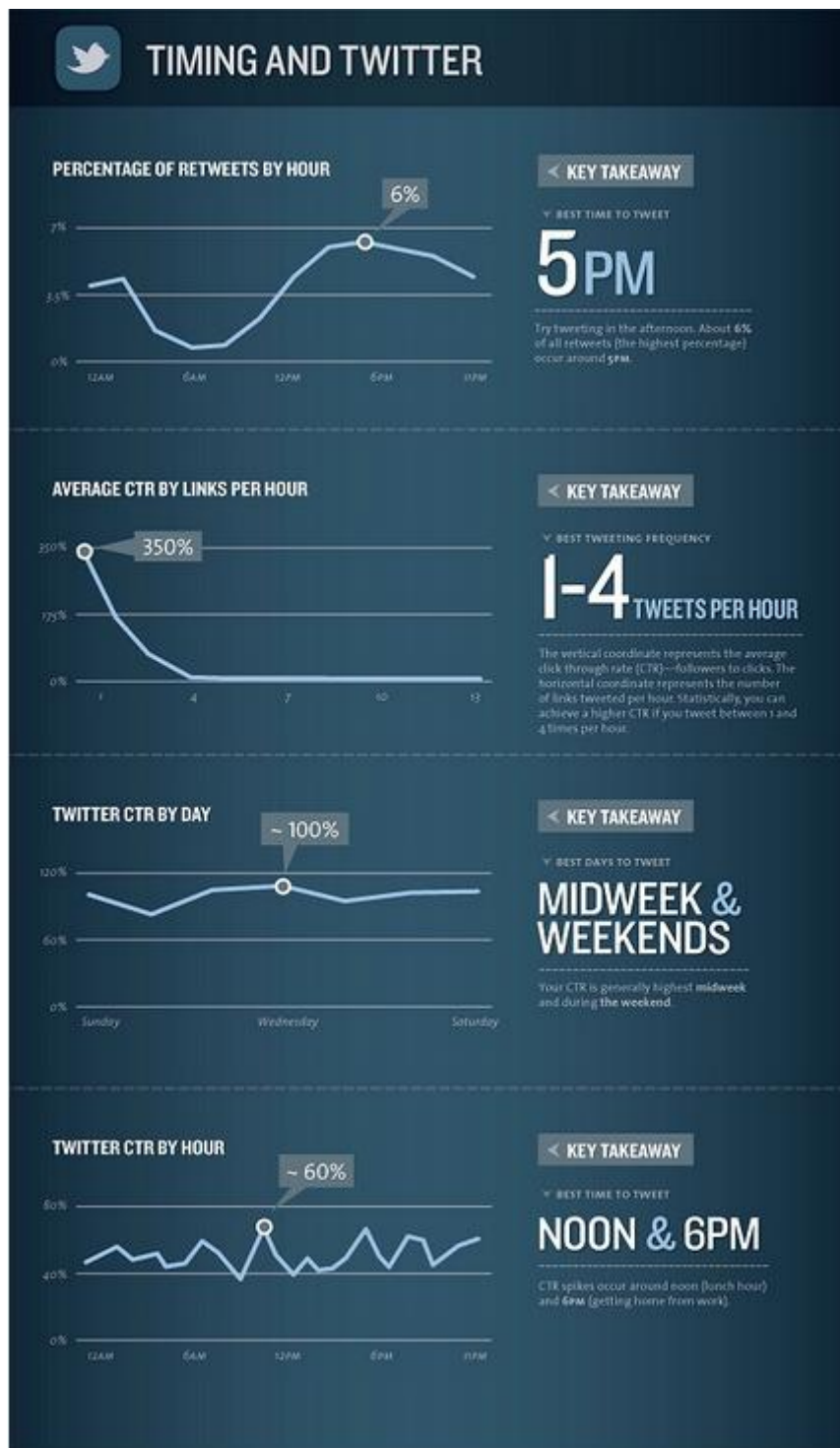
Now, to get more information about your link, click on “Info Page” (4). The number of clicks will appear on the top of the page (5), and bit.ly also automatically tracks when the link was clicked on, from what country, etc.



3.3.3. At what time of the day you should post?

This primarily depends on where your audience is located. Generally speaking, people tend to check Twitter in the morning before work, sometimes again after lunch. Of course, a minority will check Twitter all day long, but it is not your main concern. If your target audience and followers are national, then post your main information early in the morning. If you are on an international scale, it is more complicated and it would be helpful to know where the main percentages of your followers live. Even then, bear in mind that in large countries such as the USA, there are different time zones. If you post a lot, try to spread your messages across the day to reach everyone and avoid flooding your audience at a particular time of the day.

The Kissmetrics blog (<http://blog.kissmetrics.com/>) posted an entry called “The Science of Social Timing Part 1: Timing and Social Networks”, with data courtesy of Dan Zarrella and Hubspot (<http://www.hubspot.com/>). The post features several very useful infographics that illustrate how often you should tweet, the best days to tweet and the best time to tweet if you want as many clicks and ReTweets as possible:



Check out the rest of the post here: <http://blog.kissmetrics.com/science-of-social-timing-1/>.

The website Tweriod (<http://www.tweriod.com/>) analyses your follower database in order to determine the best time of day for you to post your Tweets. After giving them access to your account, you receive an email with a link to the full report that shows you when most of your followers are online. Tweriod is a neat application that gives you a feeling for your follower activity.

HootSuite is a handy tool to use as it lets you schedule your posts in advance. To schedule a post on HootSuite, simply type your message in the upper left hand field on the dashboard (1). Then click on the Calendar icon (2), and choose the date and time for your post (3). Lastly, click schedule (4), and your post will appear in the Scheduled Tweets column (5), where you can also edit (6) it until it is sent.

This is where you type the tweet you want to schedule

1

Add a link...

2

February 2012

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

2012-02-15

5 : 30 AM PM

☐ Email me when message is sent

3

87

4

Schedule

Want to save time? Try the [bulk message uploader](#)

The scheduled post will appear in the Scheduled Tweets column (1), where you can also edit (2) it until it is sent.

Scheduled Tweets
(JohnDoe1324)

Created by John Doe 1

Sending at 5:30pm, Feb 15, 2012

This is where you type the tweet you want to schedule

2 Edit Message

Edit x

3.3.4. Creating “hashtagged” topics

Should you create an activity or a topic that will be recurring in a given timeframe, it can be worth giving it its own official hashtag. A unique hashtag helps other users on Twitter to know what you are talking about and search for more related information in previous posts.

For example, during bab.la’s and Lexiophiles’ Top 100 International Exchange and Experience Blogs competition (<http://en.bab.la/news/top-100-international-exchange-experience-blogs-2012>), which was conducted between January and February 2012, many updates about the competition were shared on Twitter. Each Tweet referring to the competition included a “#IX12”. Not only did it save space, but it was also clear what the Tweets were about and Twitterers could follow the topic easily. Remember to explain on your main support (website, blog, leaflets) what the hashtag is for other Twitter users to add it in their own Tweets.

If you want to find out how your tagged word is spreading on Twitter, you can use Topsy (<http://topsy.com/>) to find out how often it was mentioned (1) and who did (2).

3.3.5. Engaging with your followers

A great way to receive attention on Twitter is to engage with your followers. Pay attention to the profiles that frequently RT or mention your posts, and take note of their number of followers and their Klout score (see 3.2.1). Try to engage influential followers by retweeting their posts, mentioning them on your feed, or by tweeting them articles they might find interesting. This is also a great way to engage profiles that you might want to follow you.

Every time someone new follows you on Twitter you will receive an email notification. It's a good idea to recognise your new followers by sending them a short Tweet saying "Thank you for following!" or "Welcome new followers!" Target the followers who are most influential, engaging with them makes them more likely to ReTweet and mention you via their own Twitter profile. However, we strongly discourage you from using tools that generate automatic replies to follows and mentions. Even if you are pressed on time, it is always better to send out fewer targeted Tweets of high quality than lots of automatic Tweets of poor quality.

A very successful example of engaging with your users and followers is that of the SEOmoz blog. On January 23, 2012, SEOmoz co-founder Rand Fishkin (@randfish) posted a tweet saying: "Any questions about search, social, content, conversion or analytics you want answered? I'm taking requests for the Moz blog tonight :)" This Tweet gained so many responses that Fishkin had to define a set of criteria to sort the questions by, and in the end ended up answering 43 of these questions on the SEOmoz blog: <http://www.seomoz.org/blog/answers-to-43-questions-about-search-social-content-conversions-and-more>. What is admirable about this activity is that it not only engaged Fishkin's followers but offered them a unique chance to communicate directly with him and receive a personal response to their particular query. No matter how large or small your business is, engaging with your users is a great way to gain influence and goodwill.

3.4. Activities & games

3.4.1. Post regularly about something other users can take part in

While it is an essential aspect of your Twitter account to be informative, it should also be interactive and sufficiently appealing for other users to take the time to read what you have

to say. One way of doing so is to organise a weekly event in which your followers can participate. One of the most obvious concepts is to ask for opinions. Every Friday, bab.la arranges a #mapgame, a game where Twitterers are invited to identify a city from sky view. The answers are short, varied and fun. Try to post your game updates at the same time and day to ensure continuity and make it easier for your followers to know when it's on. If your activity becomes really popular, we then talk about "Twitter memes". This is how #FollowFriday started or #MondayMusic, which consists of Twitterers sharing a song of the week every Monday.

3.4.2. Ask other users their opinions

One of the key benefits of Twitter is the opportunity to establish a direct dialogue between the company and its clients. Although it cannot replace a traditional qualitative research analysis, it is still precious feedback and it should be collected whenever possible. It can and most likely will be informal and needs to remain short and to the point. If you want to make a survey, make sure that your question pinpoints what you want to know. Bear in mind that you should not be asking a myriad of questions, which would bore your followers and bring you little feedback. A badly formulated question is "*What do you think of...*" This kind of question is hard to answer within 140 characters. Choose instead questions that can be answered with one word or a few. If you are about to launch a new car, ask "*what would be the colour of your choice*", possibly with a link to your website showing a pallet of colours available.

Be wary of products with bad publicity that may generate a lot of bad comments on Twitter. Avoid launching a conversation about these.

3.4.3. Example of a successful Twitter activity: #tll11

During the progress of bab.la and Lexiophiles's Top 100 Language Lovers 2011 competition, Twitter was used as a major means of communication. The competition ran between May and June 2011 and was divided into several steps (<http://www.lexiophiles.com/language-lovers-toplist/the-top-100-language-lovers-2011-%E2%80%93-how-the-competition-works>). Articles were published on Lexiophiles with updates regarding the competition, information was posted on Facebook but more importantly, Twitter was used to spread the word.

As the competition involved a very active online community (bloggers, Facebook and Twitter users), every Tweet about the competition was widely read and ReTweeted. To ease the search for related Tweets, bab.la came up with the unique hashtag "#tll11", standing for "Top Language Lovers 2011". The competition encountered a phenomenal success with the online language community, which could read about news via Twitter even when not sitting at their computer when the Tweets were posted.

The competition gathered close over 47,000 votes, nearly 6,000 likes on Facebook and hundreds of mentions of #tll11 (<http://www.lexiophiles.com/featured-articles/top-100-language-lovers-competition-2011-%E2%80%93-the-53421-final-recap>).

4. Linking Twitter to your business

4.1. Direct marketing

4.1.1. Posting about your services/products

The most obvious way to talk about products and services and to have them talked about is to write about them. If you create a Twitter account for your company, this should be your primary target. It is of course better if you find a way to do it in an interesting way that adds something else to the reader. Be careful not to be too subtle though, you need to find the right balance between blunt announcements and posts that barely have anything to do with you. Regarding frequency, it depends on how interesting your Tweets are. A plain link to your website with a depiction of a given item is not something users want to see very often, at the very most every week but it is best to actually avoid it completely. If, on the other hand, you post links to your website in an entertaining way, you can afford to do so up to twice a day.

4.1.2. How to keep your audience on the hook?

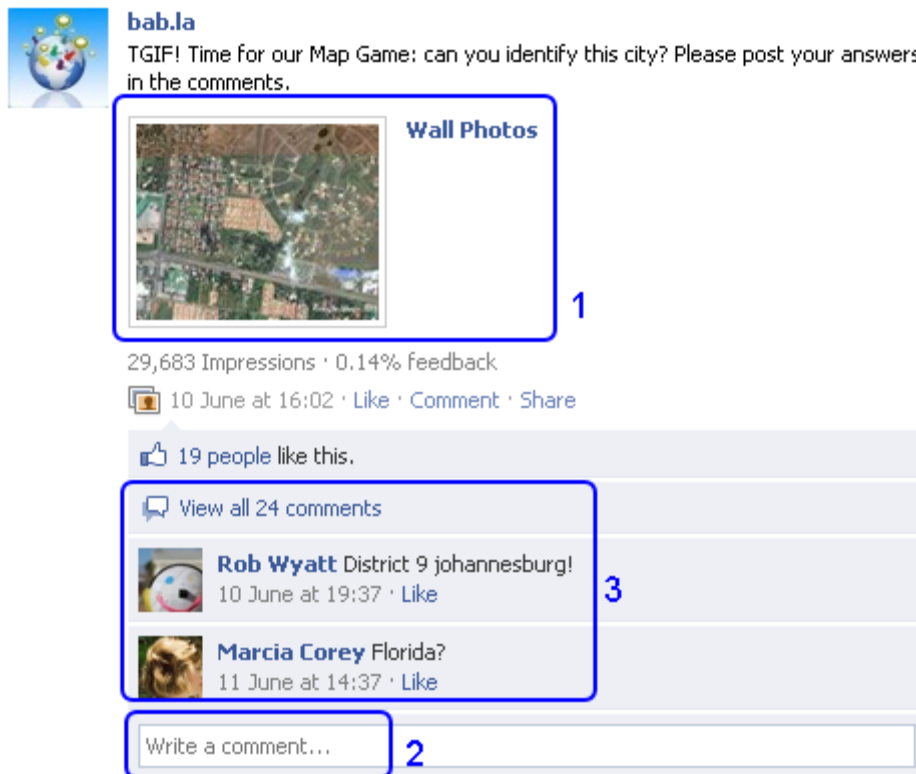
As mentioned previously, you can only get more followers and keep them if you provide interesting and entertaining content. You can use the news or a current event to link to your products, i.e. a sport items retailer could write: *“New York marathon next week! Top 5 indispensable accessories! www.linktoyourbusiness.com”*. You can also use Twitter to give exclusive discounts to your followers by quoting for instance a password while making the payment for their purchases, e.g. *“Only for the next hour: enter code 2fast4u and get free overnight shipping for every pair of trainers”*. For entertainment, there are many options possible, depending on what kind of business you run and the tone you adopted on your account. You can post an article about the latest top 10 blunders from sports anchorpersons or the trainers seen on celebrities lately – still within the example of a sport items shop. Even if it does not link toward a product you sell, it retains your readers attention and increases your popularity. Remember that you can also organise games or ask opinions on Twitter, such as *“What happened 20 years ago in the sport industry?”* with some interesting or uncanny facts every week. You can illustrate your comment with multimedia using Twitpic (See section 1.3.3. Pictures and Videos).

4.2. Indirect marketing

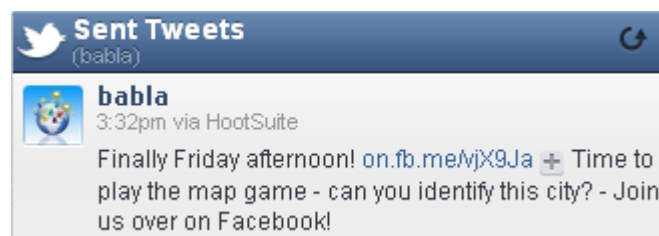
4.2.1. Linking Twitter to your Facebook Page

Just like Twitter, Facebook is a major social network that reaches a large number of people. Furthermore, its interface is significantly different and more flexible than Twitter, allowing you to post pictures, comments and more. Twitter and Facebook complement each other very well. Because this guide focuses primarily on Twitter, we will not explore the benefits of Facebook extensively or how to optimise its use. We will stick to the intertwining parts between both networks and how to make the best of them.

Announcements made on Facebook should be echoed on Twitter religiously in order to keep a consistent communication with both audiences. The two main aspects that distinguish Facebook from Twitter in our context is the possibility of posting pictures and the enhanced interactivity with followers – on Facebook known as “fans”. “A picture is worth a thousand words”: the most successful games usually rely on graphic support, which is why Facebook comes in handy. In the example chosen below, the game consists of identifying a city from sky view (1). People can enter suggestions (2) and check what has been already written (3).



As stated before, the Facebook interface is much better suited to organise such a game, however you can still promote it on Twitter with a link redirecting to your Facebook Fan Page. One drawback to this is that you need a Facebook account to comment on the post. To tackle the problem, make the content on your Facebook Fan Page public (visible to anyone) and invite your followers to share their answers on Twitter as well.



4.2.2. Linking Twitter to other sides of your business

Without letting quantity prime over quality, the more active you are the better. Having an Internet presence and being a leader in your domain is important and you should constantly be taking new initiatives to attract attention and make your presence known. Are you

writing a blog? Tweet about your articles. You just started a new game on Facebook? Let your followers know about it. You should try to stay off the beaten track and create exclusive content. For example, the language portal bab.la is orchestrating the Search for the Most Beautiful Word (MBW) (<http://en.bab.la/most-beautiful-word/>) which needs 100 million votes before the choice is made. To reach this mountainous number, bab.la is using Twitter to do some promotion and get more votes. By contacting followers, who are for most of them interested in languages, bab.la brings some attention to the MBW. Every day followers are encouraged to ReTweet bab.la's updates on MBW, all including the unique hashtag #word42. This, of course, is only one the many possibilities you can initiate to enliven your business activities.

4.2.3. Twitter as a link building tool

If you are already well-established on Twitter, it can be valuable for you also to use your Twitter profile as a link building tool for search engine optimisation purposes. The basic idea is that you should make sure you include a hyperlink in your Twitter Bio (1) as well as in the Web (2) field on your profile (see 1.1.2). Your profile will look something like this:

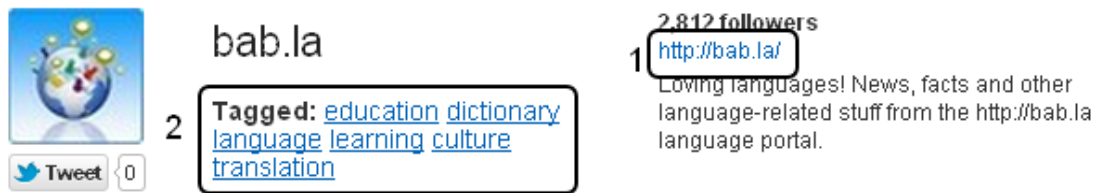


When you have your links in place, all you need to do is sign in with your twitter profile to sites that automatically include your twitter Bio and/or Web in your profile description. Here are a few examples of sites that give you dofollow links:

Klout (<http://klout.com/>) creates a dofollow link from your Bio field (1):



Listorious (<http://listorious.com/>) creates a hyperlink (1) from the Web field on your profile and also lets you add up to 6 tags (2) that describe the topics you mostly tweet about:



Lastly, TweetLevel (<http://tweetlevel.edelman.com/>) hyperlinks the link mentioned in your Web field (1):



For more tips on how to use your Twitter profile for link building, check out this very useful blog post by Kristi Hines (@kikolani) from the SEO Gadget blog: <https://seogadget.co.uk/use-your-twitter-profile-for-link-building/>.

III. Conclusion: Twitter in 10 points

1. Check and participate in Twitter every day
2. Post what you would read
3. Proofread before you post
4. Keep a nice and friendly tone
5. Never ignore users interacting with you
6. Keep a professional image
7. Promote your business subtly
8. Be creative and innovative
9. Make the first step to make new contacts
10. Keep up to date with the new terminology and customs