

MINI GUIDE



Who should use Twitter?

A great place to grow your business especially if you are in travel, hospitality, media, sales and marketing, entertainment or an event based business. Use to Inform people about your brand and handle customers service requests.



What to post on Twitter?

The average life span of a tweet is 18 minutes so be short, sweet and to the point. 20% tweets about you and 80% tweets about other things such as Industry news, quotes, local interest stories, quick questions and trending topics. Post Infographics, gifs, images, twitter polls, videos, links to your articles and blog posts.



How often to post on Twitter?

Since the life span of a tweet is so short you can post several times a day. Start with a few then add more and monitor your results.



10 things not to do on Twitter

1. Leave your bio empty
2. Forget to add a profile image
3. Ignore negative tweets or complaints
4. Over promote your business
5. Post a link without a headline
6. Post without a purpose
7. Use 'industry speak'
8. Spam hashtags
9. Not Engage with audience
10. Not thank others for mentioning you



Best Practice on Twitter

Follow other people in your industry. Mention those you wish to follow in your Tweets. Give 'shout outs' to people who mention you in their tweets. Use links to direct people to your website. Use hashtags so people can find your content. Create consistent, relevant, valuable posts for your audience.



Tools to Help You with Twitter

Commun.it, Tweetdeck, Click to Tweet, Hootsuite, Social Jukebox, Buffer, Nuzzel, Feedly