



Blinkered Top Tips Series – **TWITTER**

1. Complete your personal profile. Make sure you have an appropriate, businesslike photo in place, and a brief, friendly description of what you do. Potential followers will always read this and are unlikely to follow someone who offers little or no information about themselves. Include a URL in the More Info section of your profile.
2. Learn how to communicate effectively in 140 characters or less! Straight away you'll need to lose the business jargon, converse more casually, get to grips with # tags and @ names. Also learn to use the URL shortening tools like Bit.ly and TinyURL, this is essential to make your tweets easy to read.
3. The more followers you have, the more opportunities for business. Get people to follow you by following them (although exercise a modicum of discretion here as your profile is open to public scrutiny, so think in terms of your credibility), replying to people you are following (especially if they're not yet following you) and posting as many interesting and regular tweets as you can.
4. Ask questions, answer other people's questions, retweet relevant comments and advice – get involved. The more you do, the more you can establish your expertise, availability and openness to the public.
5. Create occasional links to your website but don't overdo it. Consider asking for feedback or making an extra explanatory or useful comment any time you do post in this way. Pictures make these posts eye-catching, as do films; humour makes it all the more palatable.
6. Use Twitter Search frequently to see what people are saying about you and participate when it's appropriate. Also use Search for terms related to your line of business, and when names and faces become familiar, follow them. The easiest and fastest way of doing this regularly is to create saved searches for terms you look up frequently.
7. Within your industry follow recognised, influential leaders who are likely to post links to important articles, developments and announcements. Use the tool **Summize**, which allows you to search existing tweets for keywords within your field.
8. Network with like-minded people, giving you daily opportunities to exchange ideas and engage in conversation. Use Twitter's unique and rather brilliant **Who Should I Follow?** tool which suggests new names to you based purely on the content of your own tweets.
9. Focus on customer service using the Search function to see what people are saying about your business. If someone receives poor quality products or service and they are an avid Tweeter, they are more than likely to mention it, sending ripples of ill will through their followers (case in point, the author read yesterday a popular comedian's grumble against a major groceries chain, later retracted but with the damage already done. The comedian in question has over 3 million followers.) Respond quickly and personally if possible to the complainant for damage limitation.
10. Make sure the right person within your company is the official Tweeter. It might be you, it might be the CEO, it might be whoever's in charge of public relations. Whoever it is, it needs to be someone who has a way with words, can handle tricky customers and is absolutely trustworthy with company news.

These Twitter tips are part of our series of Top Tips to help you improve your Digital Marketing. We hope you've found this useful and we'd be delighted to help you with any other questions you may have.