

Twitter for Business

What is Twitter?

- How does it fit in context with other social media sites?
 - Twitter, Facebook, Instagram, YouTube, Google+, LinkedIn, Pinterest, Reddit, etc.
- Purposes
 - Spreading breaking news
 - Shout-outs, giving credit to someone else
 - Showing up as part of a wider conversation on a particular #topic
 - Engaging in conversation with people or brands to which you would not normally have easy access

How to Read Twitter for Business

- Feed as news source
 - What is trending locally?
 - Organic feed
 - #SCTweets, #ColumbiaSC, etc.
 - Nationally and globally?
 - Hit search (magnifying glass) and then Top Trend/Trending
- Researching colleagues, business associates, pitching targets
 - How are they feeling right now?
 - What is going on in their professional and personal lives that might affect your pitch?
- How to choose who to follow and not follow
 - Curating your feed
 - Who do you trust
 - From whom do you want to share info
 - Mute button
 - Lists
 - New algorithm and how to get around it
 - While You Were Away
 - Moments

How to Post on Twitter for Business

- Most importantly, how does this tweet help:
 - Build the web traffic "breadcrumb trail" back to your brand
 - Build trust in you or your brand
 - What is your brand's voice?
 - There's no pressure to be funny, unless your brand is a comedy brand
 - Are you sharing facts or opinions?
 - Do you need to be clever? No.
 - Avoid being vague or coy.
 - Are you being supportive or snarky?
 - Veer toward supportive
 - Align your Twitter messaging with the other brand copywriting you allow your brand to release
 - Op-eds for example
 - If you can't say something nice, don't say anything at all
 - It's fine to have a clear opinion, but imagine who will be judging you by your tweets.
 - Before you tweet:
 - Is this your personal opinion?
 - Is your business taking a political stance?

Symbols to Know

- @ symbol
 - Your handle. Username. Identity.
 - @PandASC = @AdvocacySC
 - Words over letters - whole words
- hashtags
 - Way to categorize your post by topic, and to follow by topic
 - Organic - Hashtags that develop and change organically over time #scflood #scfloodrelief #scstrong
 - #SCTweets
 - Manufactured - Hashtags that are created for a specific campaign #midlandsgives
 - Have everyone pull up their phones and type in #midlandsgives

- Humorous take on hashtag
#sippingwinewhilegivingapresentation
#tweetingatthebirdhouse #ourjobisawesome
- When a hashtag and handle are the same
 - Handle alerts the account admin that you mentioned them
 - Hashtag connects your tweet with the conversation thread

Your Profile Needs:

- Username
- Photo
- Header image
- Bio
- Now, pinned tweet

Retweet vs. Quote, Replies & Favorites

- Retweet is automatic repost of someone else's tweet, with little note at the top that you retweeted it
 - Pro: Quick and easy
 - Pro: Original poster gets push notification
 - Con: Less conversational
 - Con: You don't get as much credit for sharing it
- Quote is actual tweet by you with referenced tweet as attachment
 - Pro: More effective in continuing conversation
 - Pro: Original poster gets push notification
 - Pro: Original tweet shows in mobile and desktop feed
 - Con: Contents of original tweet are not visible in push notifications via "follow on mobile" feature unless you click through
- Reply is best way to engage in conversation
 - Pro: Also very quick and easy
 - Pro: Original poster gets push notification
 - Pro: Your brand is seen by those who follow both you and the original poster
 - Con: Your brand is seen **only** by those who follow you **and** the original poster
 - Unless you precede it with another character. Common solution is the period. This returns the tweet
 - Con: Original post content isn't included like it is in a quote tweet. (Although that's only a link these days)

- Con: Easy to let conversation die after one round
- Favorite "heart" is just an acknowledgement
 - Pro: Quickest and easiest, better than nothing
 - Pro: Original poster gets push notification
 - Con: Not seen by others
 - Con: Not engaging, does not encourage conversation
- Secret option: copy and paste w/RT or " "
- DM: Direct Message
 - In business, direct messaging is dead. (This is very different from Facebook messaging, which is alive and well.)
 - You *can* group DM up to 20 ppl now, so this feature may become useful again.

How to Construct a Tweet

- Copy: short and sweet
 - Go for 120 characters or less so that retweets aren't cut off in mobile notifications
- Image: upload image straight into Twitter
 - Push through Instagram if pressed for time, but image won't show in Twitter feed
 - Include a link or hashtag to keep breadcrumb trail going
 - Can upload up to 4 pics in one tweet
- Tagging
 - Tagging others in your post
 - They receive a notification
 - They might retweet or reply or quote tweet
 - Tagging others in a photo
 - Saves space!
- For a campaign, you or your team can draft tweets in batches, such as sponsor thank-you tweets
 - Find out what they are trying to push currently
 - Punch up the drafts before posting
 - Hootsuite now allows you to pre-schedule tweets *with* photos, making it a great tool. Also works with other platforms.