

P. TEAGUE

USING TWITTER[®] For BUSINESS



**The Simple, Jargon-Free Guide To Setting
Up Your Twitter Profile For Business Use**

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USING TWITTER FOR BUSINESS

*THE SIMPLE, JARGON-FREE GUIDE TO SETTING
UP YOUR TWITTER PROFILE FOR BUSINESS USE*

Paul Teague

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Why I Wrote This Book

I'm reliably informed by my Twitter profile that I first joined the service in 2009, which makes me a bit of a veteran nowadays.

I started using Twitter at the height of my internet marketing activities and progressed to using it to share blog posts and increase local connections as my business evolved.

More recently I set up a brand new author account to begin to help me to market my fiction books.

There's a reason that I have stayed on Twitter for so many years, and that is because, quite simply, I would not be seen marketing online without it.

I like it because it's simple, straightforward and very accessible.

It integrates with many 3rd party tools, I can carry it on my phone, and it is one of the best ways of keeping up with what's going on in the world.

However, I do not use Twitter straight out of the box, the reason that I get on so well with it is that I tweak and control its many settings to make it more meaningful and useful to me.

As an online marketer, there's no better way to get an instant response or reaction, whether it be a question or query, a blog post, an article or an image.

However, as I teach local businesses about Twitter I frequently hear concerns such as 'I just don't get it' or 'I don't know what to write about' or even 'It seems to be a complete waste of time!'

If you're in that camp, you really need to read this guide, because it is written with you in mind.

If you don't 'get' Twitter, you're probably doing it all wrong, and I have created this guide to help to put that right.

If you are already a Twitter fan, and would like to know all about its 'bells and whistles' and the best way to create an amazing and eye-catching profile, this is also the guide for you.

I'm very quick to ditch social media services which add no value, but alongside LinkedIn and Facebook, Twitter is one social media channel that I would never be without.

Read on and in no time at all, you'll discover the reasons for that enthusiasm.

Paul Teague

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Stuff Made Simple

How This Book Will Help You

If you are a 'reluctant Tweeter' this book will help you to see the light as far as this particular social media platform is concerned.

If you're using Twitter already but it just doesn't seem to be working for you, then you're about to discover all sorts of information that you've probably never even heard about.

I teach the contents of this guide to businesses over two days, so you're about get the very best tips, techniques, tools and strategies for fast Twitter success.

This includes:

- 1: What is Twitter and why use it?
- 2: How to create your Twitter account
- 3: The anatomy of a Twitter page
- 4: Creating the best profile header
- 5: Creating the best Twitter background
- 6: Essential 'lingo' for Twitter users
- 7: Navigating the Twitter menu bar
- 8: Direct messages on Twitter
- 9: Setting up an effective Twitter profile
- 10: Sending your first Tweet
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That's a pretty comprehensive list, and I haven't worked with a small business yet which didn't discover a whole wealth of goodies and unlocked secrets in what I'm about to show you.

So, wherever you are on your small business Twitter journey, delve deep into this guide and get ready to become an evangelist for this particular social media platform.

I often advise businesses that they could perhaps bypass Google+, Pinterest or Instagram, but you'll rarely hear me suggest that a business cannot derive any benefit from being on Twitter.

500 million Tweets are being sent every day at the time of writing.

The only question is, are you reading them and are you sending them yet?

If not, it's time to get started ...

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Chapter 1. Why Use Twitter?

Although the figures change regularly, at the time of writing this book, Twitter boasts some pretty amazing numbers:

- 1: 320 million monthly active users
- 2: 80% of Twitter active users are on mobile devices
- 3: 79% of accounts are outside the U.S.
- 4: Twitter supports 35+ languages
- 5: 1 billion unique visits monthly to sites with embedded Tweets
- 6: Latest company information is available here <https://about.twitter.com/company>

Not to mention of course that – unless you pay for ads – it’s completely free.

I’m assuming that if you’re reading this guide, you are operating some kind of business.

So here I am offering a free platform that can put your ‘message’ out to millions of users at no cost to you and in addition, in one fell swoop, you also get to harness the immense power of mobile platforms too.

Do I need to say more?

Like Facebook, Twitter delivers a potentially massive, connected, global audience right to your door and, unlike the bad old days of paid ads, you don’t even have to shell out any cash to get involved.

Many businesses make thousands of connections, and it costs them nothing.

In my opinion, you simply can’t afford to ignore a marketing channel like this if you have anything to sell, market, impart or communicate.

I’ve heard all of the objections when training small businesses in how to set up and use Twitter:

- ‘It’s just people telling you what they ate for breakfast!’
- ‘It seems like a total waste of time to me!’
- ‘I don’t have time to learn it!’
- ‘I’ve tried it, and it doesn’t work for me!’
- ‘I switched it off; I get far too many notifications!’

All of these objections are made because of a lack of understanding about how Twitter works.

It looks crazy from the outside, a mass of snippets and conversations using a language that's hard to grasp and even more difficult to use.

But stick with it, I'll guide you through all of those objections in this guide.

By the time you've finished reading, not only will you know exactly how to set up Twitter properly, but you'll also get a lot more pleasure from the whole experience because it will finally make sense to you.

I'm a regular user of Twitter, here are some of my stats:

I've Tweeted over 6100 times

I'm following over 900 people

I've got over 3375 Followers

My account was created on 26th February 2009



I'm a solopreneur, not a corporate brand, and I'm ruthless about cleaning out spoof accounts, waste of time Followers and users with incomplete profiles.

So I've actually reduced my numbers quite considerably since the peak of my internet marketing days, but to be completely honest with you, the more ruthless I am with Twitter management, the more benefit I derive from it.

The truth is that I rarely access Twitter directly, I use free 3rd party tools to harness the beast and make it more meaningful to me.

I read only the Tweets that I find most interesting and hide those which I do not.

I do not receive a notification every time somebody posts a new picture of their dinner, but I never miss an alert that needs to be read.

‘How can this be?’ you might well ask.

Well, you need to know how to get it all set up properly.

Once you’ve done that, you get ‘the baby without the birth pains’.

And once you’ve done it, you’ll have a powerful business tool at your disposal.

There’s a reason why so many people use Twitter.

It’s because it works.

But, a word of caution here.

If you’re using Twitter to say ‘Buy my stuff! Buy my stuff!’ you’re unlikely to ever experience any level of success.

There’s much more to it than that.

So strap yourself in, we’re about to start the A-to-Z of Twitter, taking in all the basics and looking at ads, 3rd party tools, advanced settings and expert Twitter tips along the way.

Why Use Social Media Anyway?

Before we dive head first into Twitter, I want to be sure that you understand the basics of why we’re even using social media in the first place.

I work with a lot of businesses whose bottom line is always ROI – return on investment.

It doesn’t quite work like that with social media, though of course, you do still have to track ROI.

However, that ROI won’t immediately come in the form of sales and income, it may be measured by things like brand awareness, connectivity with the audience, excellent customer service or enhanced networking within your niche or topic.

So before the accounts department team starts giving you stern looks and reminding you of the ‘bottom line’, let’s focus on why we use social media in the first place.

Social media refers to the ways in which people make interactions where they create, share, and exchange information and ideas.

Nowadays we do that mainly via virtual communities and networks.

In simple terms, it's communicating – or just chatting.

We've been doing social media since humans first walked the earth; only the method has changed.

When we were cave dwellers, we painted pictures on cave walls with the juice from berries.

We didn't have Twitter then, so we used what we'd got.

Tweeted nowadays, a prehistoric cave message might have read 'Chased and killed a wild beast. Cooked it on fire, then retired to cave.'

I wonder if any caveman or woman ever replied 'LOL'!

Probably not, but you get the gist.

Boiled right down to basics, we're just chatting on social media – passing on news, telling stories, expressing opinions.

We'll be doing it for as long as humans continue to walk the earth; only the method will change.

In years to come, I might appear as a 3D hologram on your office desk, working through my updates in real time.

I'll bet we'll still be telling each other what we had for dinner.

Who knows what it will look like in future, but one thing is for sure.

Although we may not be using Twitter or Facebook in years to come, we *will* be doing social media, as sure as cave dwellers painted pictures on their walls.

So embrace social media, understand that it's here to stay, and accept that it's not just learning about Twitter or Facebook or LinkedIn, the trick is to understand and get good at *social media*, that way you will future proof your business.

You've seen how the Yellow Pages looks these days; it's a pamphlet, not a book.

You can see the writing on the wall, if you're not online, you will have no visibility in future years.

And if you can't be found on a mobile device, the future is even bleaker for you.

Sure, word of mouth will always suffice for a minority of local businesses, but for the rest of us, our customers will be finding us online in the future, and the truth is that the majority already are.

When was the last time you looked up a business in the phone book?

If I can't find a business online nowadays, I move on and find another option.

It's as much a credibility and trust thing as it is being able to find simple contact information.

The 3 most compelling reasons to use social media in your business

I want to be even more specific about this because you need to consider Twitter not only as a superb standalone tool but also as part of an overall social media strategy.

Here are 3 completely compelling reasons to be using social media in general, whether you like it or not:

Social media gives you an instant web presence

There is no cost, no webmasters are required, and there's no tech, so the barriers to entry are minimal.

If you have no budget and no website, using social media you can get your business online – for free – in a matter of minutes.

Can you list an item on eBay or make a purchase via Amazon?

Then you have the very basic skills that you'll need to access social media.

Social media gets you on mobile devices immediately

Once again, there is no cost involved in this, not a webmaster in sight and definitely no tech skills required on your part.

So if you have an existing website – and you can't afford the technical work that will be needed to make it mobile and tablet friendly – you can solve that problem instantly using a social media channel.

By the way, if that does apply to you, consider using Wordpress, it immediately solves all of those mobile optimization problems.

Social media gives you instant and powerful SEO (search engine optimization)

Social media sites are some of the world's most heavily trafficked sites.

When you set up an account, you get to ride on their coat tails.

No SEO budget is required; you just have to show up and set up your account properly so that you can be found.

This means that you can get your business discovered in the search engines fast, without all of the hassle and expense that will be involved in getting your own website or blog into that happy position.

The first disappointment that most small businesses experience online – and I include myself in this – comes when they launch their brand new website and find that they're not millionaires by the end of the week.

That's because nobody can find you – yet.

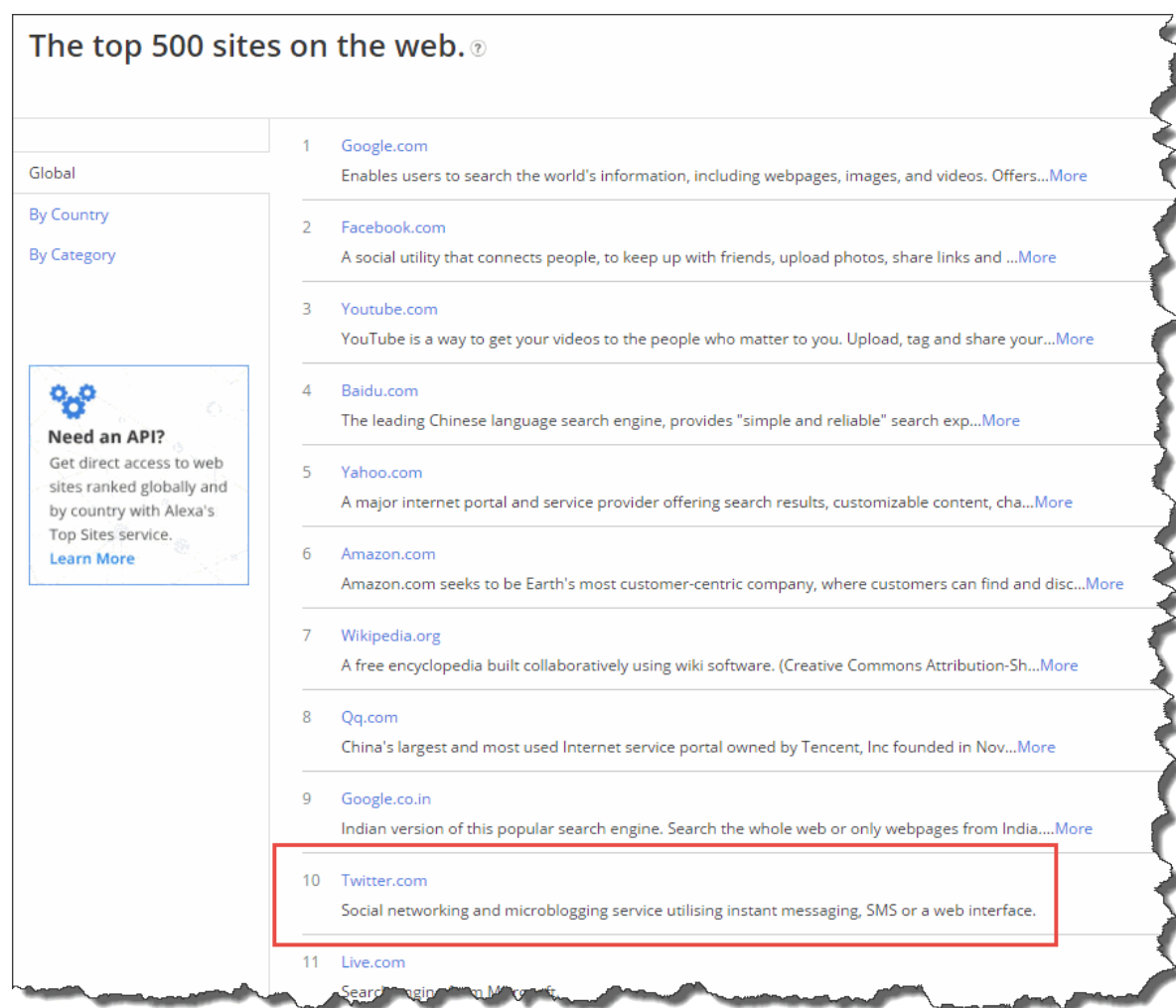
It takes time.

It can be accelerated if you have an advertising budget or huge corporate resources, but for most small businesses, it's a long slog.

But I want to put some science into this concept of enhanced SEO from social media.

There is a very simple and immediate reason why Twitter – and other social media sites - can work so well for you.

Let me introduce you to a site called Alexa at <http://www.alexa.com/>



The top 500 sites on the web. ?

Global

By Country

By Category

Need an API?
Get direct access to web sites ranked globally and by country with Alexa's Top Sites service.
[Learn More](#)

- 1 [Google.com](#)
Enables users to search the world's information, including webpages, images, and videos. Offers...[More](#)
- 2 [Facebook.com](#)
A social utility that connects people, to keep up with friends, upload photos, share links and ...[More](#)
- 3 [Youtube.com](#)
YouTube is a way to get your videos to the people who matter to you. Upload, tag and share your...[More](#)
- 4 [Baidu.com](#)
The leading Chinese language search engine, provides "simple and reliable" search exp...[More](#)
- 5 [Yahoo.com](#)
A major internet portal and service provider offering search results, customizable content, cha...[More](#)
- 6 [Amazon.com](#)
Amazon.com seeks to be Earth's most customer-centric company, where customers can find and disc...[More](#)
- 7 [Wikipedia.org](#)
A free encyclopedia built collaboratively using wiki software. (Creative Commons Attribution-Sh...[More](#)
- 8 [Qq.com](#)
China's largest and most used Internet service portal owned by Tencent, Inc founded in Nov...[More](#)
- 9 [Google.co.in](#)
Indian version of this popular search engine. Search the whole web or only webpages from India....[More](#)
- 10 [Twitter.com](#)
Social networking and microblogging service utilising instant messaging, SMS or a web interface.
- 11 [Live.com](#)
Search engine from Microsoft.

Alexa.com is owned by Amazon and – among many other very useful services – it ranks the top 500 websites in the known universe.

I always add that bit about the universe to emphasize that this includes everything, nothing has been left out here.

Notice how Facebook is at number 2, YouTube is at number 3, and Twitter is at number 10 in that chart (current at the time of writing).

Those positions vary from time to time, but there is one overwhelming truth in those statistics.

If you are not marketing on Facebook, YouTube and Twitter, you are missing a big trick.

There are other conversations to be had about Google+, Pinterest, Instagram and LinkedIn because they often lend themselves better to particular business situations.

However, my social media mantra is generally that most – if not all – businesses can benefit from some way in being on Facebook and Twitter and the rest they should consider on a case-by-case basis.

I'm on all of them by the way and get value out of every single one.

One proviso with that statement, though, I do use 3rd party tools to manage my time on social media and you'll get a glimpse of them towards the end of this guide.

So those are the most pressing business reasons to use Twitter – and social media in general.

And now, especially for those who question the ROI of social media, here are some more business-centric reasons why you should get involved.

20 Reasons Why You Should Be On Social Media

1: On social media you can **build great customer relationships** and become more personal as a business.

Using a variety of social media channels – not just Twitter - you'll build relationships with existing customers and prospects, and trust will be built as a consequence of your honesty and sincerity.

2: Social media allows you to **open up the line of communication** between you as the business owner and millions upon millions of potential customers, over 280 million of them currently on Twitter.

How would you achieve that same level of exposure in the offline world?

3: The smallest businesses can **compete** with the largest companies on social media.

In the past, this was extremely difficult to achieve what with the massive advertising and marketing budgets of the largest companies.

Using social media correctly (not 'Buy my stuff!' remember), you could generate a huge amount of web traffic on an ongoing basis, without having to pay for advertising.

4: Social media allows your small business to go global without even having to leave your desk and hop on a flight.

The majority of my online customers have always been in the USA, but using web technology; I don't need to deal with stock and never have to hop on a plane.

5: Social media is a great **branding** tool.

You can easily and consistently create an instantly recognisable identity for your product or service.

It's like a calling card that over 280 million can access and read.

I'll discuss Twitter branding later and give you a great tool to help you do this element really well.

6: Social media helps you to create a **buzz** online.

You can quickly and easily get the message out about your products, offers, coupons and services in a way that encourages online conversations rather than a bombardment of 'Buy my stuff!' messages.

7: Online **reputation management**.

Lots of people worry about this one.

'What happens if I get a nasty complaint on social media?' they cry.

Social media lets you keep an eye on what other people are saying about your company or brand online.

This allows you to spot and fix any problems if that's what is required.

In turn, if you handle this well and don't bury your head in the sand, you will establish and build trust with your prospects.

The trick is not to be defensive or hostile, but to show that you deal with customer queries and complaints swiftly, fairly and thoroughly.

Sometimes this will require you taking an issue *off* social media so that you can deal with it properly and confidentially.

Ultimately, you want your customer to return to social media to tell everybody what a great experience that they had with your company.

You have a choice here, avoiding it won't make the problem go away.

You can embrace it, deal with it and demonstrate brilliant customer service.

Or you can hide, argue or challenge, get a poor reputation for customer service and have that same customer bad mouth you anyway.

The choice is yours!

8: Establish yourself as an **expert** on social media.

This is the model that I mainly use in my own business.

I use social media to answer questions professionally, honestly, and correctly, post great and useful content related to my niche, share my blog posts and establish myself as knowledgeable and trustworthy.

It would take quite a lot of 1-to-1 relationship building to achieve that level of leverage.

9: Social media is the modern '**word of mouth**'.

Prospects need to feel that they can trust you before purchasing.

Everybody values the opinion of their friends and loved ones more than anybody else.

So, if they hear from someone trustworthy about your product, the chances are much higher that they'll go on to buy from you.

Social media marketing is the modern-day 'word of mouth'.

10: Get great **web traffic** using social media.

I don't mean just great web traffic, I mean truly amazing amounts of web traffic!

Like most small businesses and solopreneurs, I really struggled to get any visibility on my websites before I started using social media.

These days I can get hundreds of eyeballs instantly on a brand new blog post, just by posting to my social media channels.

Web traffic is the lifeblood of your online business, if you want more traffic you'll either have to pay for it, or you can just do what all the smart people do, and get yourself some social media magic.

11: Improve your site's 'link-ability' with social media.

One of the best ways to move up in the search engine rankings is to have links from other websites pointing to your site.

This tells Google, in very simple terms, that your site must be good because other sites are linking back to you.

The more sites that link back to you, the better your site must be.

These have to be natural links, of course, you can't, and shouldn't, cheat Google.

They should be links that come naturally to your great blog post, amazing video, or eye-catching picture.

Not only will this great content bring in new web traffic, but it should also help you to move up further and faster in the search engines.

12: Social media is much cheaper than traditional marketing and advertising.

In fact it's even better than that, it's free!

Of course, the accountants will tell you that your time costs money and must, therefore, bring in a return on investment.

They'll remind you that social media can't be free in that case.

That's all very well, but social media marketing certainly *won't* cost a small business nearly as much as traditional advertising.

I know from personal experience that I have filled up training events via social media when I'd got zero response via very expensive newspaper adverts.

Depending how much your time is worth, it might be worthwhile to hire someone to help with your social media marketing too, it may reduce the learning curve.

However, in spite of all this, social media marketing is just a fraction of the cost of traditional marketing and advertising, which will still require time expenditure anyway.

13: Social media allows you to have direct conversations within very specific niches.

If you sell a rare type of widget that only works with a particular model of nuclear power station, you will be able to find somebody who's interested in that on social media.

Indeed, it's one of the great joys of life online, however, obscure your hobbies and interests, you will always be able to find like-minded people to discuss them with you.

There are so many sites that are dedicated to specific niches, and you can speak directly to these people without having all the distractions of other unrelated chatter getting in the way.

This in turn means that you'll be getting more of the *right kind* of Followers, which is much better for business in the longer term.

14: Social media provides *another way for potential customers to find you.*

I had a conversation with a friend last week who was trying to get in contact with a business person to pass on a message.

Try as she might, she could not find his contact details.

Let me be quite blunt about this, in the 21st Century, for a business that is *completely* unacceptable.

You will perish and die if we can't find you online, only a handful of hyper-local, very niche, word-of-mouth businesses can survive like that.

A farrier is one that springs to mind.

But even a farrier would boost business by being online, however, specialist and 'word-of-mouth' their business.

We need the process of finding you online to be as frictionless as possible.

I search for you – I find you – your contact info is readily and easily available.

We'll set up your profile properly like that later, remember, this is your online calling card after all.

15: Social media is a way to *explain yourself.*

Every business and solopreneur has a vision, a viewpoint a way of seeing the world, and everybody's take is personal.

Social media allows you to give life your own spin, to present yourself to the world as you are, rather than hiding behind a corporate wall.

Look at how many huge multi-nationals embrace social media, it brings a personal voice to a business behemoth.

It's also wonderful for charities and not-for-profits.

Now, sometimes people get into big trouble for explaining themselves just a little too much!

But don't worry, I'll give you an overview of the potential pitfalls later in this guide.

16: *Show your stuff* on social media.

Notice that I didn't say 'sell your stuff.'

Selling your stuff is the desirable consequence of being on social media, not the primary objective.

Your social media channels give you the ideal conduit for showing what your business is up to.

It might be a new product innovation, a brand new catalogue or even a stunning new range.

It's fine to *show* your stuff against a backdrop of meaningful conversations and other quality content.

The more trust and rapport that you build, the more acceptable this will be to your Followers.

17: Your business is **more accessible** on social media.

How would you contact a giant company like Facebook, Coca-Cola or Dell directly?

In the old days, you wouldn't have a chance of breaking through.

Yet I know people, myself included, who have got attention very high up the food chain of very big companies to get the results that they were after.

Sometimes it's about getting a complaint resolved, other times it's about striking up an online conversation with a celebrity or big business guru.

It's great for the business, and it's great for the person on the receiving end, accessibility can only be a good thing for your business as it will build trust and deeper relationships.

18: Find out exactly **what your customers want** on social media.

Remember the days of focus groups and expensive consultants?

When you had to second guess what your customers wanted, and then take a big punt on getting it right?

Nowadays your audience is standing right in front of you on social media.

Just ask them.

Thinking about adding a new feature to your product?

Not sure what the cover of your new book should be?

Considering some new logo designs and can't decide which you like best?

Ask your customers and prospects on social media, and they'll tell you.

In so doing, you remove all the guesswork and risk.

The people who buy from you already will tell you what they want.

It's the perfect scenario.

19: On social media, your prospects and customers can play an active role in your business.

Let your customers offer suggestions, allow them to share their likes and dislikes, encourage that open conversation on social media.

You will likely find fabulous ideas for new products and services that you'd never have even thought of without them.

You may even discover some essential 'leaks' in your business if you invite constructive feedback.

I use a local service which is excellent in virtually every way, but I was astonished at how badly their phones were answered.

A social media 'survey' of customers would get that particular leak plugged very quickly, and it could only improve the business.

20: Social media is the perfect marketing tool.

Remember, marketing is not just about selling.

It involves getting the word out, communicating values, engaging in conversations, taking suggestions on board, solving problems, educating and informing an audience, and promoting your business, product, or service.

Social media is one of the best ways for small businesses to create that 'buzz' without having to access a huge marketing budget.

It also allows your business to be 'front of mind' for your prospects.

They might not be ready to buy right now, but when they are, they know exactly where to find you.

How Twitter Can Help

That's a pretty hefty list of social media benefits, but I need to be sure that before we get into the detail of Twitter that you're completely on board with this 'social media thing'.

You need to enter this relationship with Twitter understanding the potential and benefits to your business and banish those nagging voices from the accounts department.

All of the benefits that I have mentioned so far – the top 3 and the list of 20 – apply to Twitter users.

It's a very powerful list of advantages, and I really hope that by this stage you're itching to get started with Twitter to find out for yourself how it can possibly deliver all of these things.

Chapter 2. Essential Twitter Lingo

There's a lot of new language and terminology that crops up when you use Twitter, so before we move on, it's worth explaining what all of these terms mean.

Don't worry if it all feels a bit overwhelming at first, when you get Tweeting for real, it will all fall perfectly into place.

Tweet

This is a noun and a verb.

A Tweet is made up of a maximum of 140 characters of text and may contain photos, videos, links and geographical location information if required.

In very simple terms, it is just a short message, broadcast, comment or update:



Mentions

This is also a noun and a verb.

Whenever you want to include or mention somebody else in a Tweet – or even many people – just write the @ sign, followed by their Twitter username.

So a mention within a Tweet would look like this: **@PaulTeagueUK**

‘Mentions’ also refers to Tweets which include your @username.

It is a way of including other Tweeters – maybe to thank them, acknowledge them, big them up or even get their attention:



@username

This is how you are identified and referred to on Twitter.

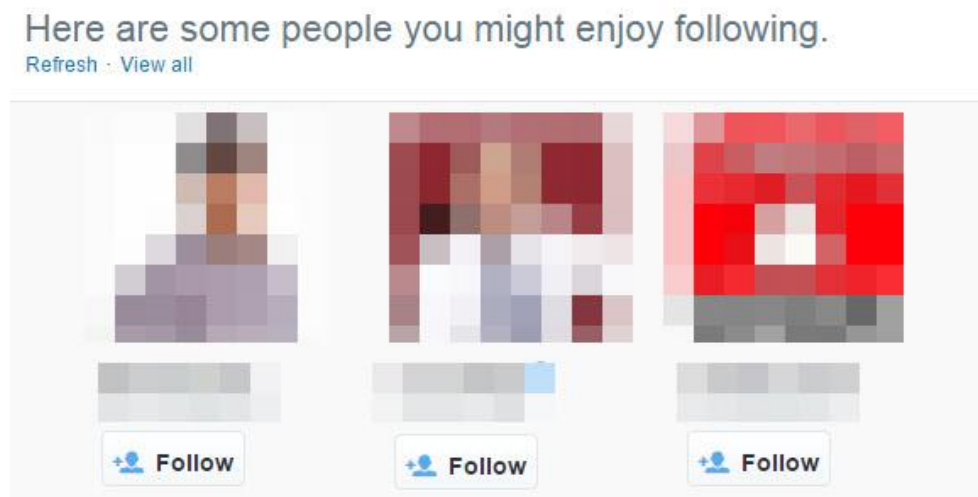
Think of it like a CB radio handle.

My Twitter usernames are @SecretBunkerFan and @PaulTeagueUK

Follow/Follower

To get automatic updates on what another Twitter user is saying, you have to Follow them.

You do this by clicking the **Follow** button which is available on every Twitter profile:



Once you click the **Follow** button, you become a Follower.

You will see that person's Tweets in your Twitter stream, an updated feed which is made up from all of the Tweets of the people that you follow.

You may **UnFollow** at any time, by clicking on the same button and undoing the action.

Others may also follow you, by clicking on the Follow button which accompanies your account.

They will then see all of your Tweets in their Twitter stream.

Your **Follower Count** is the number of Followers that you have, and your general aim is to increase that as much as you can in a targeted way.

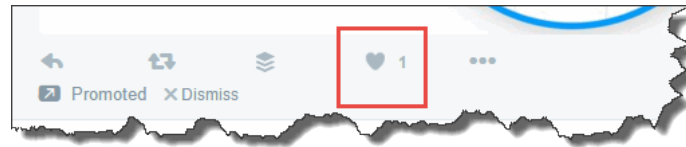
Never buy Followers, authentic Followers will always work best for you on Twitter.

There is a second Follower Count which reflects how many people you are following, and these can be seen at the top of your own Twitter profile:



Likes

This used to be called 'Favorites', nowadays you simply 'Like' Tweets, just as you would on Facebook:



Lists

People that you follow may be organized into lists for easy access, grouping, and reference.

Lists may be viewed publicly (see image above) or in private (i.e., just for your own reference).

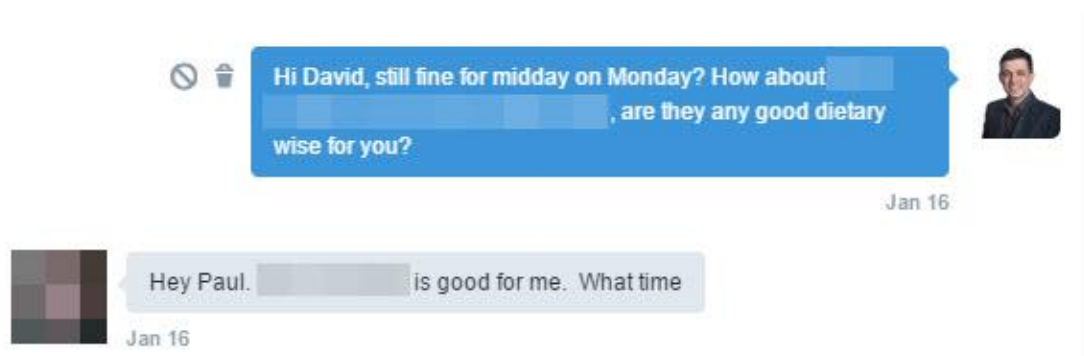
They are an excellent organizational tool and really help to manage the 'noise' of Twitter

Direct Messages

Also known as a 'DM.'

This is how you can have private conversations with people that you follow and who also follow you.

You were once limited to 140 characters with DMs though this upper limit has now been removed and you can use text, hashtags, links, photos and video in your messages.



ReTweet

This is a noun and a verb.

A ReTweet is a Tweet that you share with your own Followers.

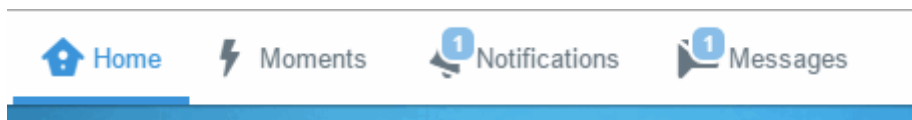
So, if you saw a Tweet that you liked and wanted to share, and it was written by somebody else, you would ReTweet it so that your own Followers could see it.

ReTweets always retain original attribution; you don't 'pinch it' and pass it off as your own.

Notifications

This lets you know when there has been an interaction with another Twitter user, perhaps a Mention or ReTweet, maybe a new Follower or news that somebody Favorited one of your Tweets.

You must check your notifications, or you will not know what is happening on Twitter:



Pinned Tweets

An individual Tweet may be pinned to the top of your Twitter profile:



This allows you to draw particular attention to a specific Tweet, maybe a special offer or an important update.

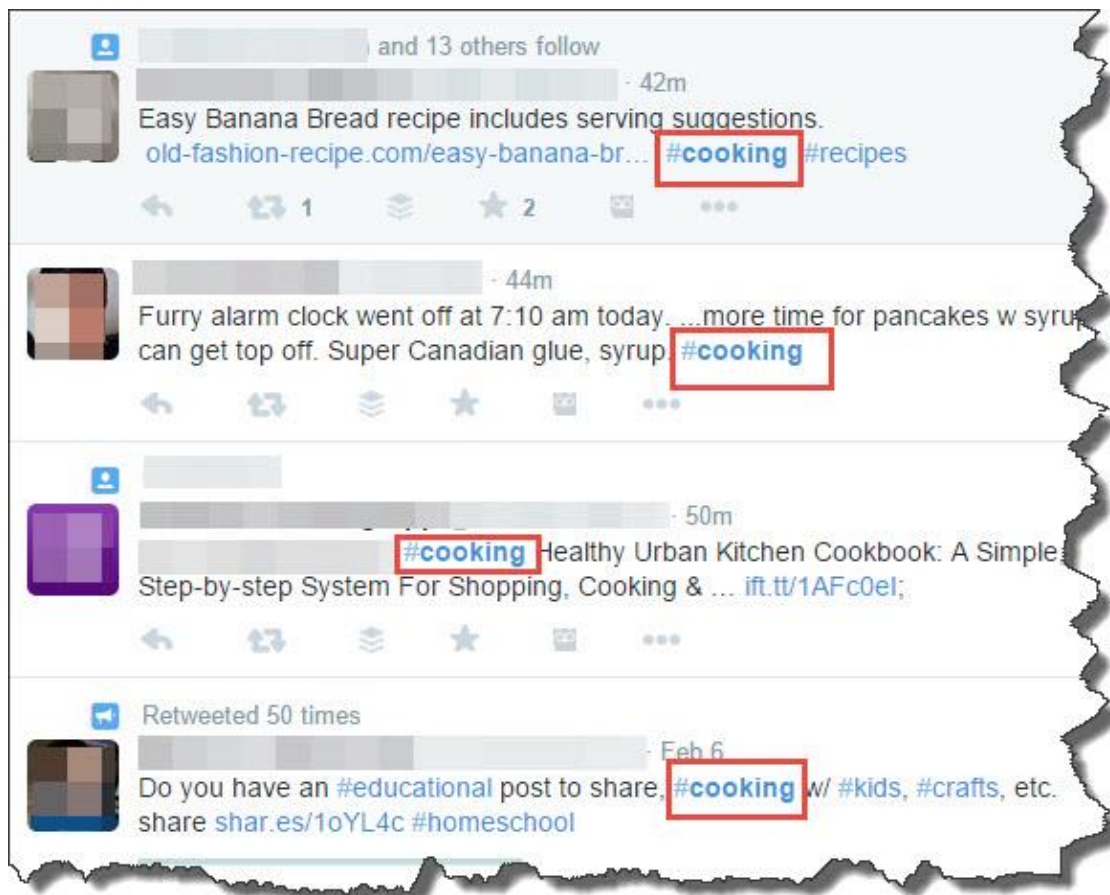
Hashtag

This is denoted by the # symbol.

A hashtag is a keyword or phrase which is preceded by a #.

It denotes a topic, theme, event or subject.

By searching for a particular hashtag – for instance, #cooking – you will be able to see everybody's Tweets on that topic:



Hashtags should not be misused, for business purposes especially, as other users will find it very annoying.

Select and use targeted hashtags and keep your own Tweets on topic.

Also, consider using hashtags to brand and follow your live events.

If you were holding an exhibition, you might ask attendees to follow and post on Twitter via a hashtag like #[MyBusiness]exhibition or similar.

Other Twitter Lingo

MT

Similar to RT, this is an abbreviation for "Modified Tweet."

Placed before the ReTweeted text when users manually ReTweet a message with modifications, for example shortening a Tweet.

You don't see it much on Twitter these days, but that's what it is if you ever do encounter it.

UnFollow

To cease following another Twitter user.

Their Tweets no longer show up in your home timeline.

#FF stands for "Follow Friday."

Twitter users often suggest who others should follow on Fridays by Tweeting with the hashtag #FF

It's how Twitter users 'spread the love'.

Some people still do it, but it's not as common now as it once was.

Those are the key Twitter phrases to get you underway, as we progress through this guide there will, no doubt, be others to throw into the pot.

If you wish to access the full list of Twitter terms, you may do so via this Help Center link:

<https://support.twitter.com/articles/166337-the-twitter-glossary>

Chapter 3. Getting Started with Twitter

Here are the things that we're specifically going to do on Twitter over the course of the next 10 or so chapters:

- 1: Present your brand via Tweets, avatar and background images
- 2: Build a strong Twitter profile
- 3: Start following people and taking part in conversations
- 4: Drive traffic to your website or blog
- 5: Share photos and web links in your Tweets
- 6: Organize your Followers into lists
- 7: Use business and industry-related hashtags
- 8: Pinpoint potential local customers

First things first, though, we need to create our Twitter account.

If you have one already, please read this section anyway because you'll likely read things here which you didn't realize when you set up your own profile.

Note: This method is correct at the time of writing, social media changes every 5 minutes so you may spot some slight variations.

It's the principles and procedures that you need to be most aware of; Twitter will always guide you through the registration process, step-by-step.

How to Create Your Twitter Account

The first stage in getting started is signing up for your account, and we do that at <https://twitter.com>

The first thing I'm going to say – because I know that I have to from personal experience – is to use an active email address that you check regularly.

I know that sounds completely obvious, but I have worked with people who use an email address that they don't check regularly to avoid all of the notifications.

Err, no!

You need to control the notifications in the settings area if they're bothering you, and I'll be showing you how to do that later.

I'm going to be blunt again here, but in my view you should either be on Twitter or off it, but you definitely should *not* be only half-heartedly using it.

What does it say about your business if I find you on Twitter, but you haven't touched it for two years?

What does it say about your business if your contact information is out of date?

Not responding to web-based enquiries is as bad as leaving the office phone to ring unanswered.

You'd never just ignore your business phone, so make sure that when prospects find you online, you don't give them the web equivalent of a phone that's never picked up.

That's why I honestly believe that you're better getting off Twitter altogether rather than making a hash of it; it's less damaging to your business in the long run.

The best option for your business though is to be *on* Twitter and to do it *properly*.

So, let me help you with that, by getting this new account sorted out.

This is the registration link for signing up for a new Twitter account:

<https://twitter.com/signup>

Click on that link, and it will take you to a registration form that looks like this:

To bring you Twitter, we, and our partners, use cookies on our and other websites. Cookies help personalise Twitter content, tailor Twitter Ads, measure their performance and provide you with a better, faster and safer Twitter experience. By using our services, you agree to our [Cookie Use](#).

Join Twitter today.

Sign up

By Signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

Registration is pretty painless; Twitter wants from you:

- 1: Your full name
- 2: Your email address (one that you check!) or phone number
- 3: A secure password

I don't want to get too distracted here, but if you're thinking to yourself 'Oh no, yet another password to remember!' maybe it's time you started using [Lastpass](#), a rather excellent password management tool which syncs up across all of your devices.

Unlike Facebook and LinkedIn, Twitter *does* allow you to use multiple accounts, the only rule is that they must all have a separate email address.

Important note: You'll notice in the image above that Twitter gives you ready access to:

- 1: Terms of Service
- 2: Privacy Policy
- 3: Cookie Use

You should take the opportunity, prior to clicking the big yellow button, to check out this information, because you are confirming that you accept certain things when you do so.

Now, there's nothing nasty in there, otherwise, over 280 million people wouldn't be using the service.

However, Twitter does make its terms perfectly clear, and you agree to abide by them when you register.

If you want to access them easily in future, here they are:

- 1: Terms of Service <https://twitter.com/tos>
- 2: Privacy Policy <https://twitter.com/privacy>
- 3: Cookie Use <https://support.twitter.com/articles/20170514>

After you click that blue **Sign up** button on the first panel, you're asked for some further information:

Enter your phone.

Your phone number keeps your account secure, connects you to friends and makes login easier.

United Kingdom

+44

Phone number

Next

[Skip](#)

We will text a verification code to this number. Standard SMS fees may apply. We will never display your phone number to other Twitter users.

It's up to you whether you enter your phone number or just click on that tiny 'Skip' link below the big, blue **Next** button.

Choose a username.

Don't worry, you can always change it later.

@mytest|

✖ This username is already taken!

Suggestions: [mytest93482631](#) | [mytest46876058](#) | [mytest19253492](#) | [mytest16945896](#) | [mytest23864935](#)

Next

Skip

The following screen requires you to select your Twitter username, which begins with @.

Contrary to the rules of LinkedIn and Facebook, Twitter allows you to use a business name or a personal name.

That's really useful because in many cases a personal name is not the most appropriate way to manage your online identity.

Twitter gives plenty of guidance about this process in its Help Center, but for ease of access let me state it here:

1: Your username appears in your profile URL and is unique to you. It's used for logging in, @replies, and direct messages.

2: Your name is a personal identifier (sometimes a business name or real name) displayed on your profile page and used to identify you to friends, especially if your username is something other than your name or business name. 3: Your username can contain up to 15 characters.

4: Your real name can be 20 characters long.

(Source: Changing your username from [Twitter Help Center](#))

So, your full name will either be your real name or the name of your business; that's really useful.

I use Paul Teague at <https://twitter.com/PaulTeagueUK> and TheSecretBunker at <https://twitter.com/secretbunkerfan>

However, note that I have paid attention to my keywords in doing this.

The first Twitter account is for my social and digital marketing that business is based on me as an individual.

My fiction book Twitter account is based on the keywords that people would search for to find the series of books.

So think keywords throughout at this stage.

What Will Your Twitter Username Be?

My Twitter usernames are @secretbunkerfan and @PaulTeagueUK.

Sometimes, you can't get the username that you want, so you have to compromise.

You can't beat the system if it's gone; it's gone I'm afraid!

So what will your username be?

1: Your name?

2: Your business?

3: Your brand?

4: A nickname?

5: Something completely random?

6: It can be changed at any time

7: If you do change it, you have to remember that it will cause some disruption if you have lots of Followers and if you have added the old info to printed materials.

Think about keywords too, make your username align with your business and branding.

Do be aware that you can't breach copyright in Twitter usernames, impersonate other people or use trademarked properties.

You can find all of the information about that in [The Twitter Rules](#).

At the height of my internet marketing activity, I did once have an impersonator.

I had to fax off proof of identification to Twitter to get the spoof account taken down.

Unbelievable, but true!

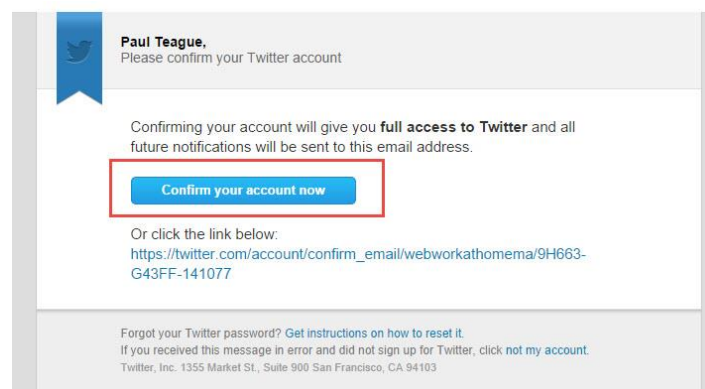
The key point to be aware of is that you can change your username later on, but it will cause massive disruption to you if you have added it to printed promotional materials already, so take care before you commit to print.

There is no fancy redirection built in if you change your username, even though you do not lose your Followers – which is good news at least.

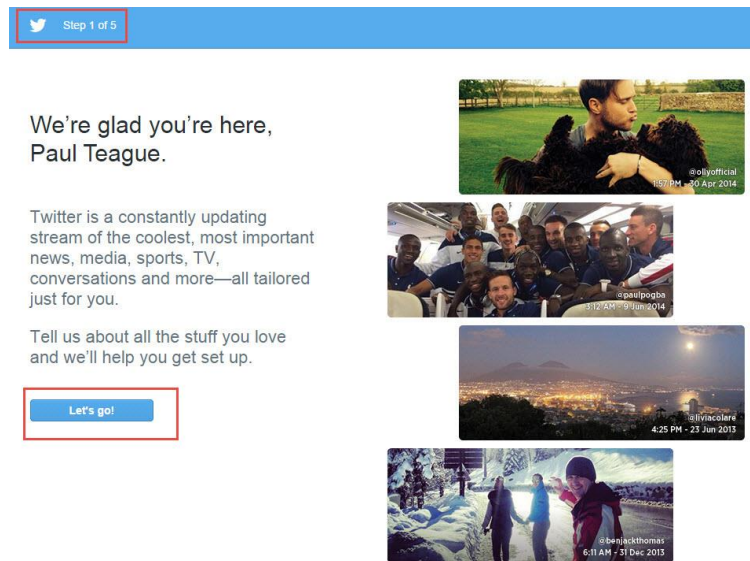
Having selected your sparkly new username, click on the big, yellow **Create my account** button.

Twitter has now sent you an email which will require you to verify your identity.

Head for your email account and click on **Confirm your account now**:



What follows next is a series of screens to welcome you to Twitter and give you a feel for what lies in wait:



Here's my first warning to you as a new Twitter user.

Twitter wants you to get active and involved, so it tries to connect you with some 'popular accounts' in the next screen:

Suggestions just for you.

Continue

Based on your choices, here are some suggestions for you. We recommend [following](#) all of them!

Suggestions for you

Select all ☐



Holly Willoughby [@hollywills](#)

I was introduced to this by a 'twitter legend!



Cumbria Crack [@CumbriaCrack](#)

News, travel, weather & events for Cumbria.
[facebook.com/CumbriaCrack](#)
[admin@cumbriacrack.com](#)



Carlisle United FC [@officialcufc](#)

Official twitter page of Cumbria's only professional football team, currently competing in Sky Bet League Two. Contact us on [media@carlisleunited.co.uk](#) [#cufc](#)



Cumbria Police [@Cumbriapolice](#)

Follow us for the latest news & safety advice. To report a crime please call 101 & in an emergency call 999. Please do not use Twitter for crime reporting.



BBC Cumbria [@BBC_Cumbria](#)

Latest news, features and updates from BBC Radio Cumbria. Retweets are not an



My advice is to check the **Select All** box so that none of those recommendations is checked (unless you're extremely interested in them, of course!) and just click **Continue**.

In my experience of Twitter, you'll get connected to a load of accounts that you aren't particularly interested in, and it will start annoying you before you've even got properly started.

My preference is to connect with other users in a meaningful way, so I'd rather do that on a case-by-case basis.

Don't worry, you're not missing out on anything, and my bet is that once you find out how to make meaningful connections, you'll only end up deleting many of these contacts anyway.

By the way, you can follow 2000 people before it potentially becomes an issue.

It's not 'game over' when you reach 2000 because Twitter takes other things into account, such as how many people are following you.

But you should be aware that you can't just follow people in a crazy, haphazard way.

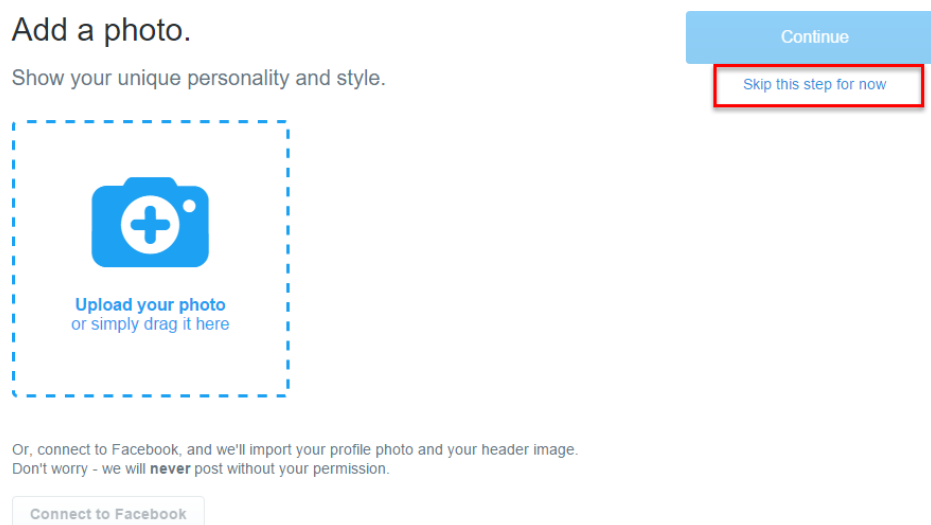
With that said, I've been on Twitter for many years, and I'm still not close to my upper limit, I keep 'thinning out' who I'm following to keep it all meaningful for me.

I tend to prune quite regularly, and as you'll also see later on, I have no hesitation in blocking Followers who are abusing the service.

Next, Twitter will ask you to add your photograph, rather than rush this, for now; I suggest that you click on **Skip this step for now** and move on.

We can return to this later when we set up your profile.

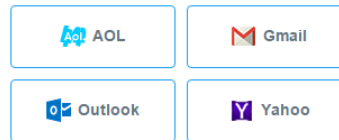
I also recommend not taking up the invitation to connect to Facebook, but I'll say more about that later:



We're getting close to the end of the registration process now, and it's important that I explain what's going on here:

Find people you know.

Find people you know so you can see what they're sharing. Don't worry, we won't email your contacts without your permission.



Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone without your consent, but we may use contact information to make Who To Follow suggestions. You can remove your contacts from Twitter at any time.

Skip this step

This screen gives an insight into the 'magic' that allows Twitter to make **Follow** suggestions for people that you already know.

Many people that I talk to get really jittery when they see this.

'How does Twitter know who my friends are?' they exclaim as if Black Magic is afoot.

Here's how it works.

In Step 5, Twitter is asking for your permission to access your Gmail, Yahoo, AOL or Outlook account.

There's nothing sinister going on here!

Twitter will simply match the emails in your contacts database with the emails in its own database.

Where there's a match, they make the quite reasonable assumption that you probably know each other and would, therefore, be happy to connect on Twitter.

'Hang on!' you cry, 'I've only just joined, how do they know who my friends are?'

Well, I won't claim for one minute to be able to fathom out the mysteries of the Twitter algorithm, but it will be a combination of things which helped them to pull that one off.

Firstly, people who got to Twitter before you did may have already given Twitter permission to access their contacts database, and *your* email may well be in *their* contacts.

Secondly, Twitter will also recommend linked or appropriate organizations.

For instance, you might be connected via email to people who are a member of your Chamber of Commerce.

Twitter will add 2+2 together and hopefully make 4, recommending the Chamber of Commerce Twitter account and many of their followers to you, where links exist.

I must emphasize though that nothing sinister is going on here, it's a simple matching or pairing of database information.

In my opinion, this is a good thing, because it means that we all get relevant recommendations from Twitter.

Most social media sites use this system by the way.

It's entirely up to you whether you connect your email contacts account or not.

I would make the decision based on how many business contacts are in a particular email account.

In my demonstration scenario, I've just clicked on the 'Skip' buttons throughout most of the registration process, and I'm (almost) good to go with my Twitter account now.

I prefer to skip the prompt screens and get Twitter set up via the Settings menus.

I find that many people who set up via the prompts never even think to look in the Settings and they are often the same people who quickly find that Twitter overwhelms them.

We can park everything for later, and Twitter will work much better that way if we do.

Our first screen looks pretty bare when we finally get to it, there's still a lot of work to be done, but you can see the bare bones now of a Twitter profile.

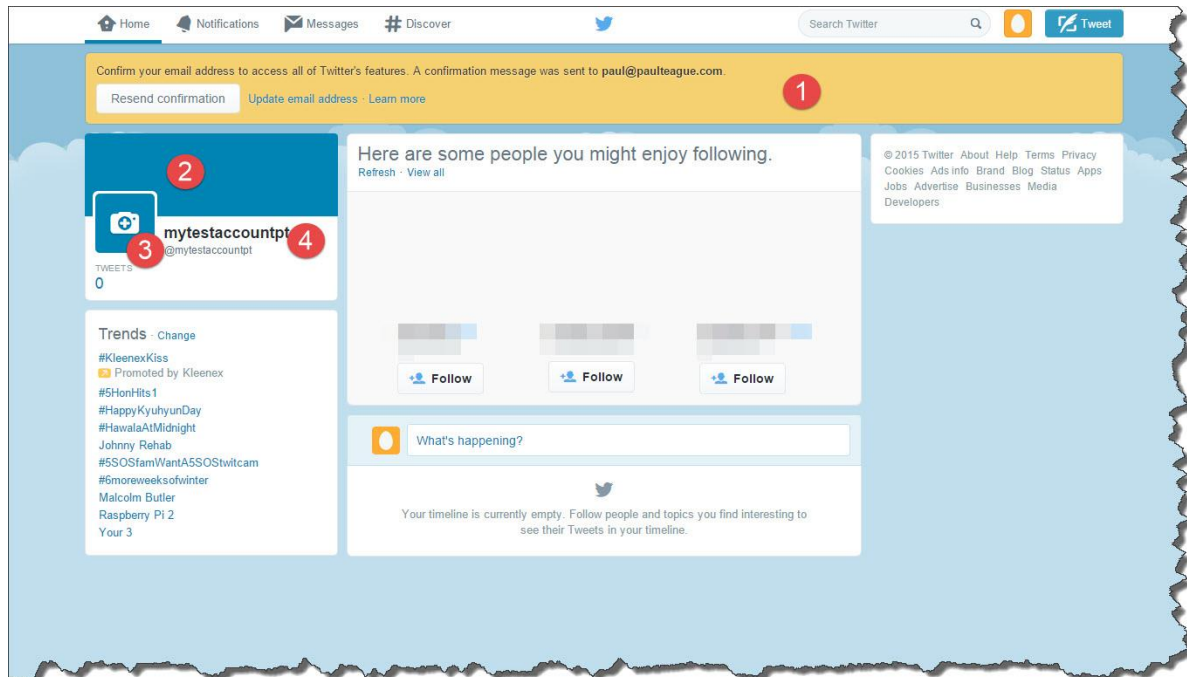
Note the following in the image below:

1: You must click the confirmation link in the email that Twitter sent you earlier, if you don't they'll just keep nagging you.

2: You have no banner yet.

3: You have no profile image yet.

4: Your username and real name are displayed as you set them up during the registration process.



If you didn't follow anybody during the initial registration process, then there won't currently be any Tweets to read.

Only when you begin to follow other people will the messages begin to flow, for now, it's all peaceful.

While it's all so quiet and there are few distractions, let's take a look at what Twitter offers us on that basic page.

The Anatomy of a Twitter Page

Don't get terrified by the image below, it all makes perfect sense when you begin to dig a little deeper.

The image on the next page shows what your basic Twitter page looks like.

1: Home takes you back to this view, where you can see the stream of Tweets that have been made by all the people that you are following.

If you are following nobody yet, nothing will be there, except perhaps a message from Twitter.

2: Moments The best stories on Twitter, curated by Twitter (their words).

This is a recent addition to Twitter.

3: Notifications is where you can view all the data about what's been going on, i.e., ReTweets, Follows, Mentions and Favorite Tweets

4: Messages is where you can read and send Direct Messages.

These are private messages sent to – or received from – people on Twitter.



5: Search Twitter is your Twitter-based search facility.

Use it mainly to search for people and hashtag (#) related topics or trends.

You can save searches too; this is particularly useful for hashtag related searches.

6: Profile and settings is reached by clicking your image icon.

If you have not yet completed your profile, you will just have an egg shape in that area with a coloured background, if you have, you'll see your image.

7: Tweet is where we will send out Tweets from, it launches the Tweet console.

8: What's happening? allows you to write a Tweet from directly within your Twitter feed.

It does the same thing as when you use the Tweet button, just in a slightly different way.

9: Banner preview gives you a good sense of what your Twitter banner looks like, and you should take note of this as it gives an indication of what your Twitter 'calling card' looks like to everybody else.

If it looks bad, get it changed, this is how we see your business.

10: Twitter avatar thumbnail image.

This is what you look like on Twitter.

We'll talk about this later; it's important that you get it right.

If you haven't uploaded an image yet, you'll just see a blank banner and avatar area:



11: Real name and Twitter handle

Click on either of these and you'll be taken to your full profile view which is what other people see if they check you out on Twitter.

It's really important that you set this up correctly, we'll be looking at that process later.

Note that you can view your own Tweets, your own Tweets with replies and your Photos and videos in your Twitter stream area.

Also, on the right-hand side, Twitter constantly suggests people to follow:



Continuing to work our way through this Twitter layout, we're over half-way through the features now:



12: Twitter account data is where you can see the number of Tweets that you have sent, the number of people that you're following and the number of people who are following you.

13: Trends is where you can see the 'hot topics' currently being discussed on Twitter.

You can tailor these trends for you and your tastes and by geographical location.

14: Who to follow is where Twitter will constantly offer new suggestions for people that you might like to follow.

It does this based on who you're following already, who they're following and also based on who has your email address in their contacts and who you have in your contacts if that data has been shared with Twitter at any stage.

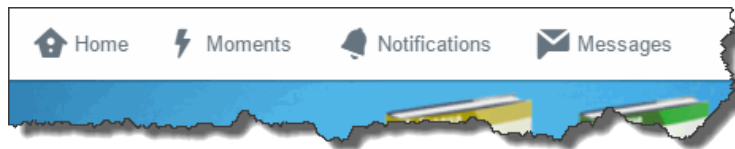
It's pretty clever and targeted, don't get spooked by this, Twitter does not have a surveillance team monitoring your every move!

15: Essential Twitter information is where you can access all of the key information about Twitter, particularly Terms and Conditions, Privacy and the Help section.

Navigating The Twitter Menu Bar

There are two main menus that you will use most of the time in Twitter.

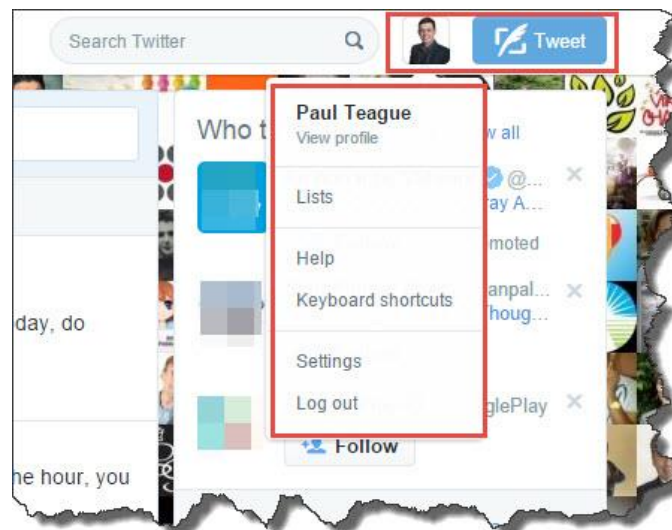
The first menu is on the top left-hand side of Twitter:



Most of the time, you will be clicking on Notifications, and if you use DMs, Messages.

Moments, as a new feature, has completely failed to excite me.

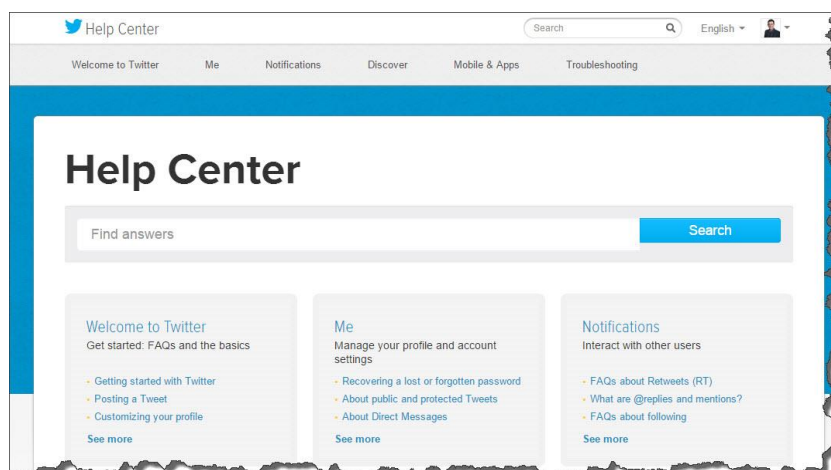
The second most used menu is the one which you will access via your Profile image on the top right-hand corner:



You will use the blue Tweet button regularly, and when you click that small image button (yours will still be an egg shape if you haven't added an image yet), you will be taken to a drop down menu.

For the time being, we will ignore Settings and Lists as they require more detailed attention in a later chapter.

However, you will see that you can View Profile here, and access the Help Center:



Please make use of the Help Center, it is extremely useful, and the guidance is simple and clear.

You may also log out of your Twitter account via this menu and finally, you may access some very useful shortcuts via the Keyboard shortcuts link:

Actions	Navigation	Timelines
F Favorite	? This menu	G H Home
R Reply	J Next Tweet	G C Connect
T Retweet	K Previous Tweet	G R Mentions
M Direct message	Space Page down	G D Discover
N New Tweet	/ Search	G P Profile
Enter Open Tweet details	. Load new Tweets	G F Favorites
L Close all open Tweets		G M Messages
		G U Go to user...

Chapter 4. Creating The Perfect Twitter Profile

Creating The Best Twitter Avatar

Currently, we have not yet added a Twitter profile image or 'Avatar' as it is often known.

At this stage, you need to decide on whether to use a personal image or a company logo.

Either is fine, but please note the following:

- 1: The recommended dimensions are 400x400 pixels.
- 2: Your image is your brand for your business, make sure that it is professional and appropriate.
- 3: Remember that it will be seen across Twitter as a tiny thumbnail, make sure that we can see it clearly and that it is meaningful when seen at this size.

You may need to show just *a part* of your logo so that it can be easily identified.

- 4: If you use a personal image, make it professional, head and shoulders, full face, as plain a background as possible (so that we can see you!) and no artful side shots.

We're building trust and credibility here, and a side profile doesn't help that process.

Whatever you do, never leave your image looking like this:



So, the first thing that we need to do is to remove that 'egg' shape on your Profile.

This is the sure sign of a spam/amateur account and to be avoided at all costs!

To do this, we need to edit your profile.

Go to your Profile view (mine is <https://twitter.com/PaulTeagueUK>) and click on the Edit profile button on the right-hand side of the page, below your banner area:

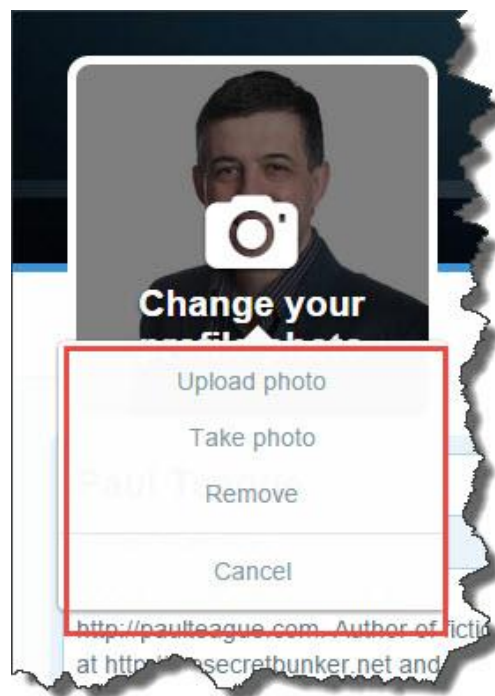


This will make a camera icon pop up over your existing Avatar image.

Mine looks like this:



Click on that area to open up the options menu:



From this menu, you may Upload a photo (from your PC), Take a photo (via your webcam, if you have one) or Remove (delete existing photo).

In this case, we will upload a head and shoulders image from my PC:



If Tweeting as an individual/business owner, use a clear and professional photo, as in my example above.

Your social media aim should be for people to recognize you from your Twitter image at networking meetings; then you know you're doing it right.

If you are Tweeting as a brand/corporate feel free to use a logo, but make it clear and easy to read as a thumbnail.

Make your image square (400x400 pixels), centered and high quality.

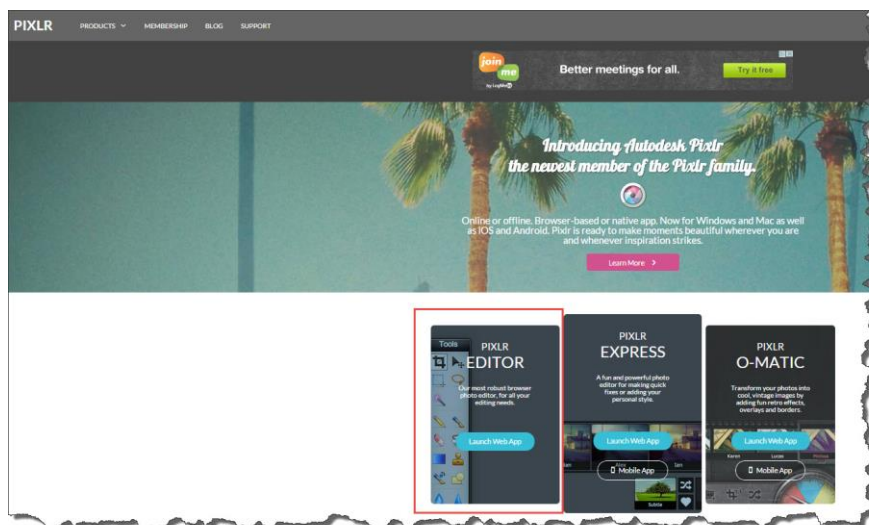


If you need to crop or resize an existing photo, I recommend [Pixlr.com](https://pixlr.com), which is free, simple to use and very intuitive.

Pixlr is web based and requires none of the skills demanded by software like Photoshop.

It is a useful tool to keep handy.

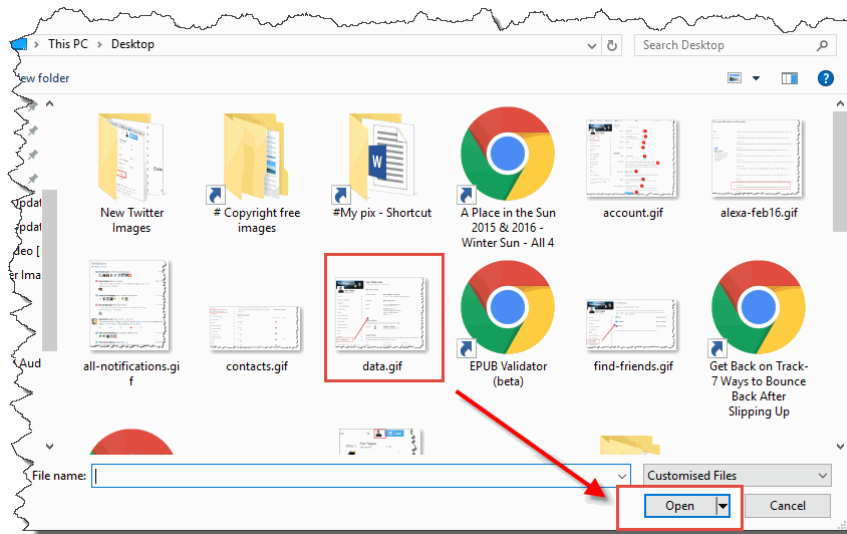
You need to navigate to the Pixlr Express area in order to resize your Avatar image:



Click on **Pixlr Editor**:



From the menu which follows, select **Open image from computer**:



Upload the image that you want to crop, then follow the steps shown in the image below.

1: Click the Crop button in the Tools menu.

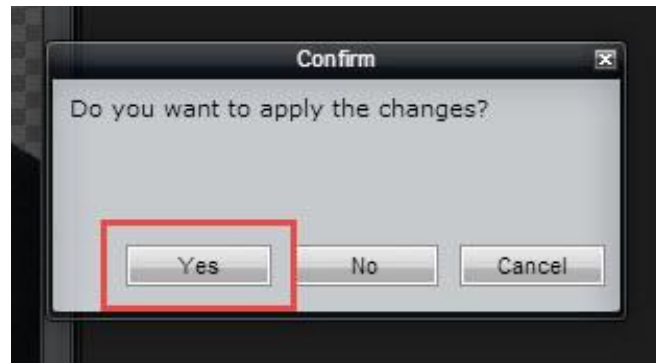
2: In the Constraint area, select Output size and set your width to Width: 400 Height: 400.

3: A grid will appear on your image.

Drag it so that it is nicely centred on your image, grab a corner and reduce the area that you wish to crop if necessary.



4: Click on File and Save, you will be presented with this window, just click Yes:



From here we just need to finish things off.

1: Label your image.

A good SEO tip is always to label images correctly.

‘Say what you see’ is a great maxim here, it lets the search engines know what your image is about.

That, in turn, is great for search engine visibility.

2: Select your image format

Go for JPEG, as the image below suggest, it’s ‘good for most photos.’

3: Keep the image quality as high as you can.

If Twitter rejects your image, saying that the size is too great, pull that slider to the left a bit to reduce the size.

4: Make sure that you save to My Computer so that you can retrieve your image later.



That’s it, you just cropped and resized your profile image.

Upload it to Twitter via the Upload photo option and you're good to go.

Take a look at what other businesses do with their Avatar, note how they look as thumbnails and learn from that.

Always remember that this Avatar image is your brand, it's important that it looks good and represents you well on Twitter.

Creating The Best Profile Header

Think panoramic when it comes to your Twitter banner – or header.

You get a big, beautiful header image to play with, spanning the entire page.

You'll want an image that's 1500 pixels wide and 500 pixels high, that's a lot to play with!

Make sure that you don't stay with the default, whatever you do:



That plain blue banner is the sure sign of a spammy account or one run by somebody who just doesn't seem to care.

On my main Twitter account, this is how I brand myself:



There's no shyness when it comes to your business; you'll note that I promote my blog via my banner (that's where I want Followers to go, where they can subscribe to my email updates!), and I let you know what my page is all about.

I'm also in the 'expert positioning' game where my face and my name are my brands.

On my new author Twitter account, I take a slightly different approach:



In this case, it's all about the book – and achieving the right 'look and feel'.

Be creative with your banners, and remember, you can change them!

That author banner will be changing regularly as I bring out further books in the series.

I want you to get used to viewing this area as a calling card, the image below shows what your profile looks like when somebody sees your Tweet in their stream, then clicks on your Twitter name:



That is – quite literally – your business card on Twitter.

I call this ‘online real estate’ - it’s free and very valuable space which Twitter lets you use pretty much as you please.

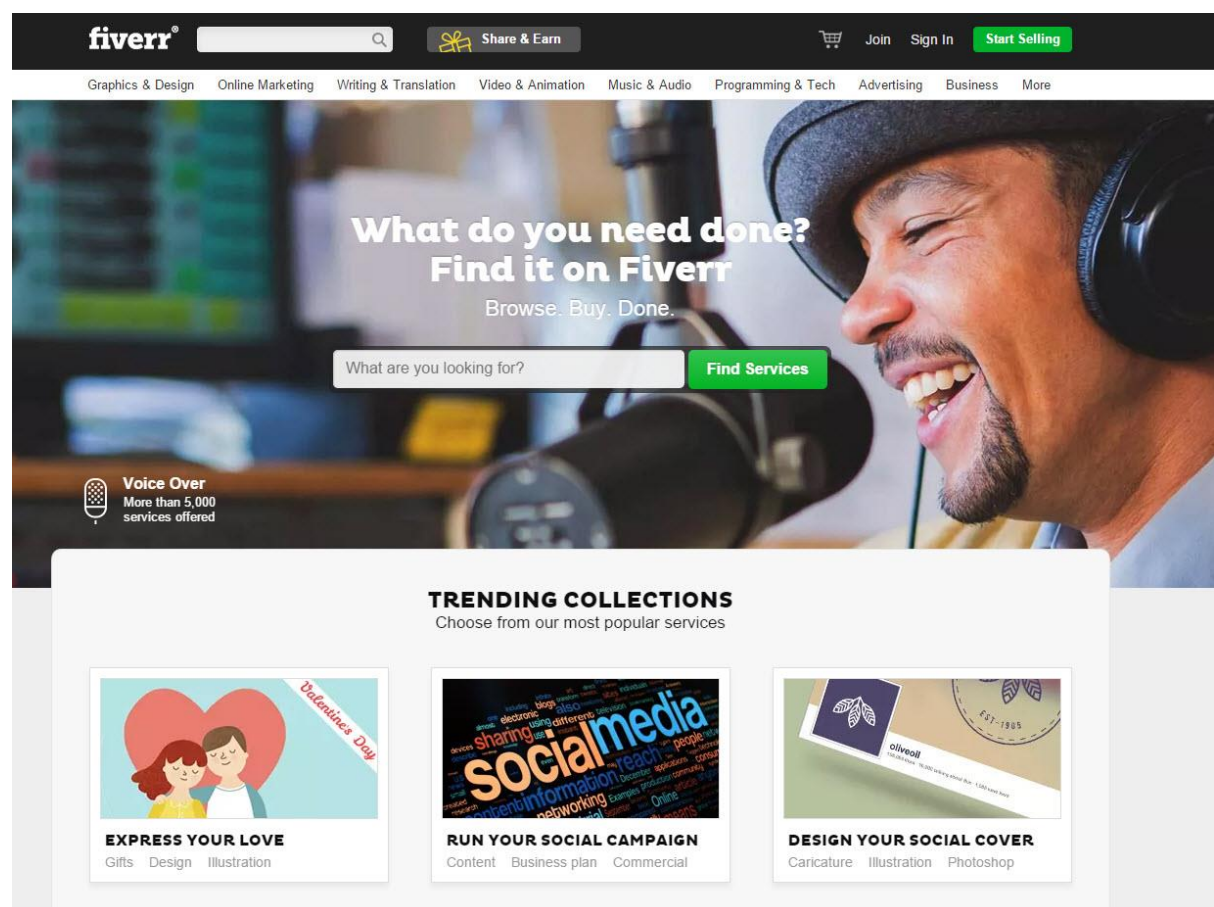
Make it work for you and your business!

I’ll discuss those all-important text areas later on in this guide.

So what do you do if you need a great Twitter banner, and you have no graphic design skills?

Let me suggest two great alternatives.

Firstly, if you haven’t heard about it already, you must check out [fiverr.com](https://www.fiverr.com):



On fiver.com you’ll be able to get a great looking Twitter banner made up for – you guessed it – just \$5.

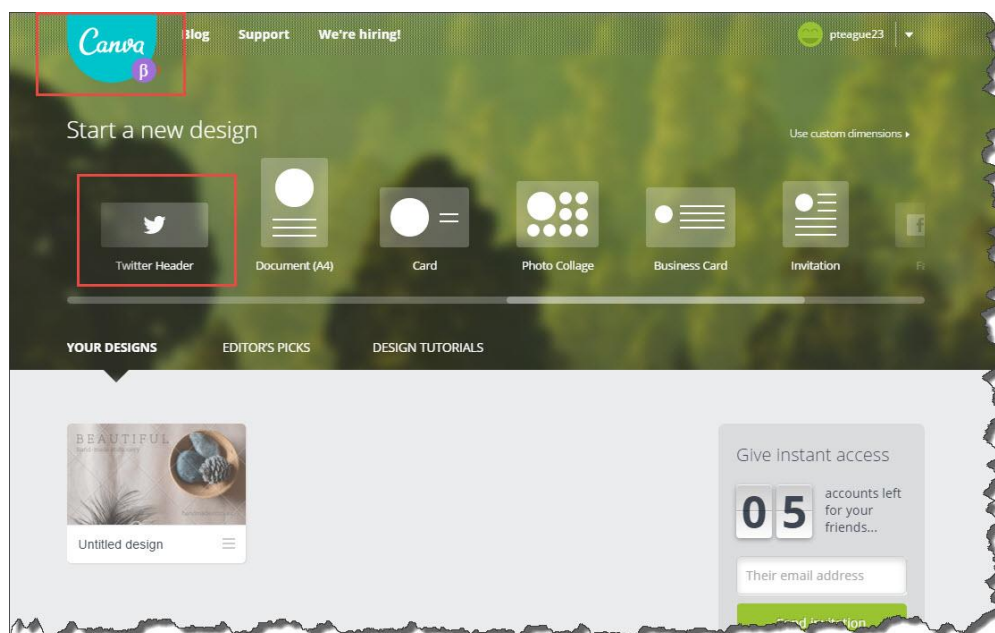
Just check for freelancers who have lots of positive ratings and examples from their portfolio.

Be clear and specific about what you want, if you give vague instructions, you’re unlikely to be happy with the results.

Fiverr.com is a great site, don't just use it for Twitter headers, there are people in their freelancer marketplace who'll do just about any online job that you can think of.

If you're a little more confident about life online, try using Canva.com.

This is a wonderful resource for all social media users; it will help you with Facebook and Google+ as well as several other services as well:



Canva can be used completely free though they do charge \$1 for each premium font, some headers and any images that you use in your designs.

You can upload your own images, use free backgrounds and free fancy fonts as well.

The great thing about Canva is that it makes the design process *really* easy, it's 'drag and drop' simple.

Once you create your wonderful banner, you save it, download it, then add it to Twitter.

I recommend using Canva because it allows small businesses to get their banners and branding consistent across all of their social media outlets.

It removes all of the usual technical roadblocks to doing a job like this, and that can only be a good thing.

I like Canva so much that I have written a blog post about it and recorded an introductory 'how to' video:

<http://paulteague.com/using-canva-com-to-create-amazing-graphics-with-no-hassles/>

You need to head back to your profile and click on that Edit profile button once again (see above image).

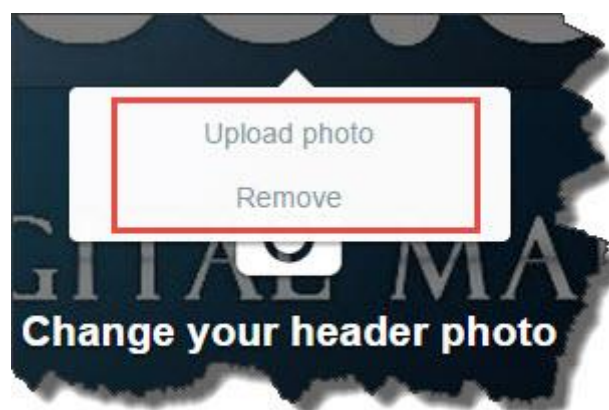


When you do that, a small camera graphic will appear on your header image.

That will be blank of course if you haven't yet added a banner, and you are still using the default:



When you click on your banner area now, you'll be able to upload your banner image:



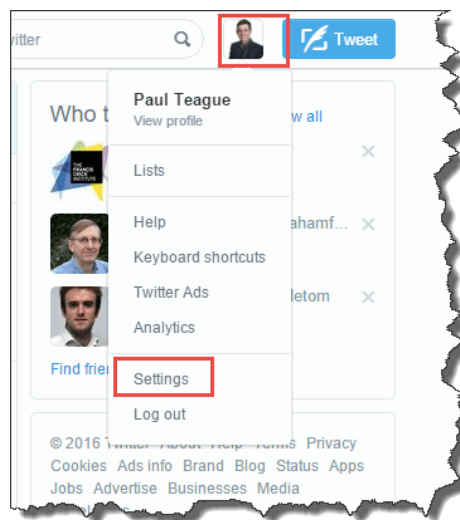
That's really all there is to it regarding your banner, the best advice I can give you is to make sure that you use a high quality, eye-catching and properly branded image there.

Even if you decide to use an image – maybe of a rural scene, a picture of a fleet of company vehicles or any other image – make sure that it is branded with your logo, business name, and/or web URL.

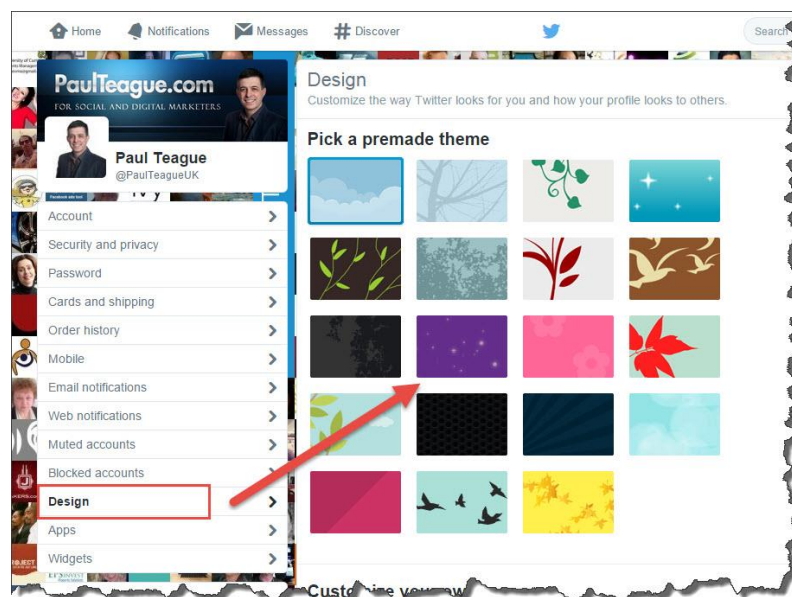
Twitter Backgrounds

Rather disappointingly, Twitter seems to be a bit lost with backgrounds at the time of writing; they used to be a nice way of customizing your personal Twitter experience.

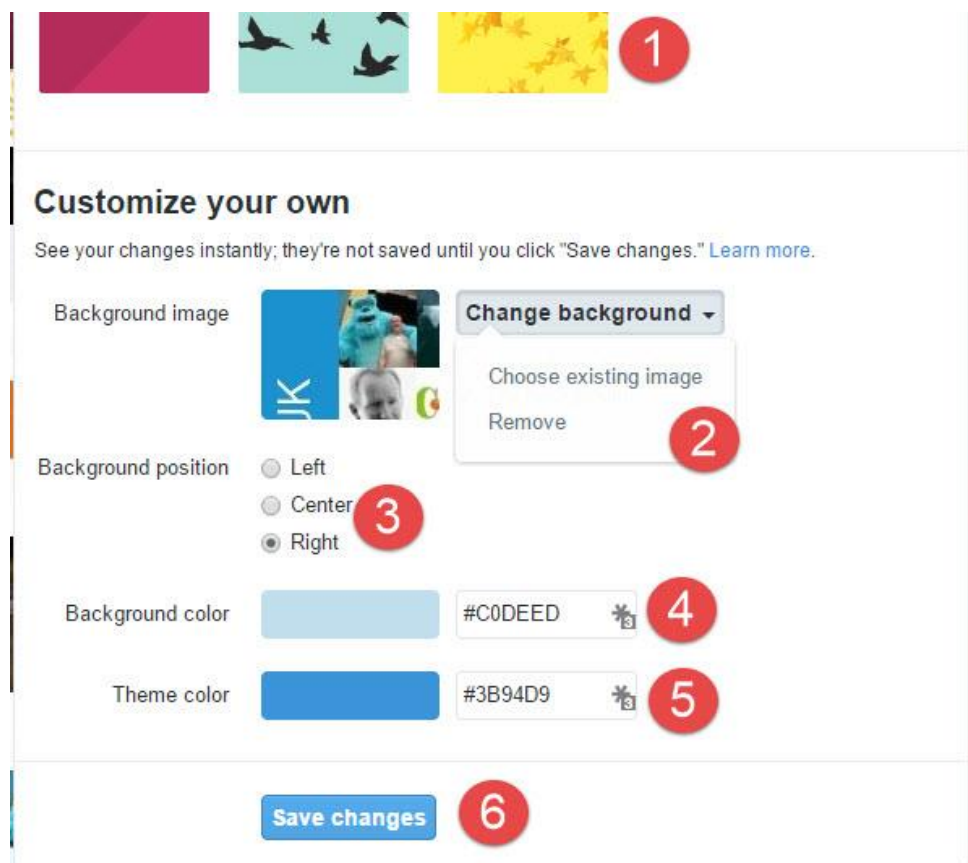
To start working on your background display, access your settings:



From that rather long settings menu – don't worry I'll talk you through it later – just click on Design for now:



From here you make things look the way that you want them to:



1: Select one of Twitter's ready-made designs

2: Add your own background image

3: Left align, right align or centre your image

4: Select your background colour

5: Select your theme colour

If you click on either of those coloured areas, you'll be able to access a more varied palette:



Any background image only displays to your Followers in a very limited setting, when they click to view an individual Tweet that you have posted.

However, they do more easily see your Theme colour, so why not change it and take a look, it modifies many elements of text on your Twitter profile page?

You can make use of this if you have a distinctive brand colour, and you want to do a bit of further customization on your profile.

I'm really not sure what Twitter is up to with backgrounds; they may well end up ditching them altogether.

This article from Mashable gives more info:

<http://mashable.com/2015/07/20/twitter-removes-backgrounds/#EPOJH2mpV5qn>

Twitter SEO Bootcamp

The final part of completing your Twitter profile is perhaps the most important:



This involves optimizing your Twitter profile so that it gets found in the search engines.

I want to remind you at this stage of that rather useful site called Alexa at <http://www.alexa.com/>

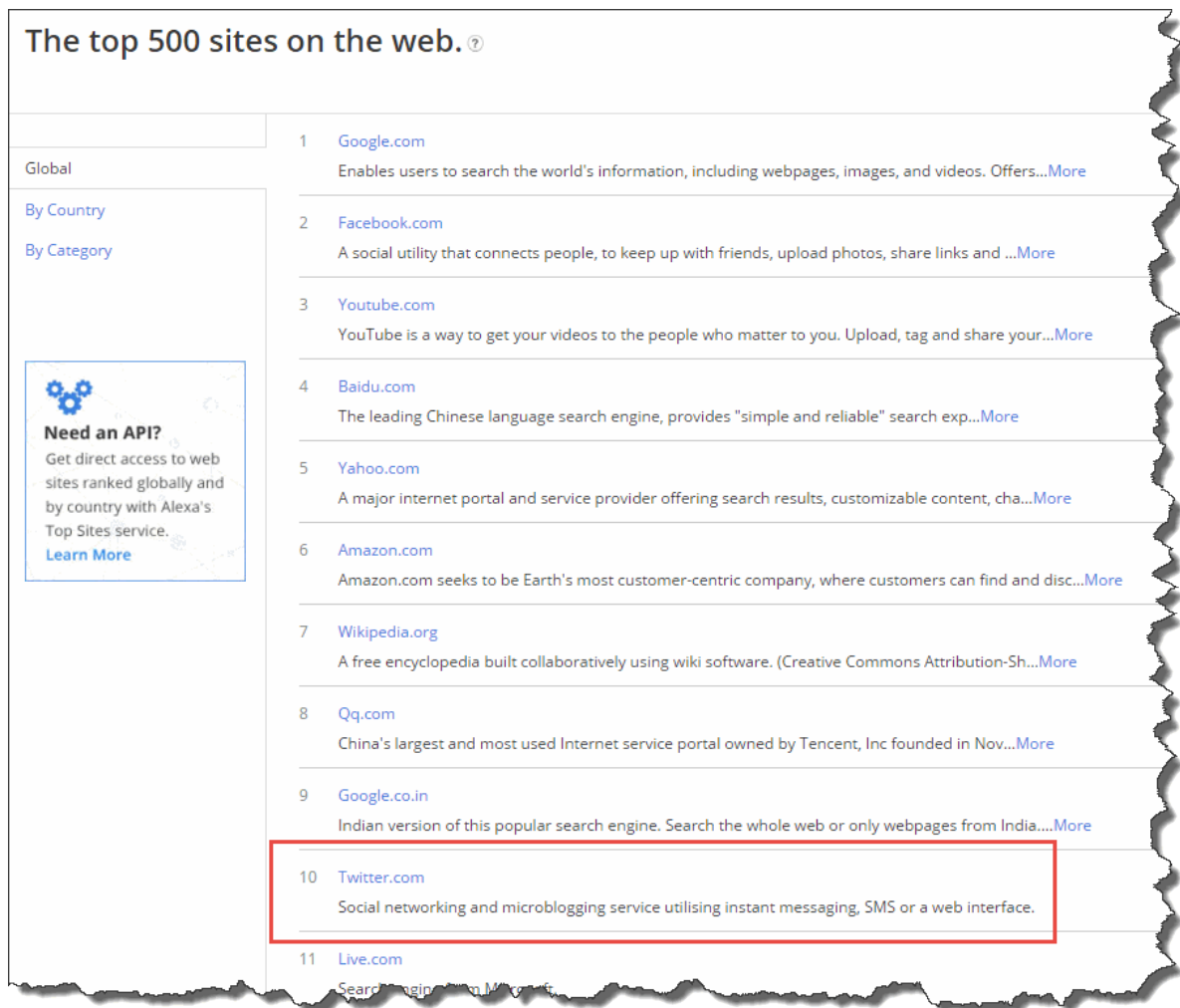
Remember how Twitter is (at the time of writing this guide) in the Top 10 of all websites in the known universe?

Well, get your SEO right on your Twitter profile and it's going to rise up the search engine rankings a lot quicker than your brand new blog or website because it gets to take a ride on Twitter's coattails.

Now, this is like gold dust to a small business; it's a huge benefit of using Twitter in your business.

In very simple terms, Search Engine Optimization determines how easy it is to find you – or your business – when searching online.

At its most complex, it can be a full-time job, but being on social media really helps you out on this score.

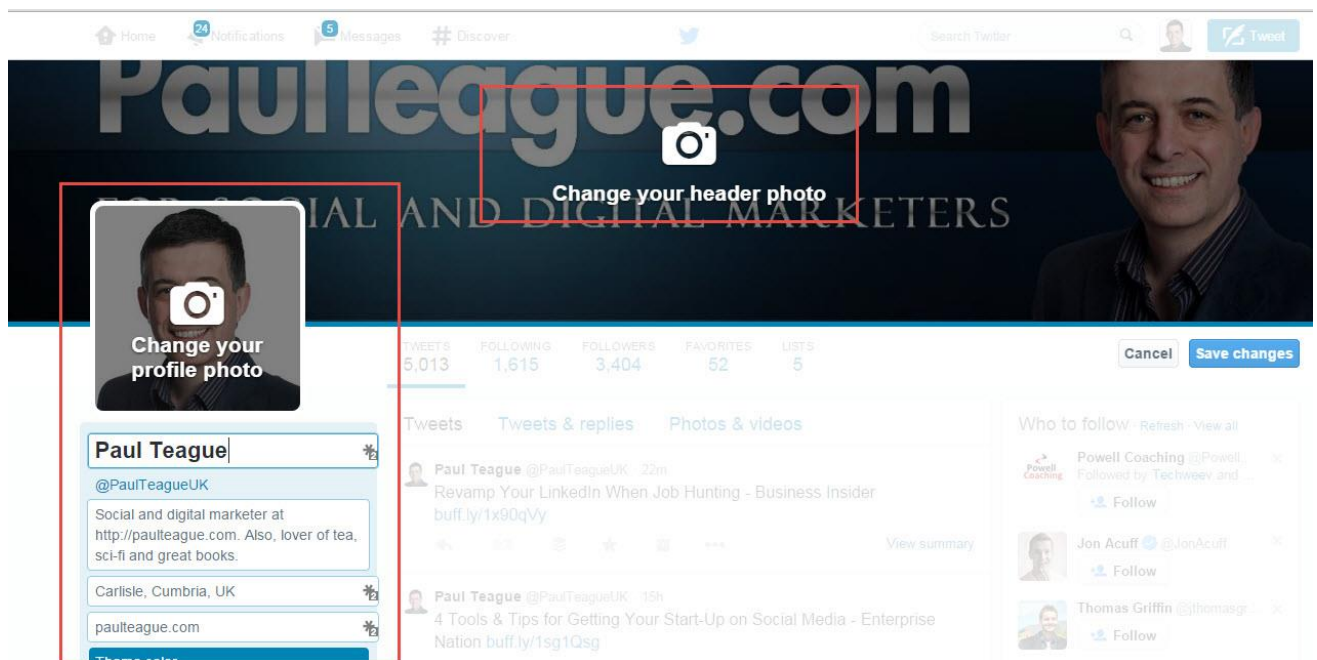


The way I get small businesses to think about their SEO-friendly Twitter description is to ask them *'If you were searching for your own business online, how would you find yourself?'*

You need to think about:

- 1: Keywords
- 2: Geography and customer base
- 3: Company name or your own name
- 4: Your niche, industry or profession.

If you look at the text area in the image below, your short description will need to be short, catchy, easy to read (don't keyword stuff by just inserting a list of words!) and straight to the point:



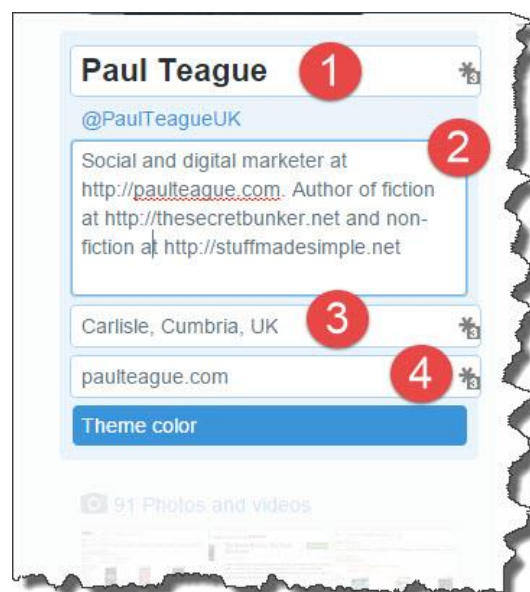
You only get a maximum of 160 characters in that Bio area, so make them count.

Remember, this is not something that you should rush, this is all about SEO and discoverability, this could make your business very swiftly more visible in the search engines.

In the image below, here are the factors that you need to take into account:

1: Your real name Think 'keywords' when you set this, never go for nicknames or comedy effect, use the name of the business, the name of your product, your own name or some key identifier if we are searching for you online.

2: Your bio Take your time with this, squeeze in as much as you can in the 160 characters that you're allocated.



3: Location Define your geography depending on how your business works.

I am online and international, so I define my location by City/County/Country.

If I was hyper local, I would want to make my description as geographically local as I could, and I'd leave the UK off.

4: Web address You *must* complete this section.

Not only does it give a nice back link to your website or blog, but it also creates what I call 'frictionless marketing.'

Think back to that 'calling card' preview that your Followers and prospects see:



From that simple preview, we should be able to see:

- 1: Who you are
- 2: What you do
- 3: Where you are
- 4: How to get in touch

This process becomes frictionless if I don't have to hunt for info to get in touch with you.

Don't hide this, if we have to hunt to find out how to take the next step in our relationship with your business, we'll click away and go somewhere else.

Twitter Profile Key Points

So, if you want to get found online, you need to follow some simple rules and take the time to set up your Twitter profile correctly.

Remember ...

- 1: Think in terms of keywords and search terms
- 2: Clear and consistent branding
- 3: Overall clarity and ease of use
- 4: Customization makes your Twitter profile stand out more

Skimping on this work will have a detrimental impact on your Twitter profile.

Remember too that this profile is mobile optimized so that your business is immediately discoverable and viewable on mobile devices:



Chapter 5. How and What to Tweet

It takes a while to get to this stage, but you're now ready to Tweet!

I think that it's really important to get your profile basics sorted out before you start to mix and mingle on Twitter.

After all, before then, your Twitter profile looks pretty horrible and isn't really a good reflection on your business.

We still have to run through our settings and make sure that everything is sorted out correctly there, rather than just on the default options, but with our branding and SEO ready, there's no reason why you can't send that first Tweet.

Sending Your First Tweet

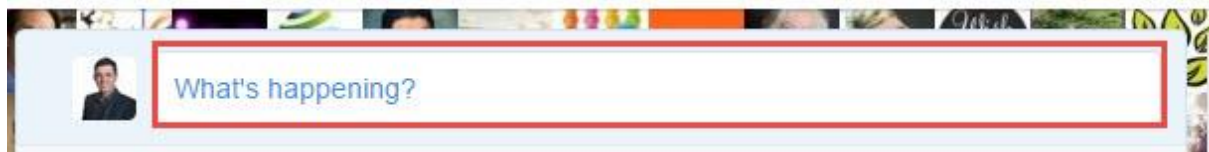
There are a number of different ways that you can Tweet.

Firstly, with Twitter open on your PC or laptop browser, just press the letter 'n' on your keyboard to start to Tweet via a keyboard shortcut.

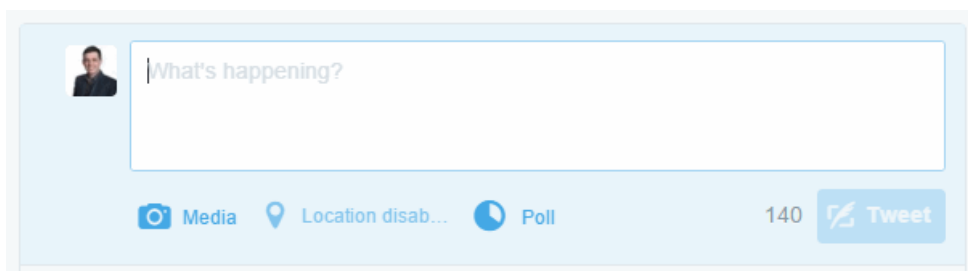
Or, you can just click the Tweet button:



Your final option is to click on the What's Happening? area at the top of your Twitter stream:



So, you'll never be short of a way to get Tweeting!



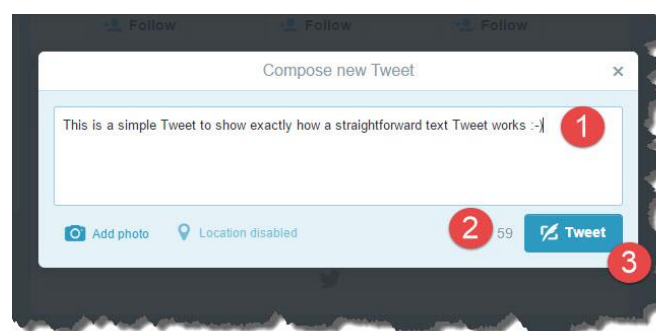
Remember, when you write a Tweet, you get a total of 140 characters.

As I've already mentioned, Twitter has its own 'lingo' that you'll need to be familiar with, or it will sound like a foreign language to you.

I speak to many reluctant Twitter users who take just one look at a complicated Tweet and get ready to run a mile because they just can't make head or tail of what's going on.

Fear not, once you've written a few, and received a few replies, it will start to make sense.

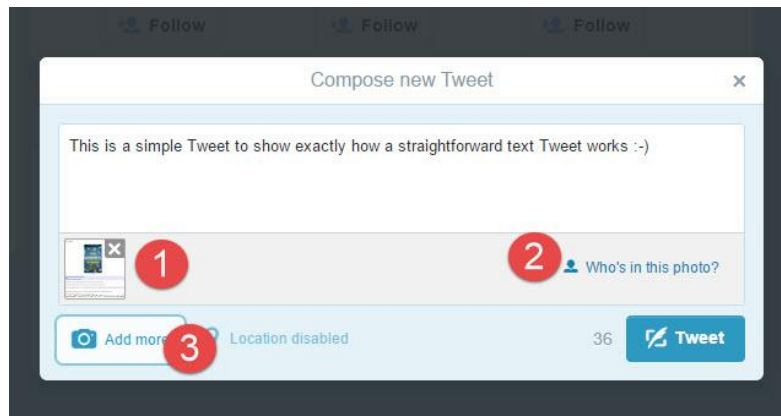
Let's start with a simple Tweet, nothing fancy, just text:



- 1: Just type your text into the box
- 2: Twitter tells you how many characters that you have left
- 3: Click that Tweet button when you're done

That's it; that's a Tweet!

Okay, let's add a photo now.



In the example above, I just used exactly the same Tweet, but I clicked on the Add Photo link.

When you add a photo to a Tweet, Twitter makes it available to other users via a web link.

That web link takes up space.

You'll see that in the last two images above, adding a photo-reduced our characters from 59 to 36, so be aware of that whenever you add images.

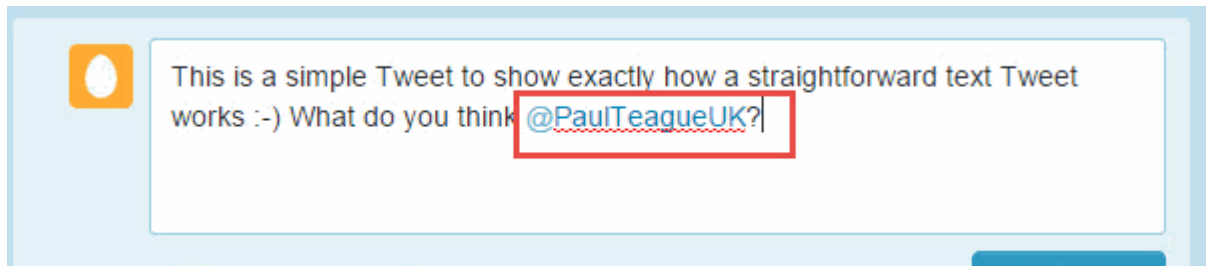
We also get a Who's in this photo? option, we can click the X on the image thumbnail to remove it, and we can add additional images though they will, of course, take up more of our available characters.

This is how that Tweet now looks on my test account:



Now let's try a Mention.

Remember, you Mention another Twitter user in your Tweet by including the @ sign followed directly by their username.



Twitter links the @username so that if any of your Followers click on it, they're taken directly to the person's Twitter profile.

It's a nice way of giving somebody a shout out because it helps drive web traffic to their profile.

The person who is mentioned also gets an alert in their notifications so they can see that you did this, you will be getting their attention by mentioning them:



Don't overdo it with Twitter mentions.

A long list of @ mentions can appear a bit spammy and if you do it too much people will 'zone out' of your Tweets.

Some people use it crudely as a web traffic technique, it's a very poor one I'm afraid, use it only when it is meaningful to the recipient, i.e., the person or people mentioned in the Tweet.

Okay, time now to try a ReTweet.

Remember, this is a Tweet which has been written by another user, forwarded to you by someone you follow – or just forwarded by you.

ReTweets are used to spread news or share great discoveries on Twitter.



To make the ReTweet, we just click on the ReTweet link below the original Tweet.

You should add the letters RT and the Tweet author's @username to show that it's a ReTweet, and it isn't your own original content

Twitter has more details about ReTweets [here](#), but that's pretty well all there is to it.

A ReTweet might look like this:

RT @PaulTeagueUK Here are some great tips for writing a blog:
<http://www.xyz.co.uk>

URL Shorteners

URL shorteners are used to turn long URLs into shorter URLs though Twitter does automatically shorten web links nowadays.

The Twitter Help Center says:

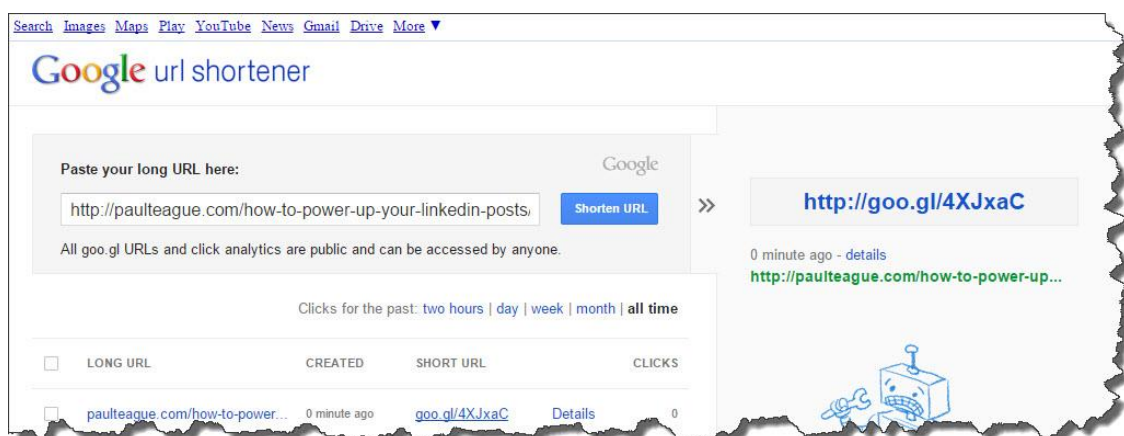
Type or paste the URL into the Tweet box on twitter.com. A URL of any length will be altered to 22 characters, even if the link itself is less than 22 characters long. Your character count will reflect this. Click the Tweet button to post your Tweet and link.

Many great link shortening services can be found online if you ever decide to use a different one:

1: <https://goo.gl/>

Shortens my web link to <http://goo.gl/4XJxaC>

Free and a recommended service.



2: Wordpress users should use [Pretty Link](#).

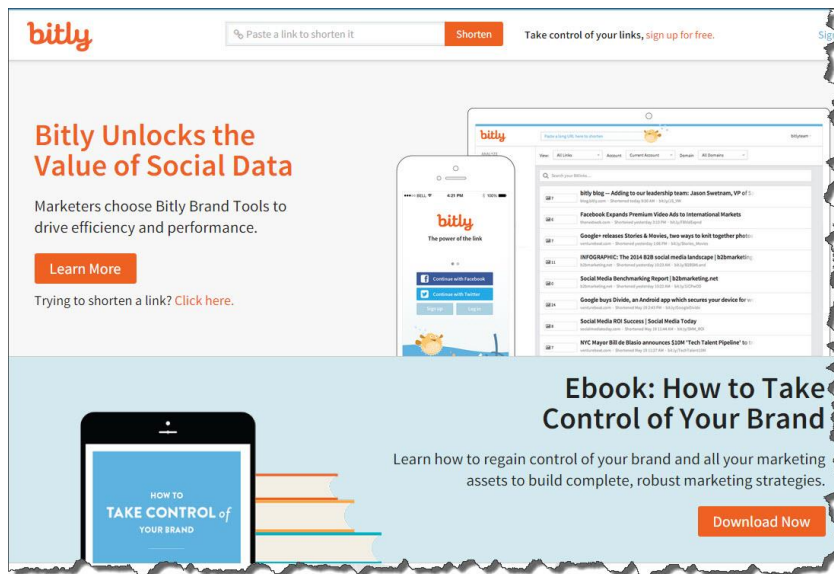
This is the best option, and the one I use, because it lets you use your own domain name to shorten the link, therefore allowing you to share branded links.

3: <https://bitly.com/>

Shortens my web link to <http://bit.ly/1C4ZPn3>

Free and my preferred service.

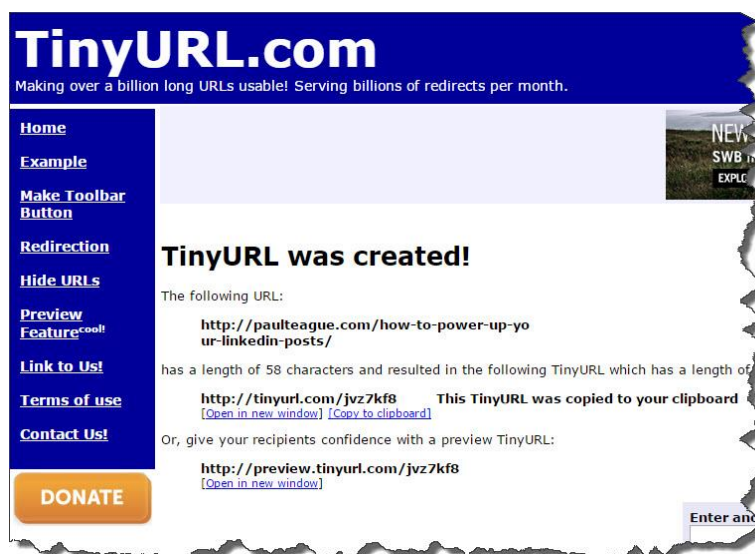
Offers great analytics, customization, and tracking.



4: <http://tinyurl.com/>

Shortens my web link to <http://tinyurl.com/jvz7kf8>

Free, and one of the original link shortening tools, it's been about for years now.



A Word About Hashtags

You may have seen the symbol # ... also known as a 'hashtag.'

The # symbol is used to mark keywords or topics in a Tweet.

It was created organically by Twitter users; it has now been replicated across social media.

Google says:

*A hashtag is a word or a phrase (without spaces) preceded by the # symbol – for example, #**Cooking** – that helps people find and join conversations about a particular topic. Clicking on a hashtag will show related content.*

Wikipedia says:

Hashtags make it possible to group messages, since one can search for the hashtag and get the set of messages that contain it. A hashtag is only connected to a specific medium (i.e., Twitter) and can therefore not be linked and connected to pictures or messages from different platforms.

Use hashtags by typing them somewhere within the text of your Tweet.

Here are some examples:

“I've just learned these great #VeganCooking tips.” [Good]

“Mondays are the worst. #SleepDeprived #SoMuchToDo” [Bad]

Other Tweet Related Options



On any given Tweet written by somebody else you can:

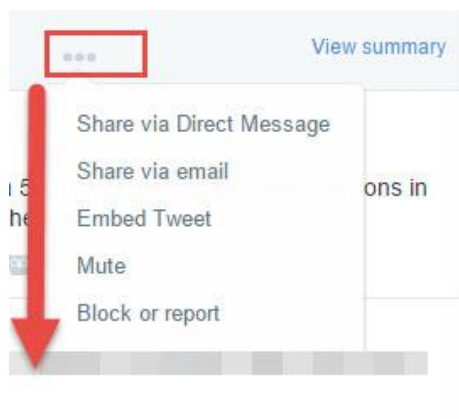
1: Reply Give a direct response to the original Tweeter, note that this reply is public.

2: Retweet Already covered in detail

3: Favorite These can be seen publicly and are reached via a menu link on your Twitter profile page:



4: Use other options This leads to a series of choices, most of which we'll deal with later:

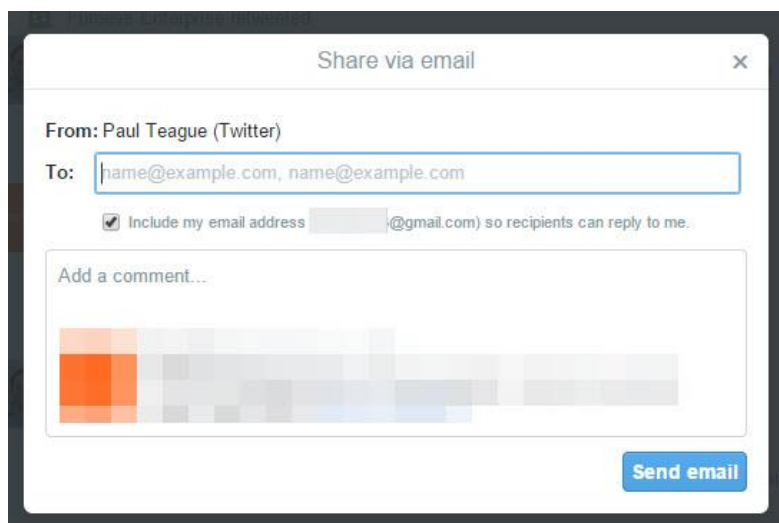


Embed Tweet and Block or report I will explain later on in the guide.

Share via Direct Message allows you to share a Tweet in a private message.

More on Direct Messages shortly.

Share via email allows you to do just that via a handy pop-up window:



Finally, Mute allows you to remove a person's Tweets from your Twitter feed without having to UnFollow or block them.

The owner of the muted account will not know that you've muted them, and you can decide to unmute them at any time.

It is an 'invisible' action, they can't tell that you've done it.

Muting is just like using the TV remote to switch off the volume when somebody is wittering on.

Twitter has a great page explaining the ins and outs of muting [here](#).

The Anatomy of a Great Tweet

There is no 'perfect' Tweet of course, but there is an ideal *type* of Tweet.

When you send a Tweet, ideally you want:

- 1: ReTweets** (showing that it was good content and worth sharing)
- 2: Favoriting** (showing that your Tweet is worth keeping to refer back to)
- 3: Replies** (showing that your Tweet generated some engagement/response)
- 4: 2nd tier responses** (from people who don't already follow you, showing that you have extended your reach by posting great Tweets)
- 5: New Followers** (showing that your Tweet was good enough to attract and attract people who are interested in following what you have to say)

A well written Tweet should use Mentions, hashtags, images and web links appropriately and in a relevant, non-spammy manner.

Long web links may also be shortened to make Tweet more accessible.

You will also give original author credit if appropriate.

Direct Messages On Twitter

Direct messages allow you to have private conversations with people that you are connected to on Twitter.

I use it regularly; it's a really useful feature.

It's annoying, and a bit superfluous restricting messages to 140 characters, those of us who use it regularly just have to have our conversations in 140 character segments – at the time of writing this limitation is just about to be removed.

You can use a different 'cool' technique for sending Direct Messages on Twitter, but I always teach it the 'belt and braces' way because it's so easy to make terrible mistakes if you get it wrong.

As Direct Messages are private messages, I think it's safe to assume that you don't want other people to see them.

If you want to see how Direct Message can go bad, then [read this article](#).

I prefer to teach DMs the completely safe way which is to use that Messages link in your top Twitter menu:

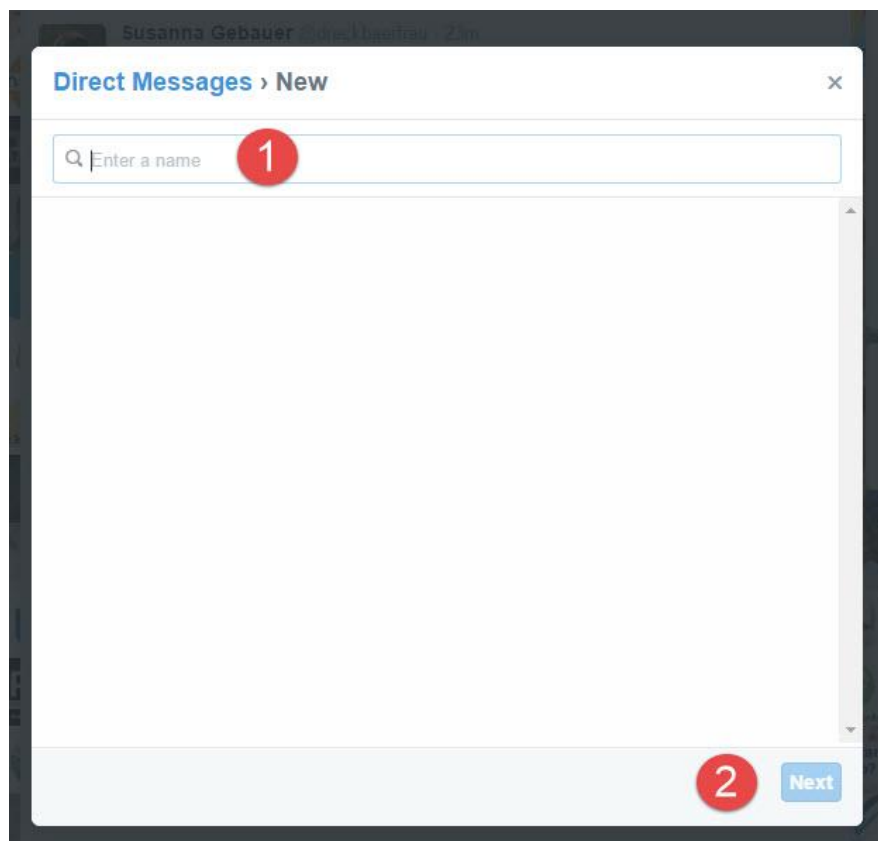


Alternatively, use the keyboard shortcut 'M' when you have Twitter open in your browser.

The 'cool' way to do DMs is directly within the Tweet writing window, but I'm not going to teach you that because trust me, it will lead to trouble eventually!

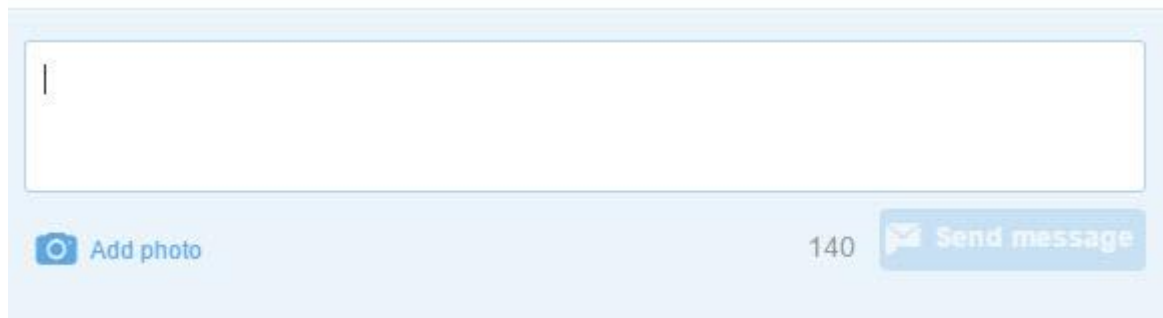
When you do it this way, you can be absolutely sure that it's a Direct Message that you're sending, and you won't mess it up.

When you launch a Direct Message correctly, it will look like this:



In 1 above, you enter the name or names of the people that you want to message, then click Next (2).

You then type your Direct Message into the panel area:



We used to be limited to only 140 characters here, but now we can write ‘War and Peace’ in the DM area.

The recipient of your private message will receive a notification that you got in contact.

They can then reply to you directly.

You can find more information about Direct Messages [here](#)

They are – in simple terms – Twitter’s private chat system.

What to Tweet (Overview)

What you must never, ever, *ever* do (did I emphasize that enough?) is to go on Twitter with a barrage of Tweets which pretty well say ‘Buy my stuff!’

That is not to say that occasionally you can’t post sales related Tweets, but more of your Tweets should be friendly, useful, engaging, informative, helpful and relevant.

You will fail on Twitter if you just say ‘Buy my stuff!’ all the time, I need to be very clear about that.

Yours will not be the one Twitter account to beat the entire system and infrastructure if you only post sales related content you will fail.

So please don’t do it.

Always try to make all of your Tweets informative, useful, or entertaining.

Do not post mundane posts, i.e., ‘Eating a bowl of cereal, yummy!’ or ‘Feeling happy!’

Add hashtags to your Tweets to get them found by a larger audience.

For example, if your Tweet is about computers, consider adding #computers in the Tweet to help get it discovered by people who are interested in that topic.

Tweet frequently, or at the very least, consistently.

I always say to small business owners, 'Get On Twitter, get off it, but don't be only halfway on it!'

I think it is more damaging to your business to have a part completed profile, no Tweets or interaction and very little going on around your Twitter page.

It just makes your business look terrible like you can't even be bothered.

Prospects will find your Twitter profile – because the SEO is generally so good on Twitter – and when they find you, you'll have the appearance of a business that just doesn't 'get it.'

I think it is less damaging not to be on Twitter at all because at least it doesn't set up any kind of expectation from your prospects and customers in that scenario.

Even worse is having that half completed profile, posting ten or twenty Tweets at a time, clogging up other peoples' feeds with a marathon run of Tweets all at once, then disappearing again for days or weeks.

So, get on Twitter, get off it, but never half do it.

No one is going to follow someone they do not know who has not Tweeted in months.

Try to Tweet a few times a week or daily if you can manage.

Ideally on Twitter, 4-6 times daily is great, spread evenly.

If that's a struggle for you, no problem, aim for 1-2 per day, but the bottom line is to be consistent.

Never whine or complain on Twitter or any other social media outlet come to that.

Most people UnFollow anyone who constantly whines or complains, who wants to hear it after all?

Try to make your valuable Tweets during the times people will most likely see them, you'll get a feel for this from the level of engagement that you get.

For instance, many small UK businesses tell me (and this is my personal experience too) that many people are particularly active online during their lunch hour.

That makes sense of course, but it might also suggest to you that lunch hours could be a great time to Tweet.

Worth noting in this general guidance is that Twitter has now changed the way that you can ReTweet a post, and this has improved the function tremendously.

Previously, if you crammed an original Tweet with all 140 characters, it left nobody any scope to add a personal comment if they ReTweeted, there was no room left.

Nowadays, though, you can ReTweet with Comment, which gives you much more scope to customise a ReTweet – you should always do this, it's always preferable to add the personal touch.

Finally, I've saved a legal overview for its own section in this chapter.

You do have legal obligations on Twitter, and you can't just say what you like.

So please make sure that you give that section a good read, we've all seen the legal cases in the media, you need to make sure that you don't become one of them.

When on social media you have the same legal responsibilities as any other broadcaster, take some time to get wised up on this topic and avoid the pitfalls.

What to Tweet (Specifics)

I want to give you a list of 25 very specific things that you can Tweet about.

Many Twitter newbies come to me saying 'I haven't got a clue what to say on Twitter!', so I want to clear that one up once and for all.

Please refer back to the list at the beginning of this guide titled '20 Reasons Why You Should Be On Social Media' because that will keep your focus on why you're using Twitter in the first place.

So most of what you Tweet for business will – ultimately – be targeted at a business related objective, i.e., getting more brochure downloads, getting somebody to book a free 10-minute consultation, getting your prospect's email info into your email marketing database, getting more volunteers for your charity organization, etc.

So, first things first, remember the ways that you can do these things:

- 1: A simple, text-only Tweet
- 2: A Tweet to which an image is attached
- 3: A Tweet to which a web link is attached
- 4: A ReTweet of somebody else's great content
- 5: A Tweet to which a video link is attached, or one which includes a [Vine](#) video

So, for each item on this list of 25 Tweet ideas, you can approach them all using different media as your means of delivery.

That will give you quite a few options to get you started.

The bottom line is – as I told you right at the beginning of this guide – that social media is just people talking.

We're exchanging news, ideas, gossip, jokes, stories, questions, suggestions and more.

That's all you need to do ultimately, in a friendly, professional, kind, entertaining, approachable way.

25 Ideas for What to Post on Twitter

1: Questions Pose simple questions that your audience can answer swiftly, i.e., 'What's your favorite business book?', 'What software do you use for your accounts?', 'Where's the best place to buy office branded T-shirts' and so on.

I call this 'ask the audience' ... you have an audience, why not ask them directly?

2: Link to a blog post This can be your own blog post – or web article – or complementary business.

Social Media loves – and shares – great 'how to' guides.

Write one – or several – for your own business and share via Twitter.

Examples of great and shareable article titles are '10 Tips For Driving In Snow', 'How To Get Your Kids To Tidy Their Rooms' and 'The Top 5 Things You Need to Retire Rich'.

I'd read and share those articles, wouldn't you?

A superb source of articles on virtually any topic is [Ezine Articles](#) by the way.

3: Post a branded image By all means post images, but the cleverest way to do this is to brand them first.

Use Canva.com to do this easily and without the need to get a graphic designer.

It can be amusing, inspirational, it might just show what you do in your business (ie photos of the 10 step process for installing your brand new windows) or it could be testimonial quotes from happy customers, but make sure these are shared and branded with your MWA (most wanted action) i.e., 'Contact us on XYZ', 'Grab a coupon at XYZ', 'Email XYZ today' or something similar.

The rule of thumb with this technique is to avoid 'Buy my stuff!' syndrome.

The photo should provide information; amusement, pleasure or engagement firstly, then the branding is secondary to that as far as the viewer is concerned – but every bit as important to you of course!

4: Post an industry related infographic If you haven't heard already, social media loves infographics.

These are shareable and branded images which present useful data in a really easy to grasp way.

A great place to start is DailyInfographic.com, it has funny, social media, lifestyle, finance, government, marketing, retail and many more infographics, in fact virtually any industry area that you can think of.

5: Random posts that show you are a real person This is *really* important! Don't become predictable in your Twitter posts, make sure the random, human element is always there.

Don't just post things created by other people, we need to get a strong sense of you, your business and your personality.

It's particularly important when you begin to use automation in social media, that's fine in a certain context, but if we lose the human being behind the posts, you're missing the point of social media.

It might be something like 'Late into the office today, watch the road works on XYX Street, they're causing delays!', 'It's cold outside today, give yourself an extra 10 minutes to defrost the car!' or 'Crikey, the town was busy this lunchtime, packed with Christmas shoppers!'.

These Tweets are human, live and useful for people who read them because they contain valuable local information.

A picture of your dinner does not do that, but my three examples above show a real human is writing the posts, they're part of the community, and they're passing on useful information at the same time.

6: Share Quotes Motivational, funny or business-related quotes work really well on social media, but beware overuse of course.

Used sparingly they can generate comments, shares, and engagement.

[Brainy Quotes](#) is a great source of content to help get you started.

Don't post them endlessly and exclusively, and maybe even ask a question around them, i.e., 'What's your favorite business quote?'

7: Fill in the blank Tweets These can be fun and really take off well on social media.

Examples would be:

'When I started my business, I wish I knew ...'

'If my business had \$1 million dollars I would buy ...'

'The most useful book I ever read was ...'

You get the gist, make it related to your topic or industry and occasionally throw in one just for fun:

‘When you pack for your holidays, never forget ...’

8: Behind the scenes When I worked in radio, it was easy to forget sometimes just how glamorous that job can seem to outsiders,

When it’s just your day job, you can dismiss what’s humdrum to you as being of no interest to anybody else.

But I would suggest sharing ‘behind the scenes’ details, it gives your prospects and Followers a great opportunity to get to know you much better.

So show people the big delivery that just arrived, take a picture when you’re packing up the next batch of deliveries, if you’re an author let them see your writing sanctuary if you’re a vet, share how the animals are looked after overnight if they’ve been in for an operation.

Let us into your business, show us what makes you tick, it only helps to build interest, engagement, credibility and trust.

9: Statistics and data If you ran a recent customer survey, or the latest data just came out for your industry, share it!

It stands to reason that if somebody is following you on Twitter, they must at some level be interested in your industry.

So tell your Twitter Followers that ‘The most regularly bought item in our shop this week has been toothbrushes!’ or ‘A recent survey showed that 78% of our clients value our customer service most.’

Don’t keep it to yourself if it’s not confidential data, share it and get a discussion going.

10: Ask for advice This is another example of ‘ask the audience.’

Never assume a stance of ‘We know it all’ on Twitter, be collaborative and inclusive.

This may pay you dividends as well as your own prospects and clients.

Ask for audience input on Twitter:

‘What’s the best tool to use to remove XYZ?’

‘Can you recommend something that will solve our XYZ problem?’

‘What do you use to sort out XYZ in your office?’

It’s all geared to getting the conversation going in a meaningful and useful way.

11: Fan or customer photos These are a great way of creating ‘real person’ testimonials.

Share pictures of readers holding your latest book, picking up the keys to their new car (bought at your dealership) or going for a walk with their healthy dog (after a visit to your veterinary practice).

If you're a florist, encourage recipients to share images of their lovely bouquets on display, if you're an allotment group get your allotment holders to show what's growing well this year and if your business is all about cycling, encourage your Followers to share pictures from their favorite cycling holidays or rides.

Each one of these is like a mini-testimonial or endorsement and can be a very powerful tool for your business.

12: Share a favourite or useful book If you're a motor mechanic, and you just read a brilliant book about fixing cars, share it!

If you're a baker who just found out a superb tip for making cakes rise perfectly every time via an old book from a second-hand bookstore, share it!

And if you're a business owner who just learned an amazing time management technique from a book that you stumbled across in the library, share it!

If it was useful to you, you can be sure that it will be useful to many of your Followers because they are in the same industry, or one that is related.

Remember, social media is about chatting, sharing and having conversations,

Get into the habit of sharing great stuff, your Followers will thank you for it.

13: Take a trip down memory lane Show your Followers what your office/building/factory looked like in years gone by.

Run a blog interview with your longest serving employee.

Share pictures or videos of what tools or equipment people used in your industry in years gone by.

Show what your business was doing 1 year ago, 5 years ago, a decade ago.

Show your Followers what your website looked like when the business began (use the [WayBackMachine](#) to do this).

We all love to take a trip down memory lane, and you never know what your Followers might share back.

14: Jobs available This is a great way to show that you're engaged and embedded in your own community.

Share details of vacancies, work experience opportunities and internships on Twitter.

You'll likely be surprised at the response that you get.

By ‘community’ I don’t just mean a local area, I mean a community based around an interest or industry as well.

Even if you just need a bit of help, mention it on Twitter, don’t just think in terms of the usual channels such as newspapers, job sites and so on.

15: Events If you’re hosting an event – whatever it is – share it on Twitter.

They may even be online events only, such as webinars or Google Hangouts.

Get used to thinking of Twitter as the place where you share your news and chat, it will help you to discover new people and prospects.

Also, to prevent it becoming all ‘Me, me, me’, share other people’s events that you are attending.

If you’re heading for the Chamber of Commerce monthly get together, Tweet about it, use a Mention to acknowledge the hosting organization, and they’re bound to notice it and acknowledge it.

In addition, you’ll be exposed to many other local businesses – and their Followers – and this can only increase your reach on Twitter.

16: Show your support If there’s a local fun run, a gala, a sporting event or even an online initiative that is safe (i.e., not politically explosive, controversial or divisive in any way) why not get behind it and show your support?

It’s as simple as saying something like ‘Wishing the XZY team all the best in their semi-final today!’, ‘Good luck to everybody taking part in the online XYZ this month’ or ‘Hope you have a great run at the XYZ event today, we’ll be cheering you on!’

It’s positive, supportive and it shows that you’re more than just a business trying to extract our cash.

If you support a charity and maybe your team is involved in their own activity, share that too.

The only proviso with this one is to avoid anything that may be controversial or split the opinion of your Followers; we don’t want it to cause any rows!

17: A day in the life of This can also be a week or month in the life of. It involves sharing either the day-to-day activities surrounding your business or the jobs that are done by the people in your business.

So, for instance, we might see the school janitor coming in to get the boiler switched on in the morning, sweeping the school hall, putting ice on the pavements, popping off for his midday break and so on.

We’d get a feel of life in the school and the characters who make it tick.

We'd gain a greater insight into what you're all about, how happy it all looks (hopefully!) and this will build trust, rapport and credibility.

18: Meet the team This is similar to 17 above, but in this scenario, you share 'fact files' about your team.

We find out about previous jobs, where they've lived, what they do, what they love about their job and so on.

As a business, this makes you more approachable, more personable and it helps to build rapport and relationships.

I used this example with a legal firm that I was working with on one occasion, suggesting that this kind of information might make a group of legal professionals seems far more approachable.

19: Recommend a tool/product By 'tool' this can range from a superb app that you're using to make your life easier to an actual tool if you're a wind turbine engineer, car mechanic or woodworker for instance.

Share great stuff if it will help others in your niche or industry.

If you make quality recommendations, it will help to build rapport, trust, and status in the eyes of your Followers.

I do this quite often in my own business, and I know it's worked when I get a comment like 'Thanks for this Paul, I've been looking for something like this!' or 'Great, I'll give this a try, thanks for the heads up!'

That's the kind of response you want as much as possible on Twitter.

20: Post a Slideshare/Authorstream presentation [Authorstream](#) and [Slideshare](#) allow you to easily share and upload your presentations.

Virtually nobody who runs a business does so without at some time making a presentation about the business, the products or the services.

Using these free websites, you can deploy your existing presentations as valuable online real estate, getting them 'out there' where more people can access them.

Try to avoid releasing slides that are 'Buy my stuff!' instead, go for interesting, informative and education slides.

21: Case Studies Twitter is a great way to share the case studies of customers and clients that you have worked with.

They're different from testimonials because they show *how* you worked with somebody and added value to them, rather than just hearing about the end result.

Case studies are interesting first and foremost, but they also help to overcome objections in the minds of your prospects.

They also help to build trust and credibility.

Case studies can be text, photographic, audio and video formats.

22: Use other social media outlets Delve deep into YouTube and Pinterest, they both create content in a way that can be shared easily, i.e., via a URL/web link.

Always add your personal touch to the share – a comment or question to personalize – but both of these sites can be an excellent treasure trove of quality information which is well worth sharing with your own Followers.

23: Press announcements/awards and nominations Don't be shy on Twitter if it would go in the local newspaper or a press release, increase your reach and share it!

This includes articles about the staff, the company, your products and anything else that might make it to a press release.

In fact, many press release services are based online nowadays, so check with your PR people (if you have them) if there is a shareable link.

If your business is too small to have PR people, take a look at this article from Mashable, which will show you how to create [your own PR buzz](#).

24: Contests Just like Facebook, there are 'rules and regulations' surrounding Twitter contests, and you should take some time to [read these](#) to avoid landing in trouble.

Twitter describes the possibilities like this:

Contests and sweepstakes on Twitter may offer prizes for Tweeting a particular update, for following a particular user, or for posting updates with a specific hashtag.

It doesn't have to be anything fancy, but a nice idea can easily create a bit of an online buzz for your business.

Have some fun with this, try things out, but aim to make the contest related to your business or industry and keep the prize in the same zone, the overall aim here is to promote or boost your business profile without resorting to 'Buy my stuff!'

25: Inspirational people We all love an inspirational story, whether it be about somebody famous – like a Richard Branson or Nelson Mandela figure – or somebody who is not famous but who has achieved amazing things in their life.

Share those stories and look for some that are close to home.

Make them industry or business related and ask your Followers to make their own suggestions too.

Still stuck for ideas?

Here are another 390 suggestions to choose from:

50 Things to Tweet When You're Stuck For Ideas [here](#)

100 Things to Tweet about on Twitter Besides Yourself! [here](#)

100 Things for Authors To Tweet About [here](#) (doesn't just apply to authors of course!)

100 Killer Ideas For Your Social Media Content [here](#)

40 Ideas for Engaging Social Media Content You Should Be Posting [here](#)

Hopefully, by looking at these lists, you can see that there is no 'magic' to this.

At the end of the day, we're just having conversations with real people.

For business use it's best if those conversations are generally (but not exclusively) restricted to our niche or industry.

Keep it friendly, positive, informal, interesting, engaging and professional.

Avoid negativity of criticism, steer clear of divisive or controversial comment and you'll have a happy experience on Twitter.

Other things that you may wish to talk about:

Client acquisitions

Awards/recognition

Special offers, sales or discounts

New staff, existing staff

Funny office 'stuff, ' i.e., discussions, talking points

The stuff of life – water cooler chats

Other people's Tweets

Breaking news

Help requests

Thank you messages and shout outs.

Evaluations, reviews & opinions

Oldies but Goodies (your best Tweets)

Think aloud ('What if? What would?')

Entertain (but be professional!)

Be a connector – help people to make new connections (professionally)!

Things you should never share on Twitter:

Home Address/phone number

Holiday dates

Information involving children

Complaints about your boss/your work/your customers

Political or religious beliefs

Personal pictures that have nothing to do with the business/inappropriate pictures

Confidential information

Throw a 'sicky' then post that you've been watching daytime TV in the pub

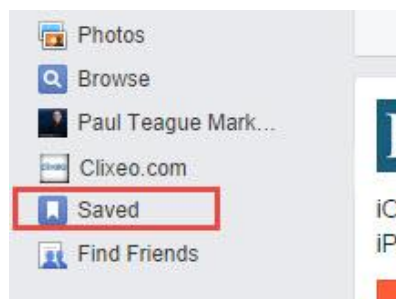
Where to Find Great Things to Tweet About

Businesses often ask me where I find the content that I share online.

I'll mention four of my favorite sources as they really do help me to find a steady supply of great and shareable content without it taking ages to do so.

1: Facebook Saves

Facebook has a rather nice feature which allows you to save the content posted by business pages in one place, ready for easy reference and future sharing:



To get the ball rolling, you have to Like plenty of Facebook business pages which are related to your niche or industry of course.

Once you have done that, whenever you read a post that you think you'd like to share, click on the small downwards arrow icon the top right-hand side:



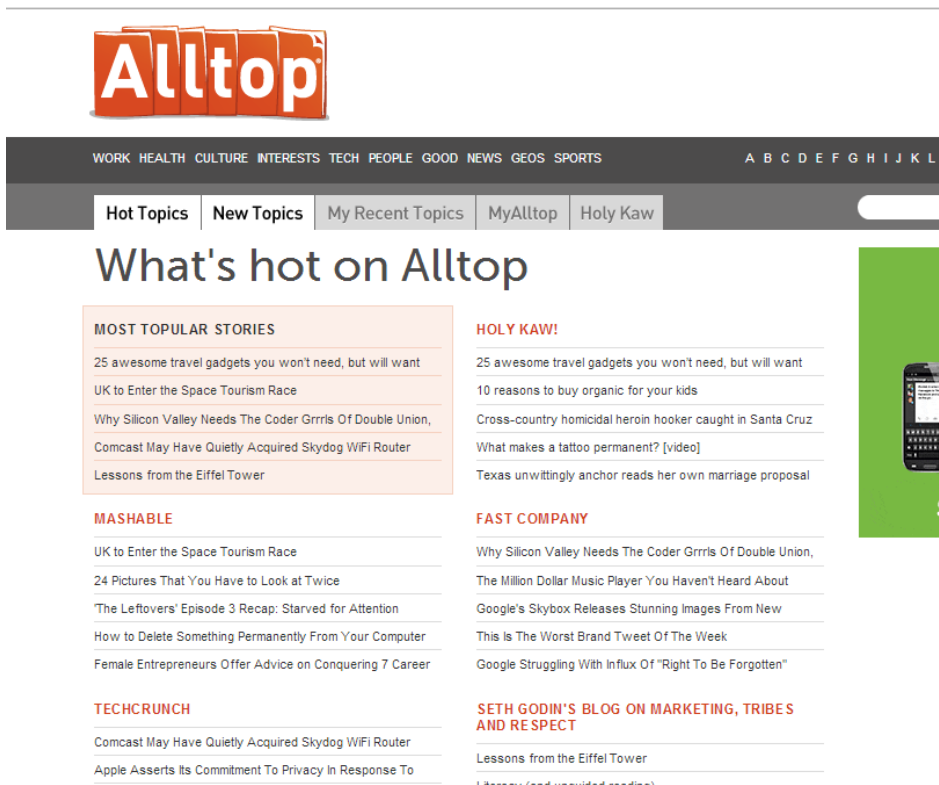
Your content is saved in a dedicated area, and you can share it whenever you please.

I use this method in conjunction with a time management service called Buffer – more on that later!

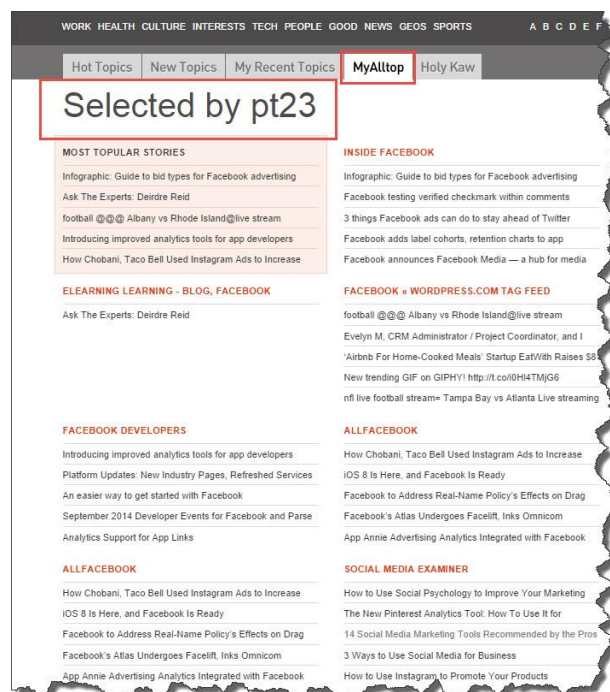


2: Alltop

This service is amazing, it allows you to collate articles from multiple sources on all kinds of topics:

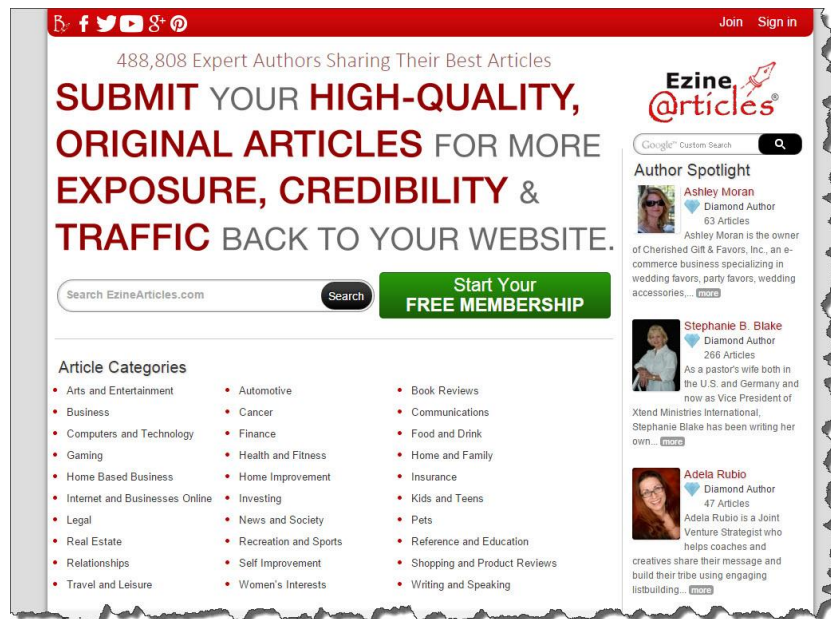


I usually get businesses to suggest a topic to me when I demonstrate this resource in training sessions, and I haven't found one yet for which I couldn't locate content for [Alltop](#):



3: EzineArticles

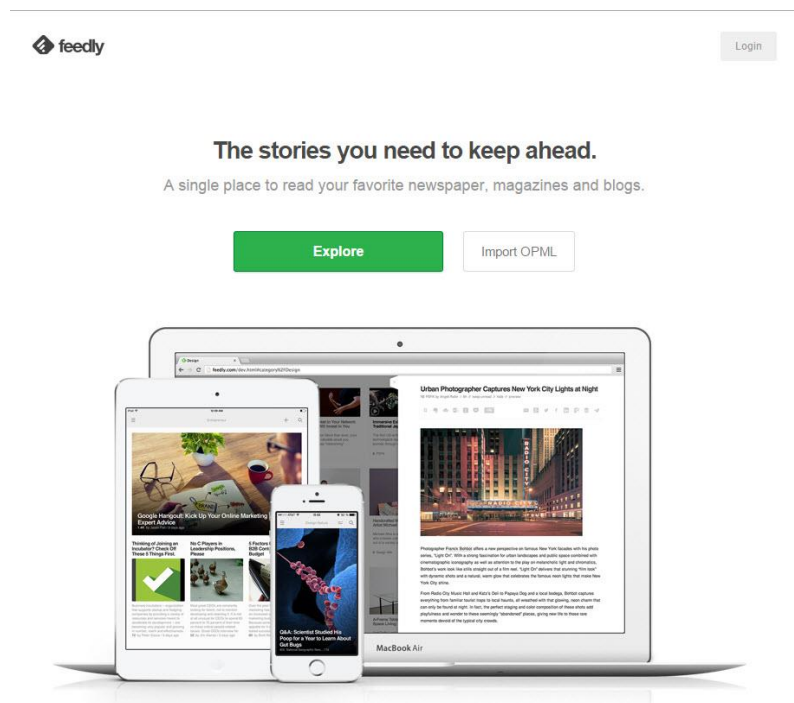
I mentioned this earlier as a useful resource; [EzineArticles.com](#) really is a remarkable source of varied information:



Many years ago I even used to write articles for publication on this site, in the days before social media exploded it was a great way to drive web traffic to a new blog.

4: Feedly

This site collates RSS feeds (stands for Really Simple Syndication or Rich Site Summary – take your pick!):



Every decent blog will have an RSS feed (mine is <http://paulteague.com/feed/>), and Feedly will let you collate the feeds of all the great blogs that you follow and deliver them to you in just one place.

You can then go on to share each individual blog article easily via Twitter.

Legal Matters On Twitter

I'll begin this section by saying that I am not a lawyer or a legal expert, and this is not legal advice.

It is simply a set of observations and knowledge gleaned from 20 years of live radio broadcasting and journalism and over 6 years of active social media posting.

Here is a basic list of the legal pitfalls that you may encounter when using Twitter or any other social media outlet:

- 1: Copyright
- 2: Trademark
- 3: Data Protection/handling
- 4: Disclosure of confidential information
- 5: Platform breaches of 'terms and conditions.'
- 6: CAP Code and ASA regulations (i.e., advertising standards)
- 7: Libel/slander
- 8: Contempt of Court

And that's just for starters!

Now, don't go hiding somewhere safe and swearing that you'll never touch social media ever again.

Social media is quite simple if you just follow a few simple rules.

Rule 1: You can't say whatever you want to

This may come as a complete surprise, but as a social media user, you become a 'broadcaster' and, therefore, have to follow the same rules that newspaper, radio or TV station has to follow.

Rule 2: Play nice!

I always advise businesses to use their 'Sunday best behaviour' on social media.

By that I mean, imagine that you're at a church/religious based social event.

You're surrounded by people of all ages and backgrounds, including the elderly and children.

Don't say anything that would offend those social groups.

No bad language, controversial topics or risqué humour.

Above all, be nice, positive and supportive at all times.

Rule 3: If in doubt, don't!

Not sure if you should risk that blue joke?

Undecided about sharing with the rest of the world your controversial thoughts on how to solve the world's population problems?

Don't.

Just don't!

Rule 4: Think it by all means, but don't share it!

It's entirely up to you what you think and what your personal opinions are.

We just don't want to hear about it on Twitter.

You can think whatever you like in your own head, but disconnect whatever it is that compels you to share those thoughts on social media.

And leave it disconnected for good!

Rule 5: You won't get into trouble for something you don't say

Unless it's 'Sorry, I ran over your cat' or 'Apologies, I forgot our anniversary', you won't get into trouble if you don't say it on social media.

The people who do get into trouble are the ones who *do* say it.

Keep it to yourself and it's unlikely that any harm will come to you on Twitter.

If you're still unsure about how Twitter users land themselves in big trouble, this article by the BBC is an excellent legal guide: <http://www.bbc.co.uk/news/magazine-20782257>

This article from Mashable is also useful: <http://mashable.com/2011/07/11/social-media-legal-tips/>

If you run a company, here are some useful tips too:

- 1: Train your employees
- 2: Have a clear social media business plan
- 3: Monitor your social media output
- 4: Ensure senior/responsible staff have access to social media channels

5: Have a clear social media policy at work

Chapter 6. Getting in Deep with Twitter Settings

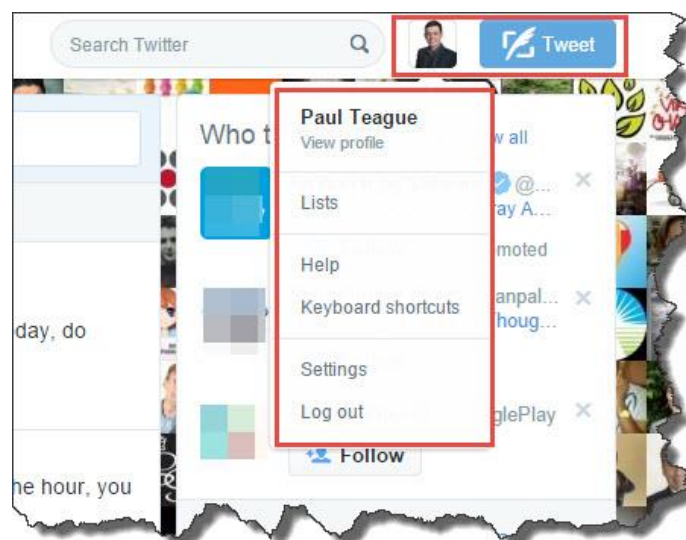
It's now time to delve a little deeper into Twitter's settings.

We've set up our profile; we now know how and what to Tweet, things are going to start to fire up for us very soon.

However, it's good practice to get your settings right before things start to get really busy.

In this chapter we'll go through the settings step-by-step and I'll talk you through all of the key points that you need to know.

We're heading for the **Settings** link that I skimmed over earlier, it's reached via the drop down menu which appears when you click on the thumbnail Avatar image that you see on the top right-hand menu in Twitter:



Clicking on that **Settings** link opens up a long and detailed menu.

From here you can set up your privacy and security settings.

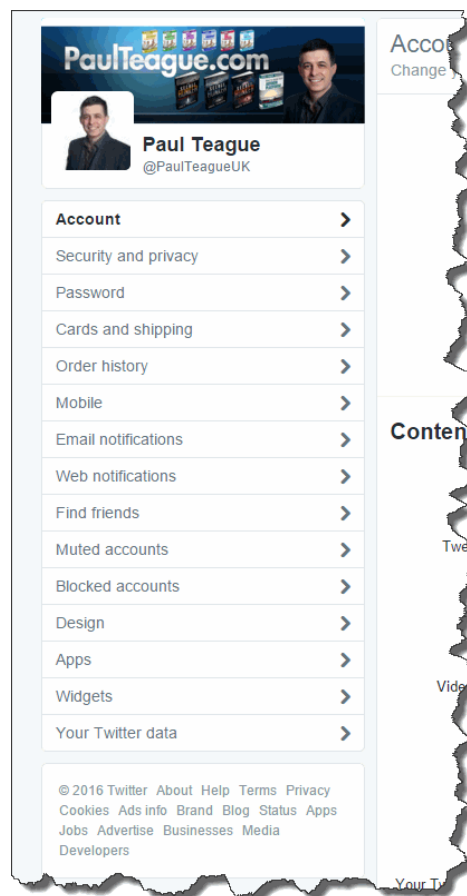
This is clearly extremely important, especially in the light of recent, well-publicized breaches of privacy.

One of the other issues that I encounter regularly with Twitter too is that of notification overload.

Users complain that they get far too many notifications.

But you know, you can switch everything off if you want to and I'll show you how in this chapter.

This is what the main Settings menu looks like:



I'll work through each of these menu items explaining what's important – and what's not – and recommending settings where appropriate.

Account

You can see the **Account** area in the image below.

This is where you can take care of all of the basics:

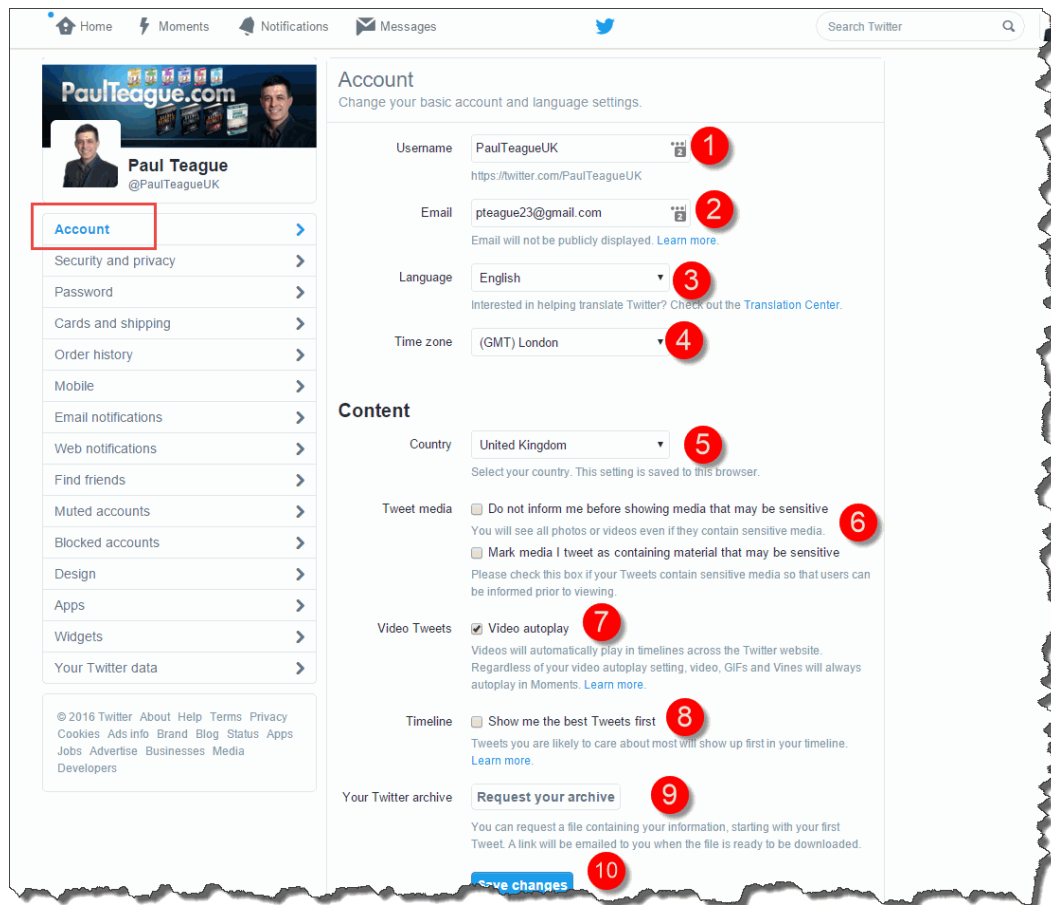
- 1: Change your Twitter username
- 2: Change the email address that is connected to your account
- 3: Decide which language you want to use if English is not your native language
- 4: Set your local time zone
- 5: Set your country of residence
- 6: Define your Tweet media settings

If you wish to be notified if Tweets have been marked as sensitive by the sender – or if you wish to send sensitive Tweets yourself – check the relevant boxes.

7: Decide if you want videos to auto play in your stream

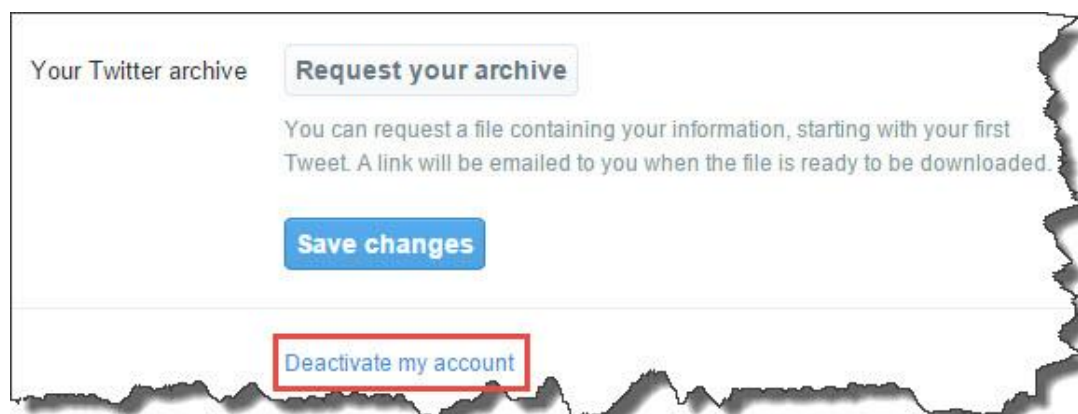
8: Decide if you want Twitter to determine which are the ‘best’ Tweets

You can also request your Twitter archive on this page, it’s interesting to do if you have the time and inclination, but definitely not essential!



By the way, right at the very bottom of that **Account** page, below **Save changes** is the option to **Deactivate my account**.

If you ever do decide that Twitter really isn’t for you, that’s where you can switch off life support:

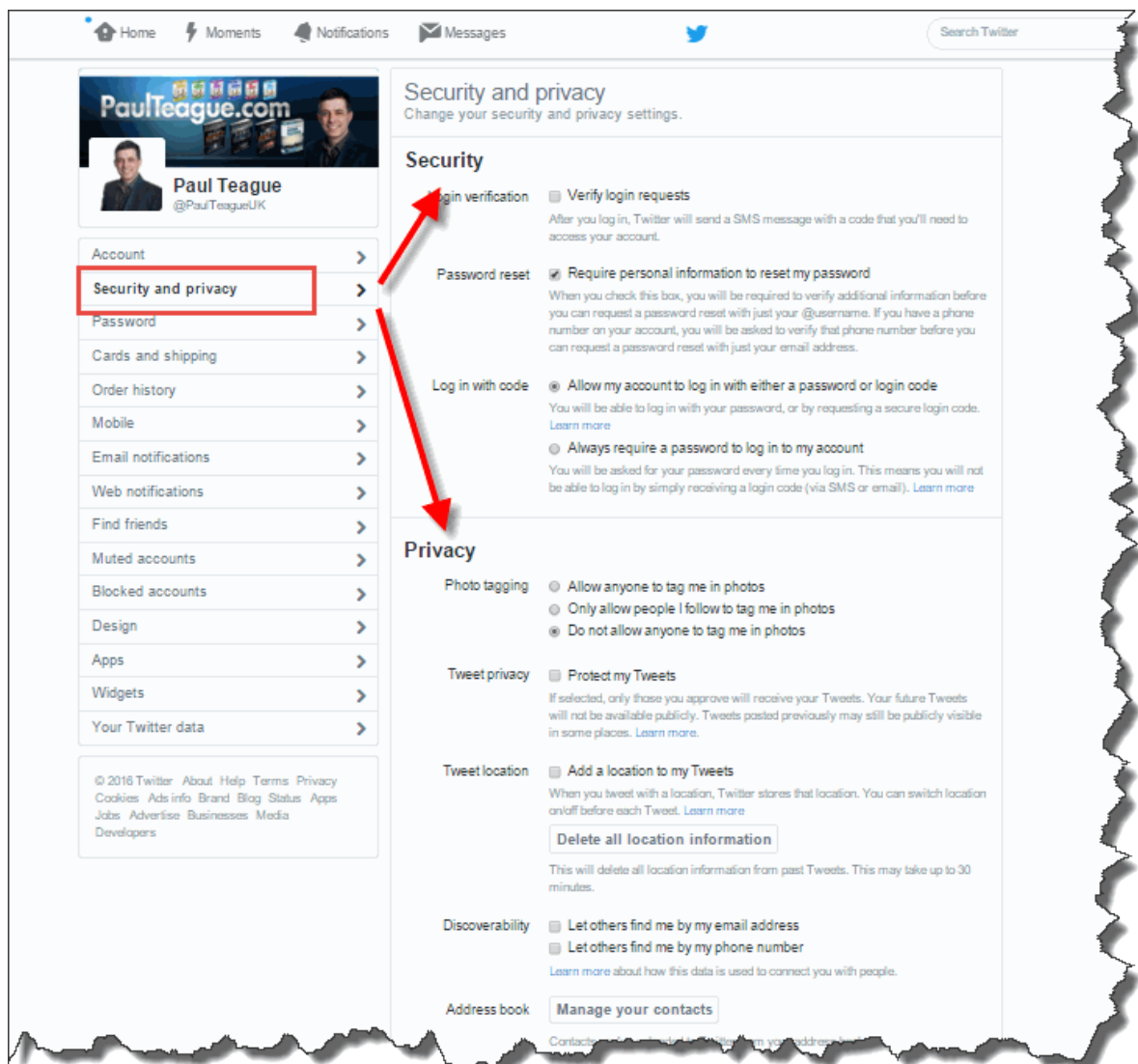


Security and Privacy

Login verification: I definitely do recommend having an extra tier of security enabled on all of your social media outlets, I think that we've all seen enough stories about sensitive information being leaked to understand why this is worthwhile.

To be honest, I don't like Twitter's security set-up, it always seems a faff and a hassle to me, it's nowhere near as straightforward as any of the other main social media outlets.

You just seem to go around in circles with it much of the time, but do bear with it and try to get either verification requests via mobile or login verification requests via your mobile phone:



Password reset: I also lock down my password reset as well, my philosophy is that if Twitter makes security tools available, I should use them!

Log in with code: My advice is to use the login code option, Twitter gives full explanations via the **Learn more** links.

Photo tagging: I don't allow tagging only because my preference is for more control over images.

I don't want people tagging me in photos without my permission.

That's my personal preference, set yours to a level with which you feel comfortable.

Tweet privacy: If you protect your Tweets, nobody can see them unless you give prior approval.

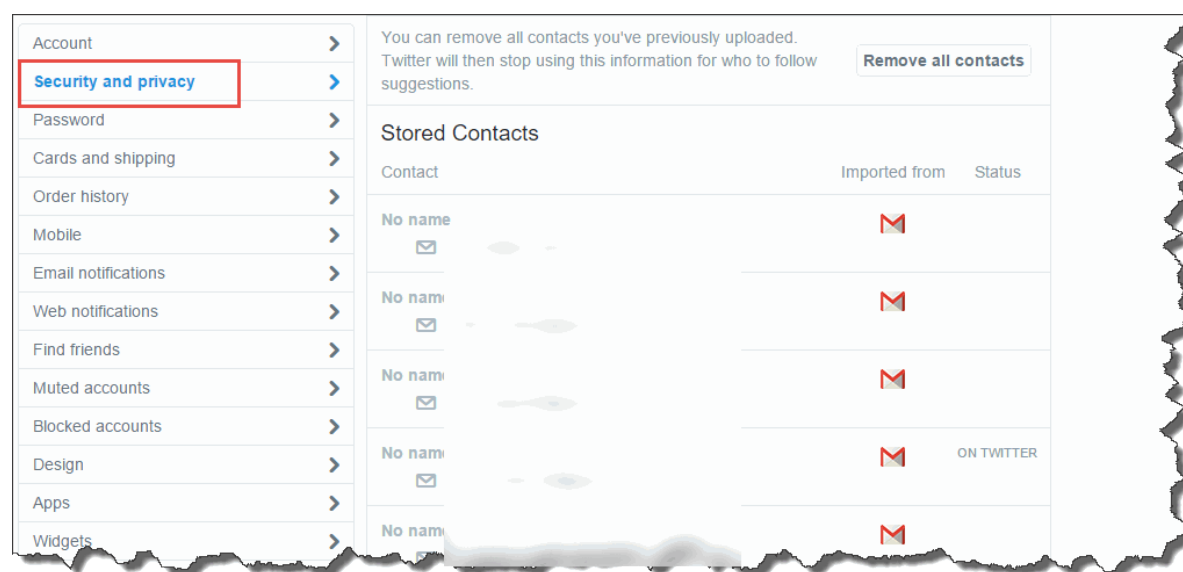
This may work well in certain circumstances, but this guide is geared towards generating profile and publicity for your business, so I'm assuming you won't check that box.

Tweet location: Maybe this is a bit old-fashioned, but I remove Tweet location info as a privacy issue.

Discoverability: I prefer not to be found via email/phone info, but it all depends on attitude towards privacy. I prefer manual connections as a rule.

Address book: This is a great and recent feature to Twitter.

You can now remove stored/imported contacts:



That's a very welcome privacy feature.

Promoted content: This tailors ads to help you to see promos based on your interests.

I tick this – I'd rather see tailored ads than random ads.

Twitter for teams: Another recent and welcome addition.

Work-based teams can be created using TweetDeck.

This is fabulous if you Tweet for a company page.

Direct Messages: Check to receive DMs from anyone.

This is another recent feature, I've checked it, for now, I'll let you know how I get on.

Password

Nice and straightforward this one, this is where you reset your password:

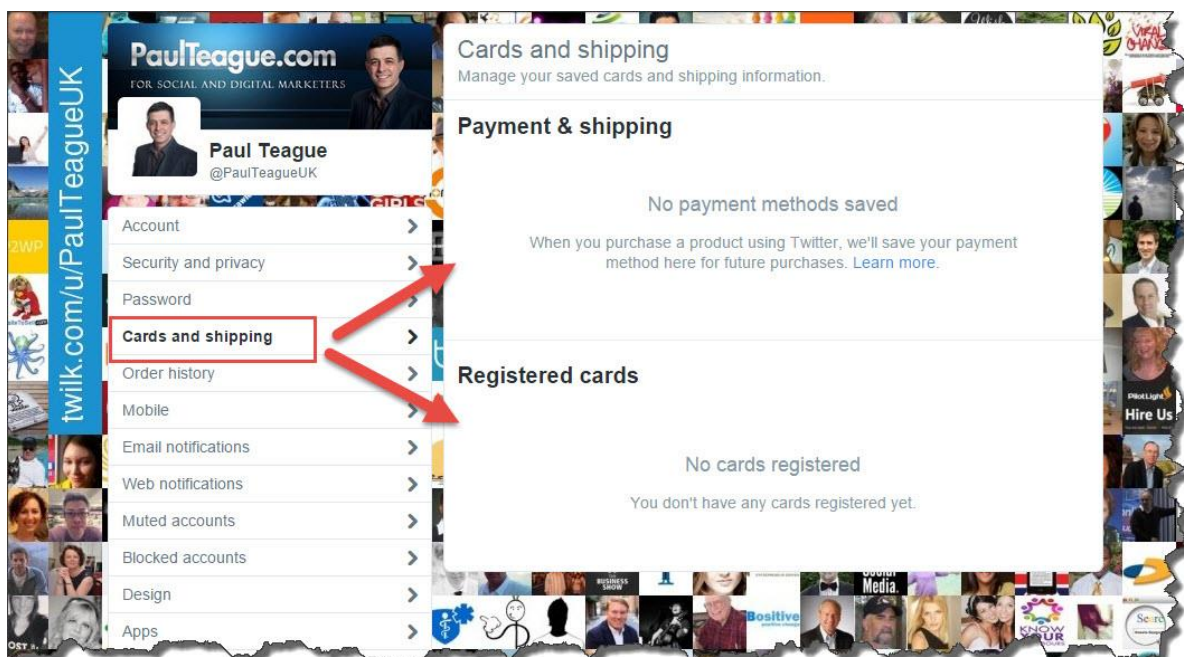


Keep a nice, strong password on Twitter, reset it at regular intervals and consider beefing up your password security across all of your sites with a service like [Lastpass](#).

Cards and shipping

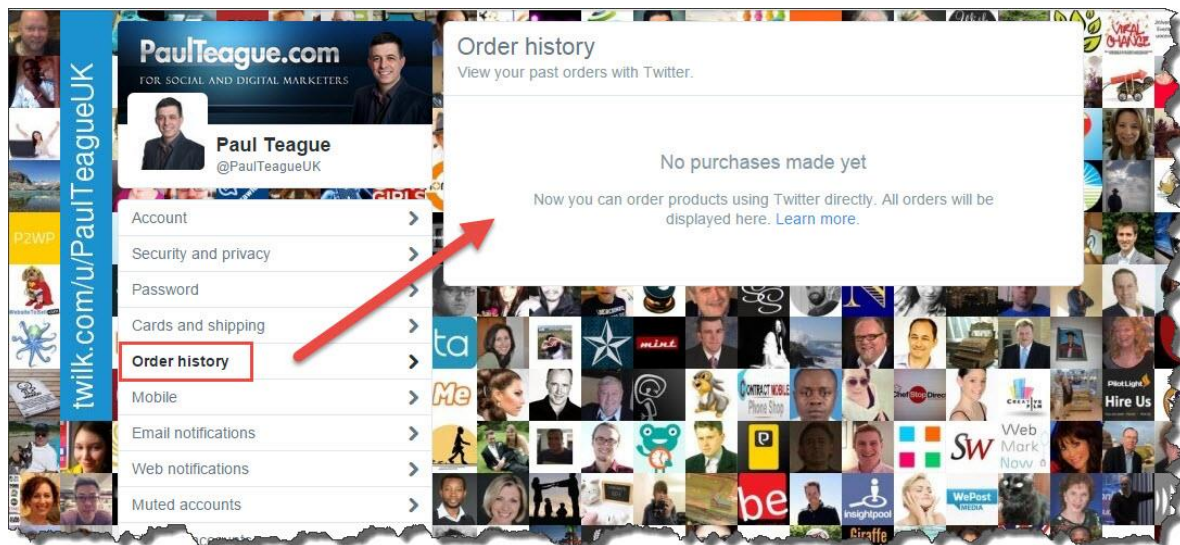
In normal day-to-day marketing use, you won't need this.

I've been using Twitter since 2009, and this is what my area looks like:



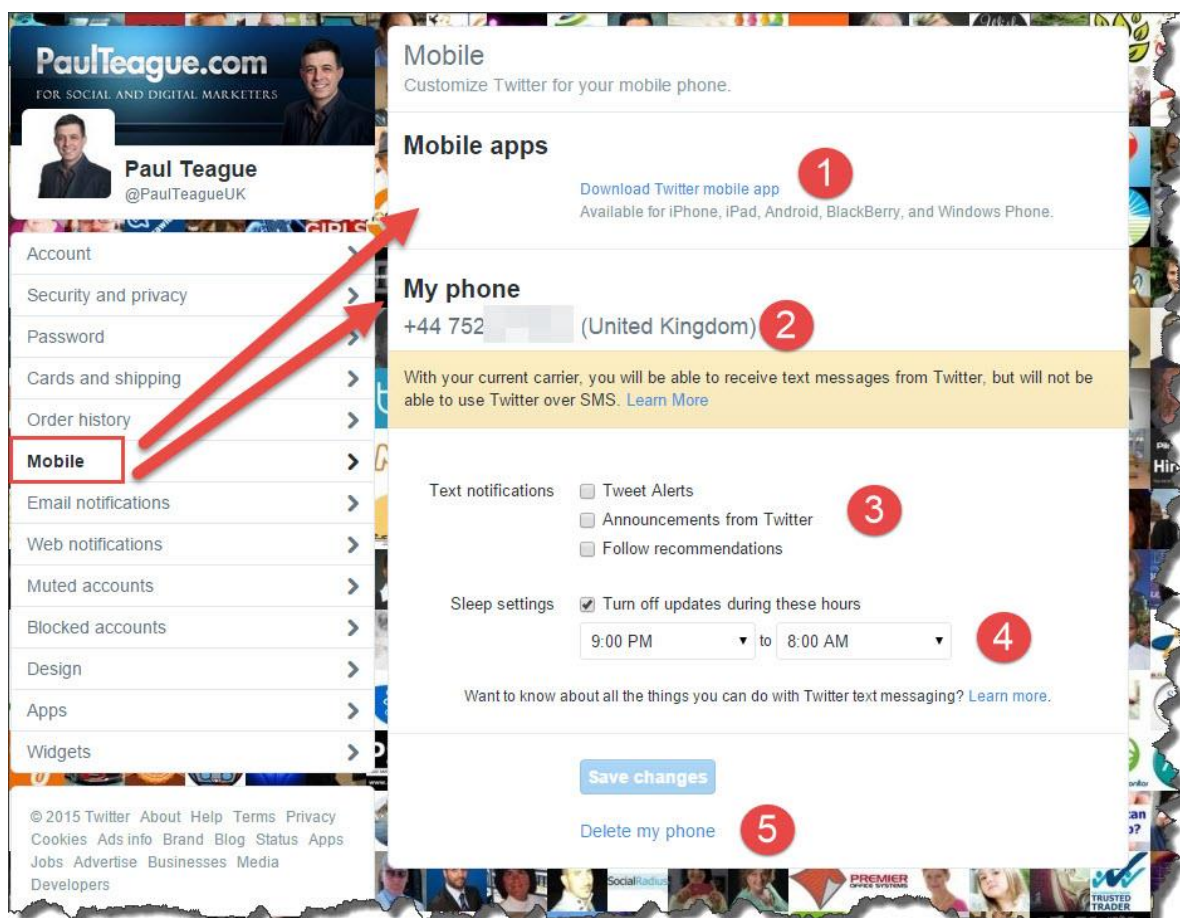
Order History

Once again, in normal day-to-day use, you won't use this:



Mobile

I do recommend that you use Twitter with your mobile phone, but as you'll see when we get to the Notifications settings, I'm not a big fan of constant buzzes and bells when it comes to social media:



As you'll see in the image above, I do connect my mobile phone, primarily for security purposes, but I definitely do not want constant notifications arriving via my device.

1: Mobile Apps Download the Twitter app, it's great, but probably best done directly from your apps marketplace (see Chapter 8).

2: My phone This shows the mobile phone that you have connected to your account

3: Text notifications You'll notice that mine are all switched off!

However, make sure that you see how I have my general notifications set up elsewhere, as we don't want to be missing anything important.

4: Sleep settings I make double sure that Twitter gets turned off during family/non-work time.

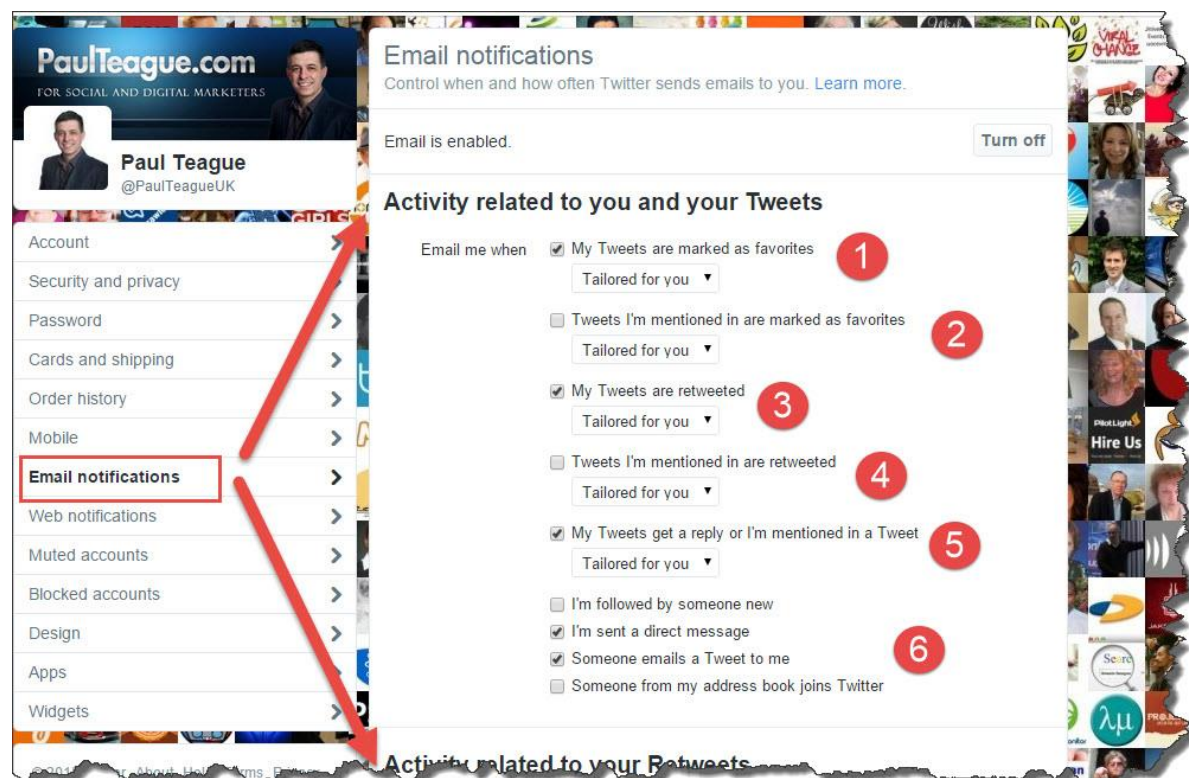
Set this to your own tastes.

5: Delete my phone If you ever decide to remove your mobile phone from your Twitter account, this is how you do it.

Email notifications

When it comes to email notifications, my personal default position is 'Don't keep bugging me, just tell me what I need to know'.

That viewpoint is reflected in my personal settings below:



I never miss an important message or update via Twitter, so please bear that in mind when you're adjusting your own settings.

I would always recommend receiving only the important stuff, that way you won't get overwhelmed by Twitter.

1: Somebody else marking my Tweets as a Favorite is interesting feedback, but not essential.

It tells you that you're doing something right and can also flag up that somebody interesting is watching your content.

I do monitor this, but I keep it tailored.

2: Tweets I'm mentioned in getting Favorited is too far 'down the line' for me, so I don't monitor this.

3: My Tweets getting ReTweeted is an important metric for me, I may want to thank somebody for doing this, and it gives me great and immediate feedback on how my Tweets are doing.

4: Once again, this is getting out of my field of interest, if I'm mentioned in a Tweet and it then gets ReTweeted.

There is a case for monitoring this, but my personal preference is not to.

5: I do however monitor if I'm mentioned in a Tweet (so I see the Tweets departing in 2 and 4) as this allows me to keep an eye on what's being said (reputation management).

I may also need to acknowledge the original Tweeter with a 'thank you' or even a reply.

6: I really don't want notifications if I'm followed by someone new or if someone in my address book joins Twitter (you might want the latter when you're building up initial Followers) but I do want to get a notification if I get a direct message (it will need a response!) or if somebody sends me a Tweet (it will need a response or a reply!).

You can alter all of these notifications to suit your personal preferences; I share mine with you so that you can use them as a baseline for your own account.

Remember my default mindset with social media: 'Don't keep bugging me, just tell me what I need to know.'

The settings that you see above will achieve that!

As we move down the **Email notifications** area, we get to ReTweets.

I use the ‘Tailored for you’ setting a lot as you’ll see from the images, and I won’t claim for one minute to know exactly how Twitter tailors things for me, but I generally want to receive fewer, more important notifications, and this setting works well for me in achieving that aim:

The image shows two sections of Twitter notification settings. The first section, 'Activity related to your Retweets', has two rows. The first row is 'Email me when' with a checked checkbox for 'My Retweets are marked as favorites' and a dropdown menu set to 'Tailored for you'. The second row is 'Email me when' with a checked checkbox for 'My Retweets are retweeted' and a dropdown menu set to 'Tailored for you'. The second section, 'Activity from your network', has a row for 'Email me with' with an unchecked checkbox for 'Top Tweets and Stories' and a dropdown menu set to 'Sent periodically'. Below this are three more options: 'Updates about activity from my Twitter network' (unchecked), 'Updates about the performance of my Tweets' (checked), and 'Recommendations based on activity in my network' (unchecked).

Activity related to your Retweets

Email me when ☒ My Retweets are marked as favorites
Tailored for you ▼

☒ My Retweets are retweeted
Tailored for you ▼

Activity from your network

Email me with ☐ Top Tweets and Stories
Sent periodically ▼

☐ Updates about activity from my Twitter network
☒ Updates about the performance of my Tweets
☐ Recommendations based on activity in my network

I am interested once again in who’s Favoriting my ReTweets, and if somebody goes on the ReTweet that content, as it shows me what’s working and what is not.

I really don’t want general updates from networks or top stories and news; I switch all of this off.

I get my news in a much more focused way, via [Feedly](#) and other services, I find these network updates far too scattergun for my tastes!

If your personal preferences are different, by all means check these boxes.

But beware!

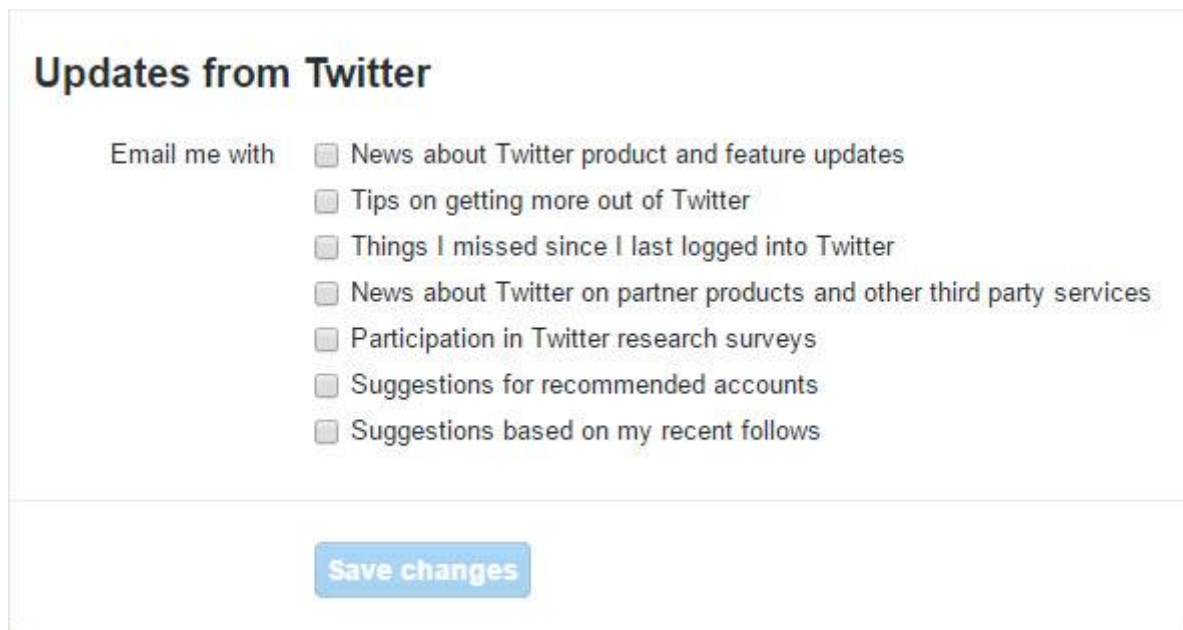
If you get too many notifications and too much content that is of no interest to you, Twitter will start to control you rather than the other way round.

I prefer to tame the social media beast, and that’s why I keep so much of it locked down.

Have I ever missed anything important doing that?

Err ... no.

You'll notice that I have none of the boxes ticked when it comes to **Updates from Twitter**:



Updates from Twitter

Email me with

- ☐ News about Twitter product and feature updates
- ☐ Tips on getting more out of Twitter
- ☐ Things I missed since I last logged into Twitter
- ☐ News about Twitter on partner products and other third party services
- ☐ Participation in Twitter research surveys
- ☐ Suggestions for recommended accounts
- ☐ Suggestions based on my recent follows

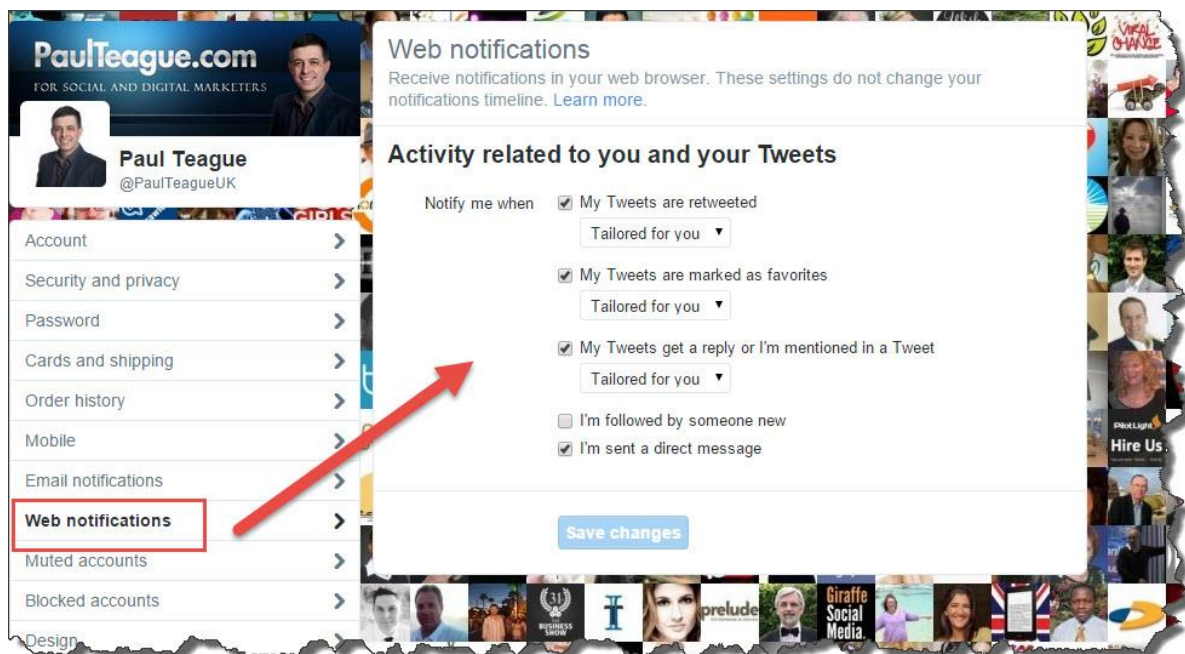
[Save changes](#)

We're trying to run a business here, if you receive all of these notifications, you're never going to get any work done!

The other point to note is you will always see the essential notifications directly within your Twitter account anyway, whenever you log in.

These are extra notifications, via email, so I really do recommend that you keep them to a minimum.

Web notifications



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@PaulTeagueUK

- Account
- Security and privacy
- Password
- Cards and shipping
- Order history
- Mobile
- Email notifications
- Web notifications**
- Muted accounts
- Blocked accounts
- Design

Web notifications
Receive notifications in your web browser. These settings do not change your notifications timeline. [Learn more.](#)

Activity related to you and your Tweets

Notify me when

- ☒ My Tweets are retweeted
Tailored for you
- ☒ My Tweets are marked as favorites
Tailored for you
- ☒ My Tweets get a reply or I'm mentioned in a Tweet
Tailored for you
- ☐ I'm followed by someone new
- ☒ I'm sent a direct message

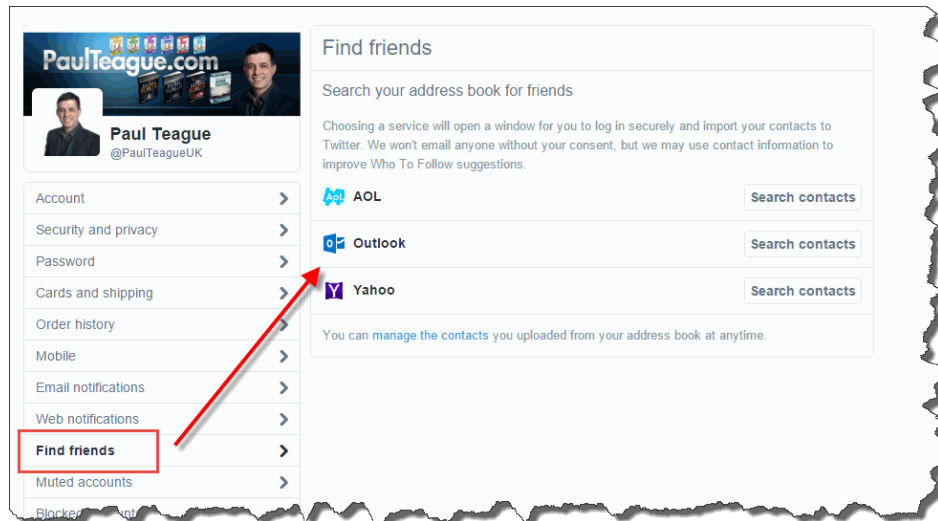
[Save changes](#)

I do leave these on, though it makes very little difference to my life, as I mainly consume Twitter via a 3rd party service called Hootsuite (more on that later!).

As you'll see, I'm consistent with the notifications that I get, but these just pop up unobtrusively if and when you're actually logged into Twitter.

Find Friends

Connect email accounts to Twitter so that you can link with more of your existing contacts:



Muted Accounts

Muted accounts are the Twitter equivalent of turning the sound off the TV when it's getting annoying or obtrusive:



It's great for those people who simply Tweet too much, or who send 50 Tweets at one sitting.

I might suggest just UnFollowing them if they annoy you, though, that's what I do, and you can see that I consequently have no muted accounts.

This is about making social media work *for you* once again.

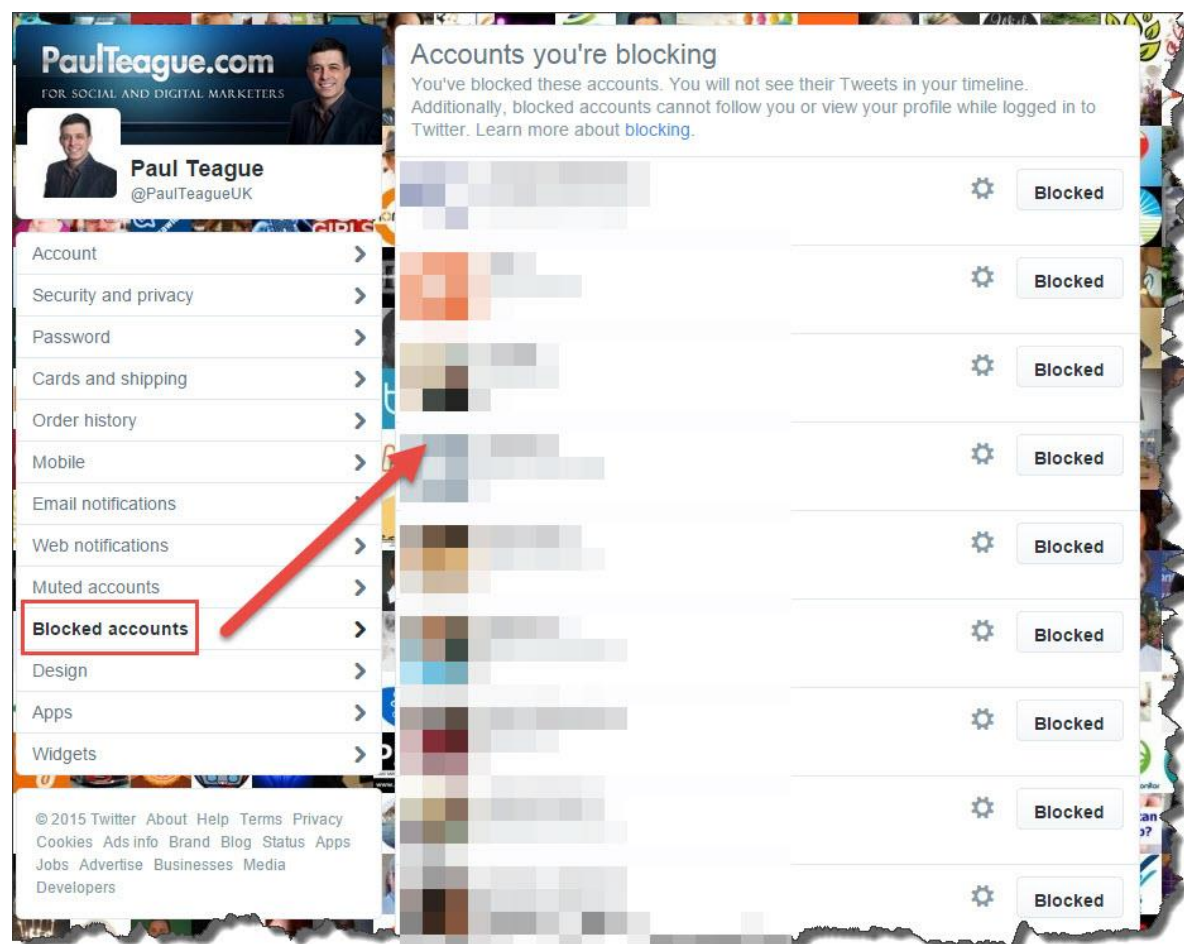
Just remove somebody if they don't know how to behave on social media, it will make your overall experience much more enjoyable and meaningful.

Blocked accounts

I do use account blocking as you can see in the image below.

And no, I'm not going to let you see who I block.

I'll block any account that's offensive to me in any way, is trying to sell me spoof Twitter Followers or is pornographic in nature.



I show no mercy in this, these are people who have completely misbehaved on Twitter, and I want nothing to do with them.

In fact, even more than that, I'm not even going to let them access my content.

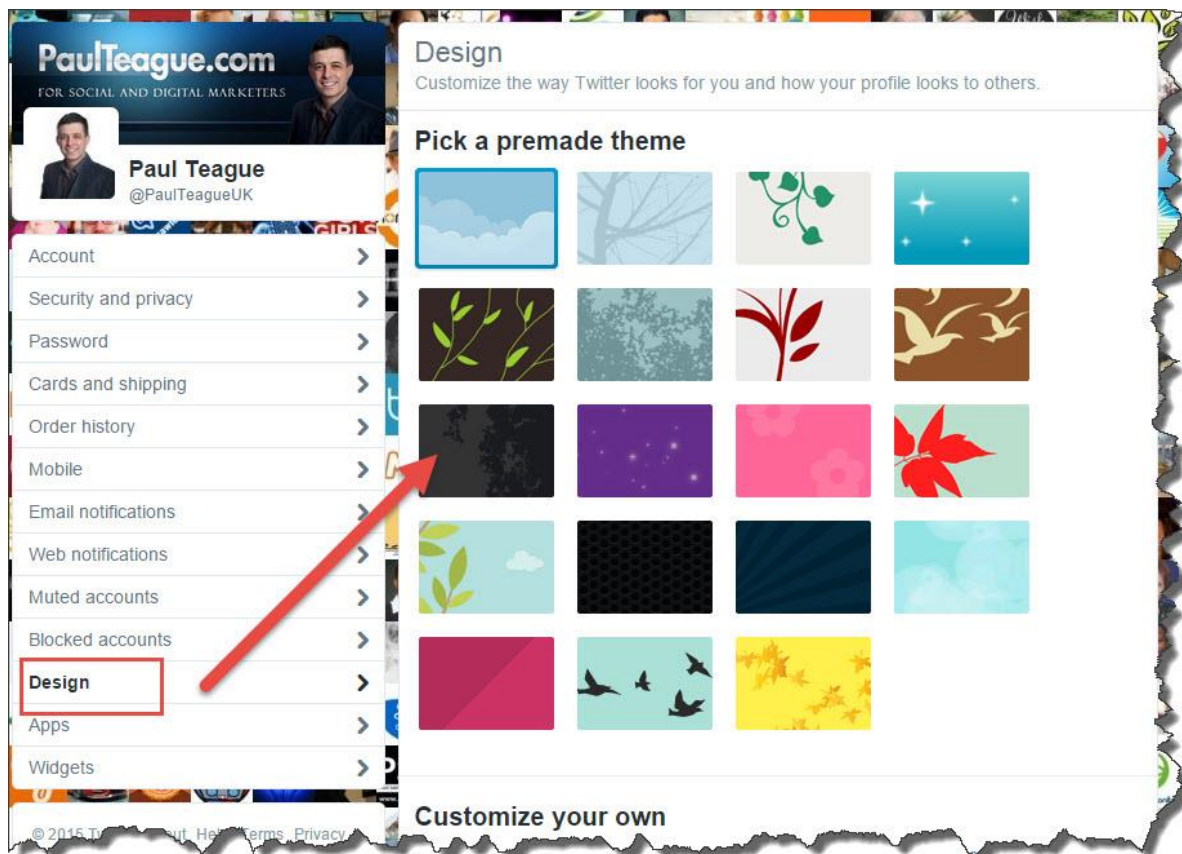
Once again, the more I tie down my use of social media, the more meaningful it becomes to me, I don't tolerate any abuse of the platform when it comes to my accounts, and I suggest you take a similar line.

Design

We already looked at design in Chapter 5, but I'll include it here once again for the sake of working through every item in that settings menu.

I won't repeat myself, however, only to remind you that your background design is primarily for your own enjoyment though it can be seen in very limited circumstances when somebody clicks on one of your individual Tweets to take a look at the message thread.

This is not an essential Twitter setting, I categorize this as 'nice to have'.



Apps

The apps area is where you'll find all of the 3rd party services that you have already connected to via Twitter.

It's important to know where this is.

If there's ever a security scare related to one of the apps that you're using, you can revoke access immediately in this area.

It's also quite nice to pop in here every now and then to review just how many 3rd party services that you are connected to.

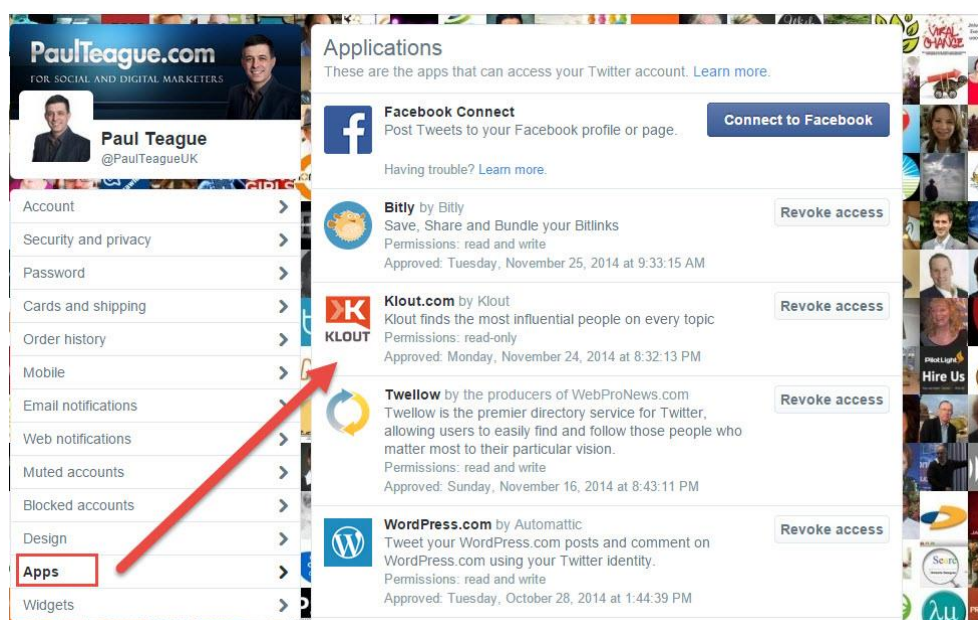
Writing this section for the guide resulted in my removing five of mine, I just don't use them anymore.

So be tidy with your apps, if you're not using them, revoke access, it's best to have a good housekeeping system where this is concerned.

By the way, see that **Connect to Facebook** button in the image below?

Don't!

Posting your Tweets directly to Facebook doesn't really work, it's annoying and intrusive on a Facebook feed, the two social media outlets work in different ways:



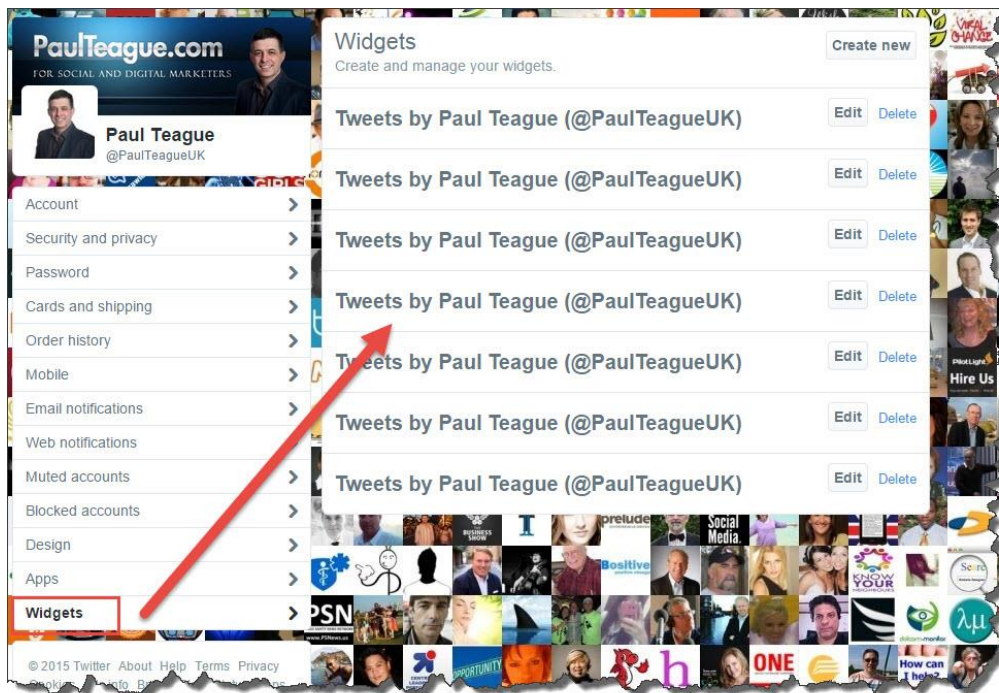
You really don't want a long Twitter exchange playing out on Facebook; it won't be well received.

I don't like the lack of control, you're best off posting on Facebook much less frequently than you do on Twitter, so I think it feels too 'spammy.'

Instead, do it on a case-by-case basis via Buffer, which I'll talk you through in Chapter 13.

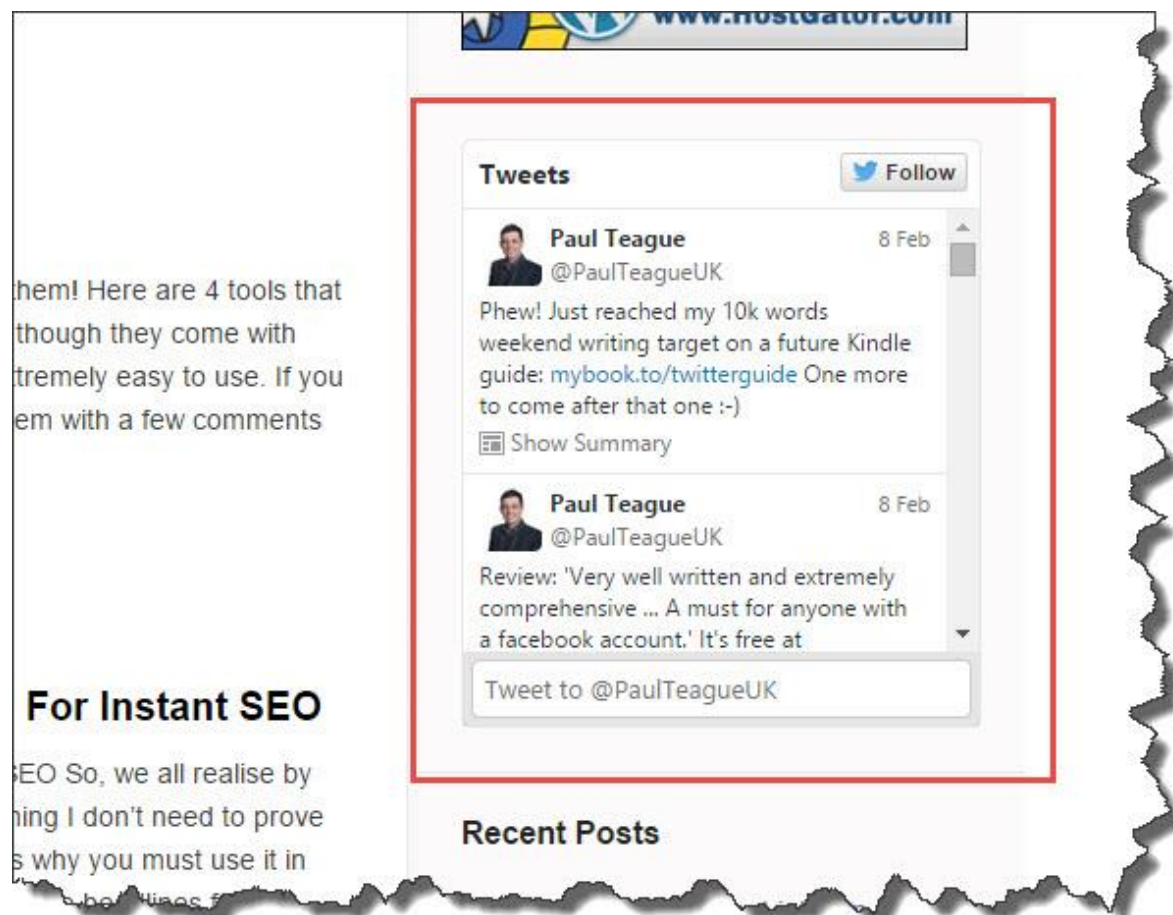
Widgets

I'm a very big fan of Twitter widgets, so much so that I've reserved Chapter 11 especially for them:



Twitter allows you to make nice widgets to place on your blog or website.

This is what mine looks like:



It sits on the right-hand side of my blog and allows blog readers to connect with me directly via the widget.

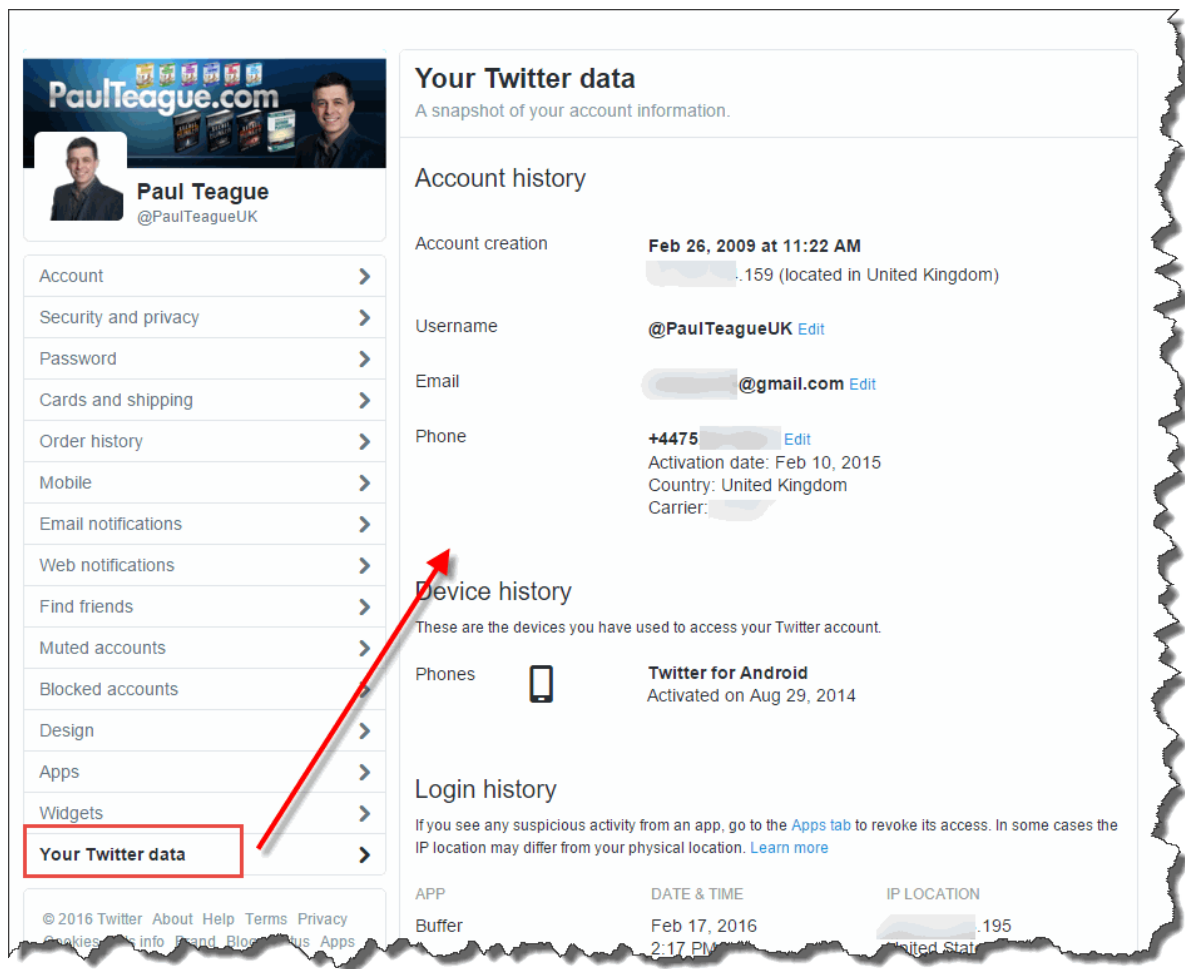
This in turn drives traffic, engagement and connectivity.

I recommend that you use widgets, but I'll talk you through them step-by-step later on in this guide.

In the meantime, this is where you create, edit or delete them.

Your Twitter Data

Another recent and welcome addition to Twitter's menus:



This is very similar to Facebook now, and it gives you complete access to how and where you're connected to Twitter.

Settings Finale

That's it; we've worked our way down that long list of **Settings**.

You definitely do not have to have your settings adjusted exactly the same as mine, but I do recommend that you restrict the email and SMS notifications – just for your

sanity – and you strongly consider adding additional levels of security to your Twitter account.

The rest are a matter of personal preference, but I have shared mine in case you are unsure or have any doubts

Twitter Lists

We have one more settings menu to look at, and you reach it via your Avatar icon on the top right-hand side of your Twitter account:



For Twitter to become meaningful and manageable, you have to use organizational tools as you follow more and more people.

I recommend that you get great list discipline right from the start.

On Twitter, you can have Public and Private lists.

Lists are just groups of Followers, organized the way that you want them.

Your Public lists appear at the top of your Twitter profile and can be accessed by anybody who cares to look:



Twitter gives you ‘chapter and verse’ on lists [here](#); it’s a good article and worth a read.

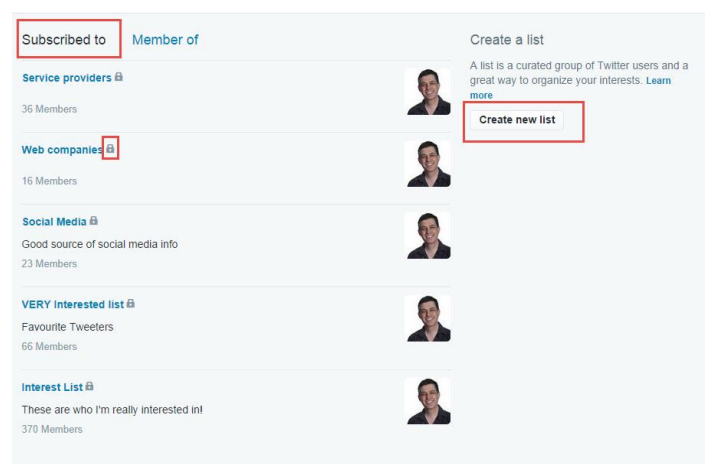
When creating lists, you can’t use more than 25 characters to name them, neither can you begin with a number.

Lists collate the Tweets by people who are on each individual list; it’s a way of reducing the ‘chatter’ of Twitter and focusing on the people that you really want to hear.

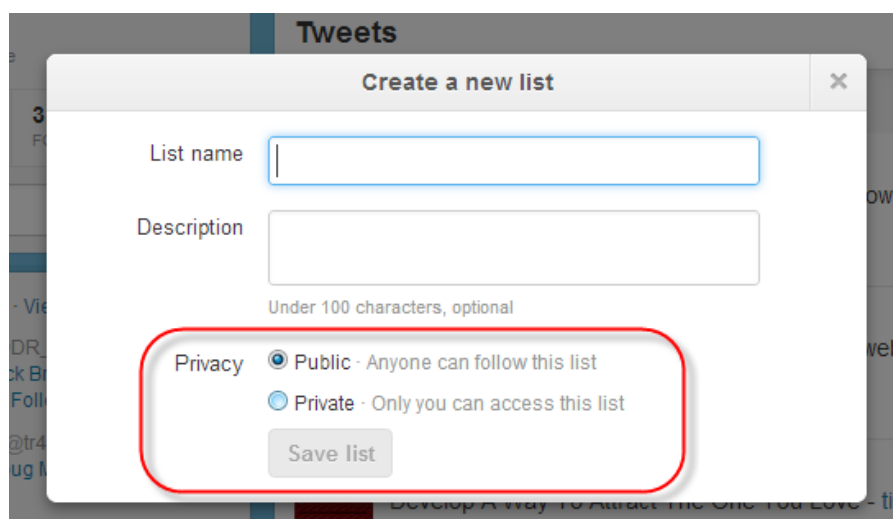
Other people can make you a member of their lists too by the way, and that’s a good thing, it’s like an endorsement, a way of them sharing your content with their own audience (if it’s a Public list) or for easy reference to your content (if it’s a Private list).

Of course, a Private list stays Private, so you won’t know about those.

From the list area, it’s easy to **Create new list**:



Decide whether your new list will be Public or Private, give it a name and a description so that you can remember what it’s all about:



At the time of writing, you can make 1000 lists, and each list can include up to 5000 Twitter accounts.

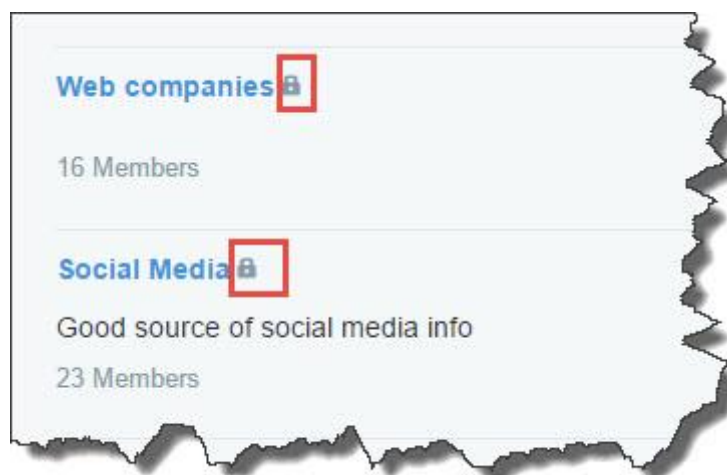
That's as good as saying lists are 'unlimited' for normal use, you'd have to be pretty dedicated to exceeding those limits!

Because lists can be Public or Private, don't go creating a Public list called 'People I Just Follow Because I'll Lose The Contract If I Don't' as it can be seen by everybody else.

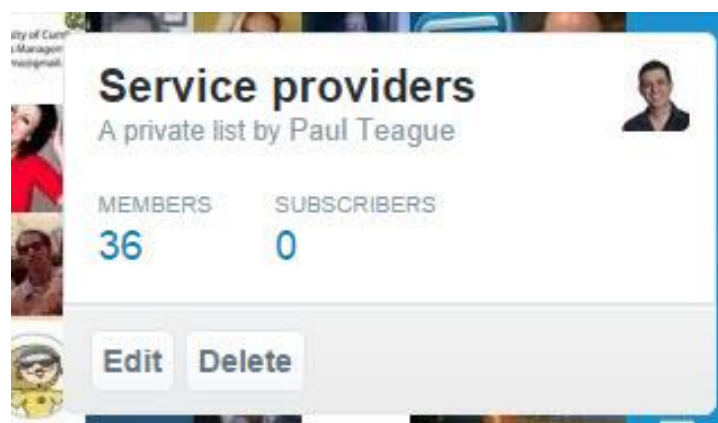
In fact, a good rule of thumb when labelling lists – whether they're Public or Private – is 'Sunday best behaviour'.

Label them as if they are all Public, that way you won't ever get caught out.

Your Private lists have a little padlock icon next to the list name:



You can delete your lists - or edit them - as well as adding to them:



You should definitely share your Public lists to build your profile and expert status.

This is great, curated content, let others benefit from your research, they'll really thank you for it.

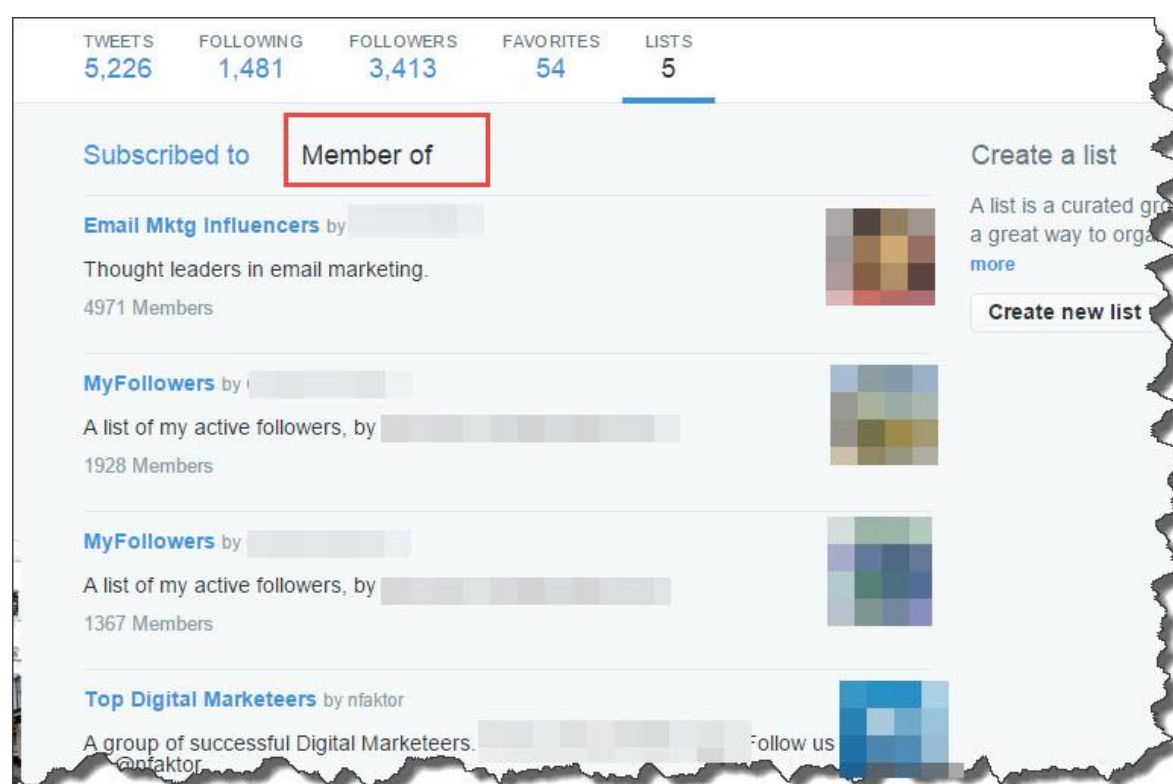
You may also be thanked by the people who you added to those lists; they'll be grateful for your endorsement and the resulting web traffic from that.

By clicking on the title of your Public lists, you'll get the shareable URL for that list, Tweet it, share it on other social media outlets and add it to a blog post.

You should also go 'poaching' in other users' Public lists because they've already done the hard work and research for you.

As well as finding great Tweets and content in your field of interest, you can also connect with other peoples' Followers and benefit from all of the curation that they have done.

It's also good to see who has added you to *their* Public lists:



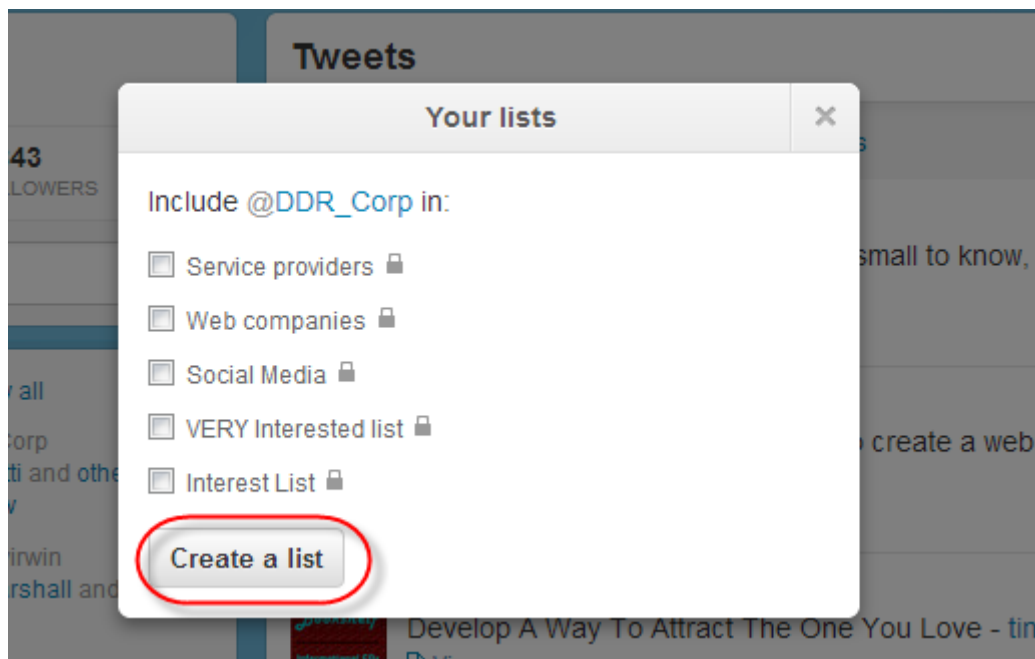
Click the **Member of** tab to see this data, and it might be good to reach out to some of these list providers, thank them and forge a relationship with them.

It's very flattering for me to find that I'm in a list of 'Email marketing influencers' and 'Top Digital Marketers' the creators of those lists have very kindly given me a nice endorsement and brought my own content to the attention of more people.

And yes, that is a very good thing.

So, do make use of lists, they will make your life – and marketing – much easier on Twitter.

As well as the techniques which I have already outlined, I use lists to make Twitter much more meaningful and useful:



You'll notice in the image above that I have an 'Interest List' and a 'VERY Interested list.'

I sort the people that I'm following into these two key, Private lists and then – using Hootsuite (which I'll be showing you later) I pretty well only monitor these people on a daily basis.

In simple terms, I sort the wheat from the chaff.

From time to time I tweak these lists, adding new people whose Tweets are great and always worth a read, removing those who don't really provide much interest via Twitter.

That way, whenever I look at those two lists, I'm always getting great, relevant and interesting content.

And that's how I like Twitter!

Twitter Tags

I haven't yet mentioned Twitter tagging, which you may – or may not – decide to use.

Where hashtags are used on Twitter all of the time, but they never quite caught on in Facebook, it's the opposite with tagging.

Tagging is very popular and commonplace on Facebook, but I never really see it used very much on Twitter.

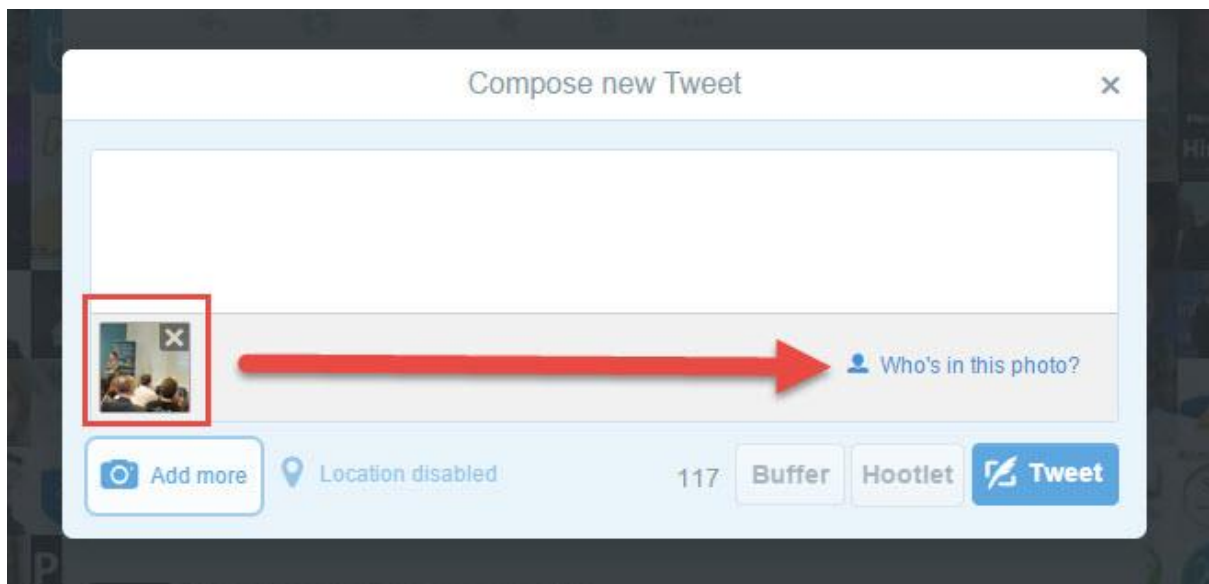
However, it's very easy to do, and you may wish to use it.

To get started, create a new Tweet as per our normal technique:

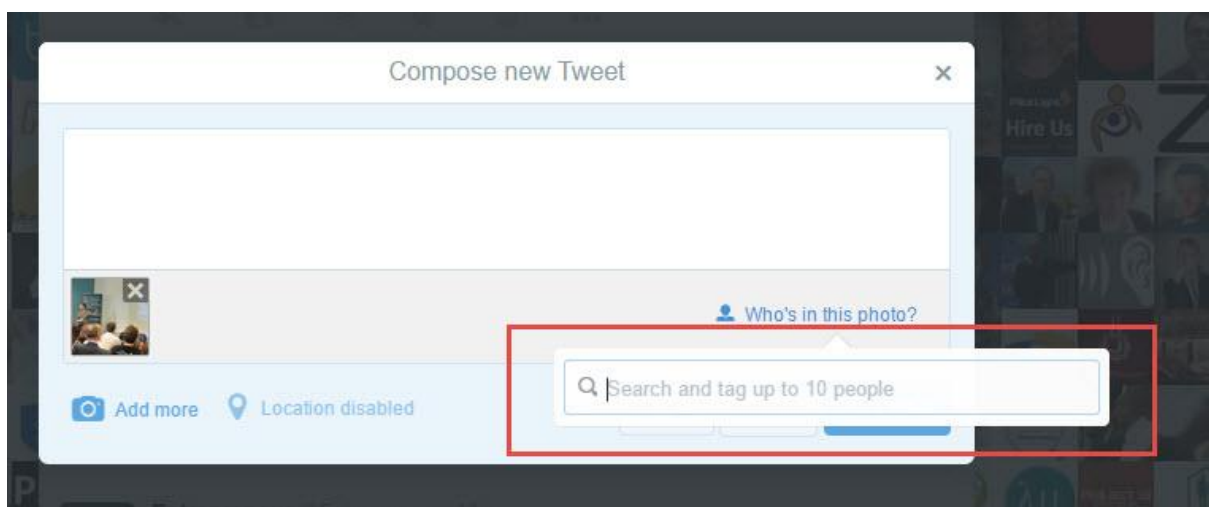


You can only tag when you add a photo – it's just a Mention in a regular text Tweet otherwise.

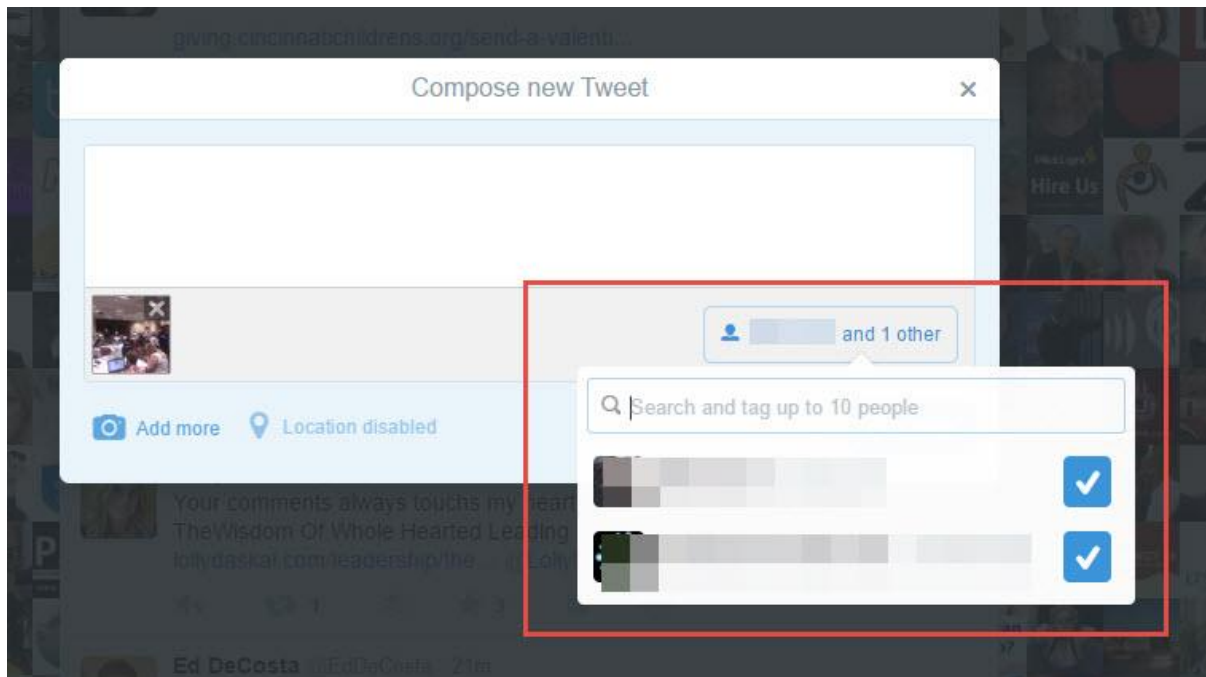
Once you add your photo, you get the prompt message **Who's in this photo?**



Click on the **Who's in this photo?** link and it opens up a new window allowing you to **Search and tag up to 10 people**:



As you add people to your tagged list, they get a tick next to their name to confirm that they've been added:



You need to be following somebody to be able to tag them, and you still get your full 140 character limit for your Tweet text, it isn't consumed as you add names.

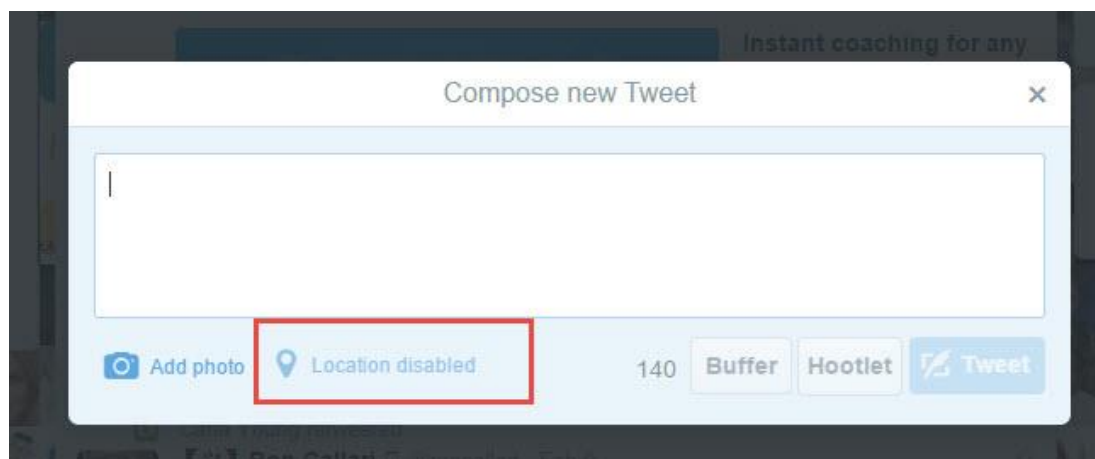
Your tagged friends will get a notification letting them know that you posted the photograph that tagged them.

At the time of writing, you can add up to four images to a single Tweet.

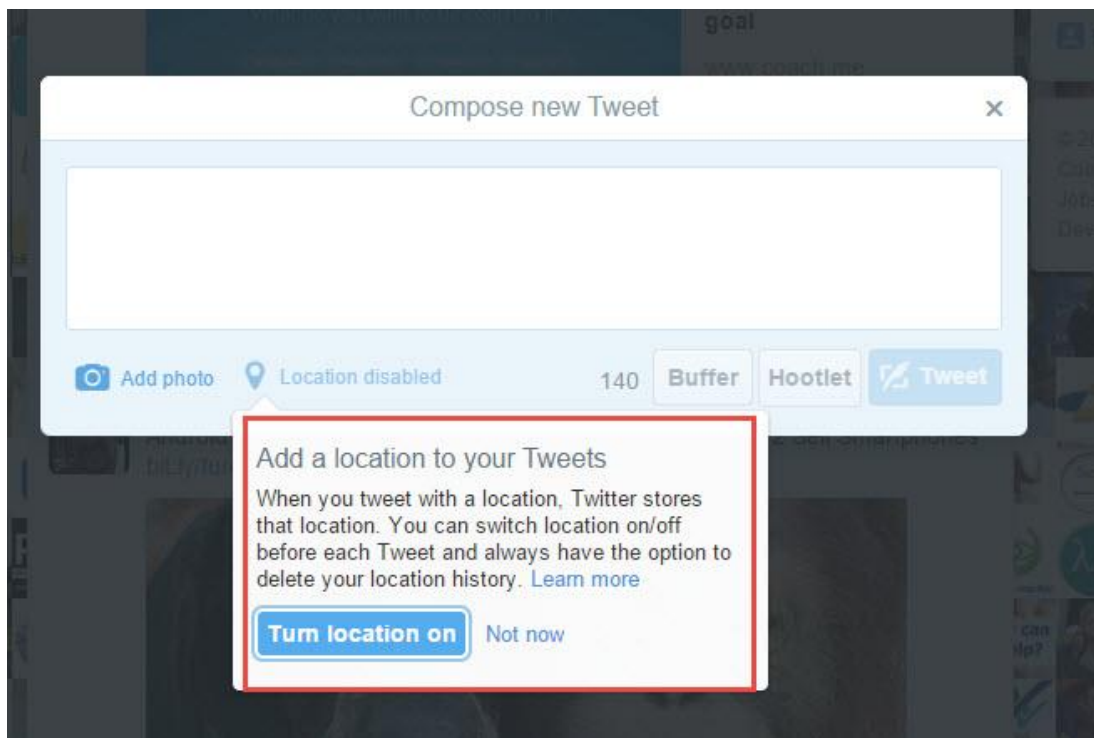
More information on Twitter tagging [here](#).

Add Location

The other useful option that you can use when composing a new Tweet is to add location details, which you begin by clicking **Location disabled** in any regular Tweet:

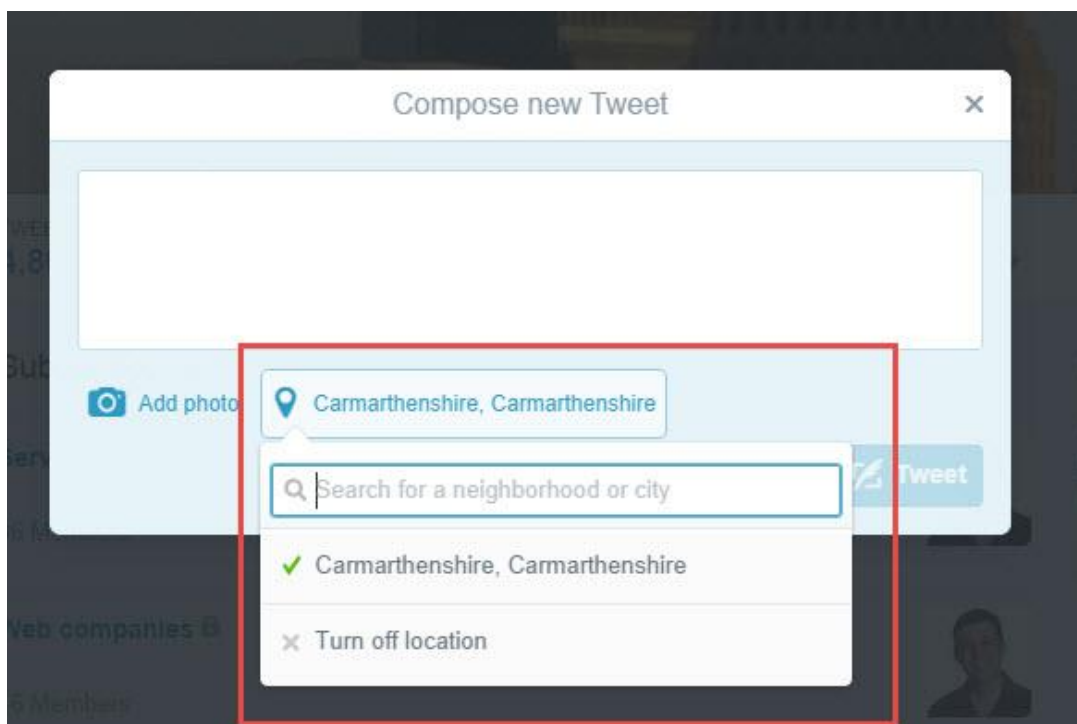


When you click on the **Location disabled** link, you'll get a pop-up message, just click on the **Turn location on** button:

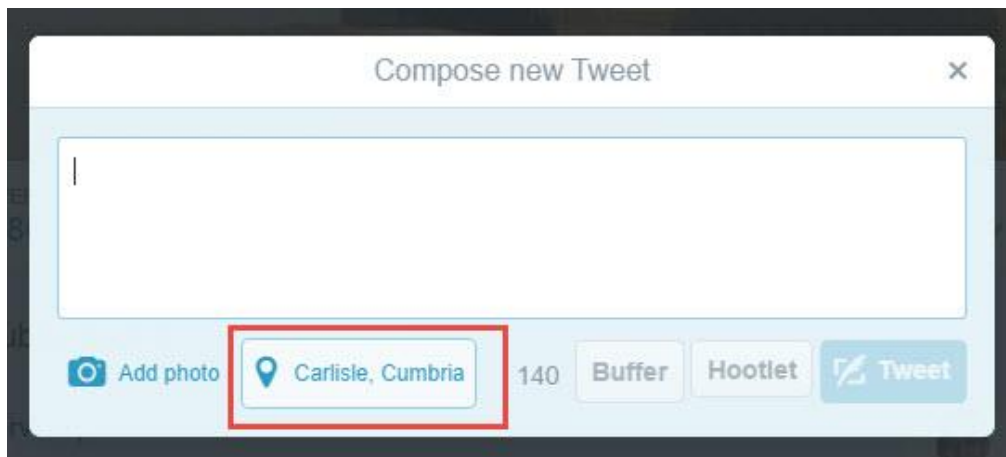


Do remember before enabling location that you may be broadcasting live information about your whereabouts (i.e., you're out of the house or on holiday) and that may be of considerable interest to evil people who rob houses.

So use location services in conjunction with good privacy discipline and it will work well for you:

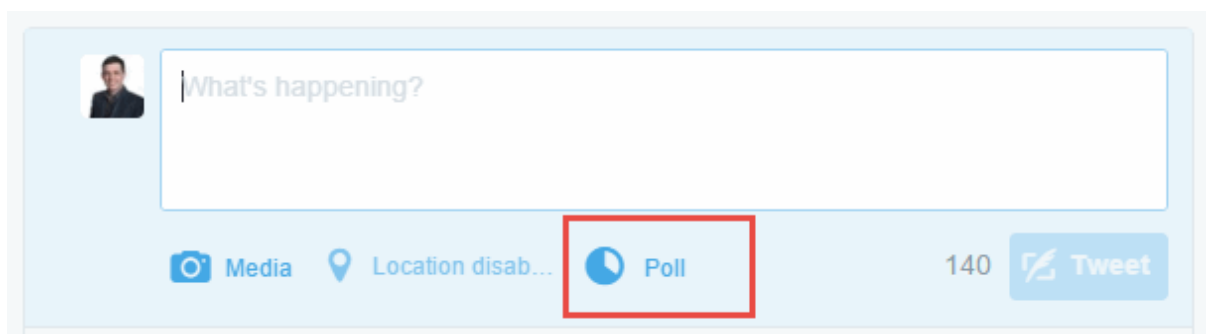


It's worth noting too that you may not always be able to get your location expressed in the way that you would wish; you have to work within the limitations of Twitter itself:

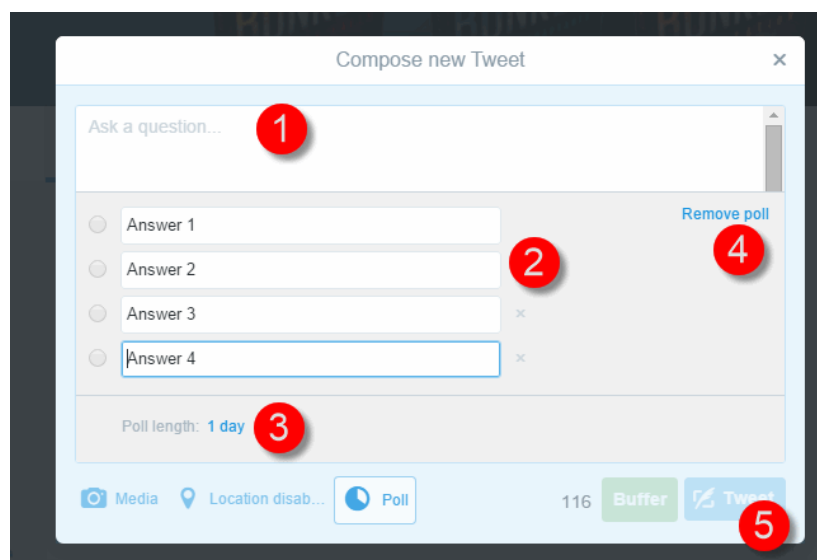


You can find out much more about this topic [here](#).

Add Polls



This is another recently introduced feature for Twitter, and once again, it's very welcome functionality.



It's self-explanatory, but the process is:

- 1 – Raise a poll question
- 2 – Add your answers
- 3 – Set a poll duration
- 4 – Remove the poll
- 5 – Tweet the poll when ready

You used to have to pay for 3rd party software to create Twitter polls, so this is a very welcome addition.

Chapter 7. Getting Mobile with Twitter

Primarily, this section deals with downloading the Twitter app to your Smartphone:

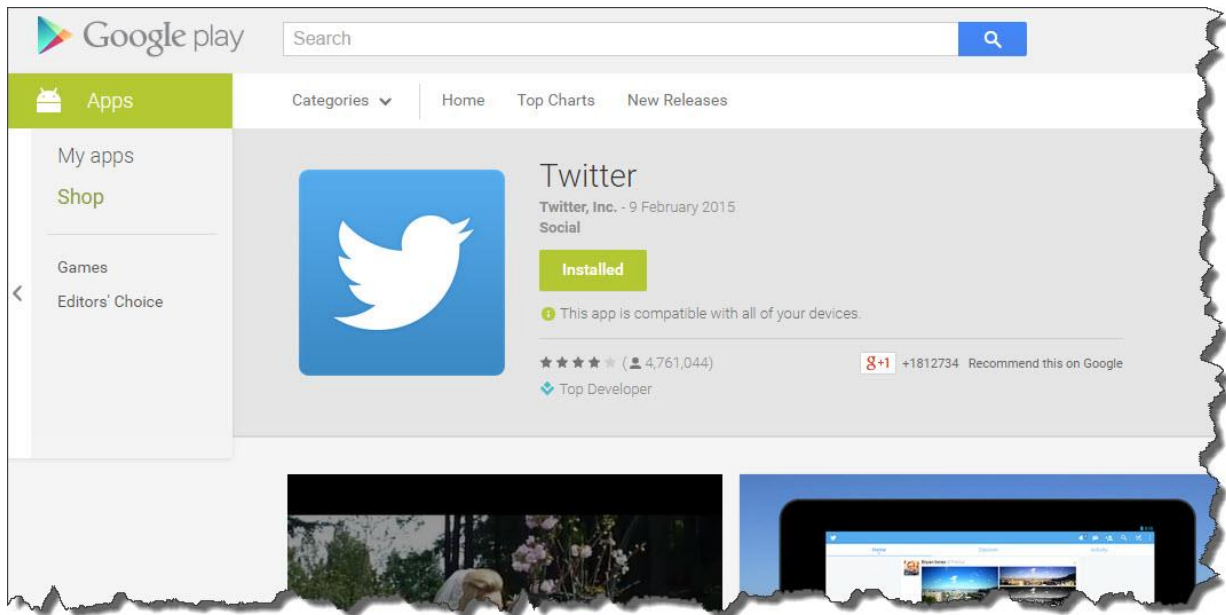


The great thing about being a Twitter user is that it doesn't really matter what kind of smartphone that you have, if it allows you to download apps, you'll be able to access Twitter.

You'd expect to be able to download Twitter to your iPhone or Android device, but the good news is that it also works on Windows and the Amazon Fire Phone.

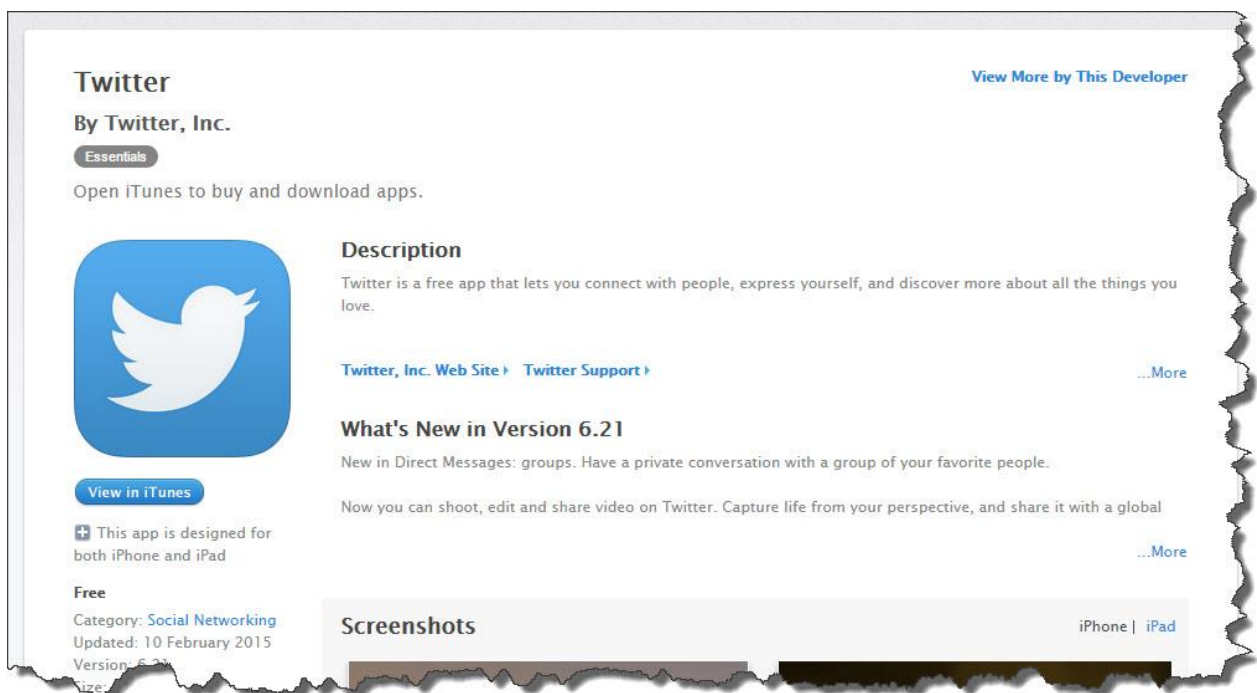
Twitter on Google Play for Android phones and devices

Access [here](#)



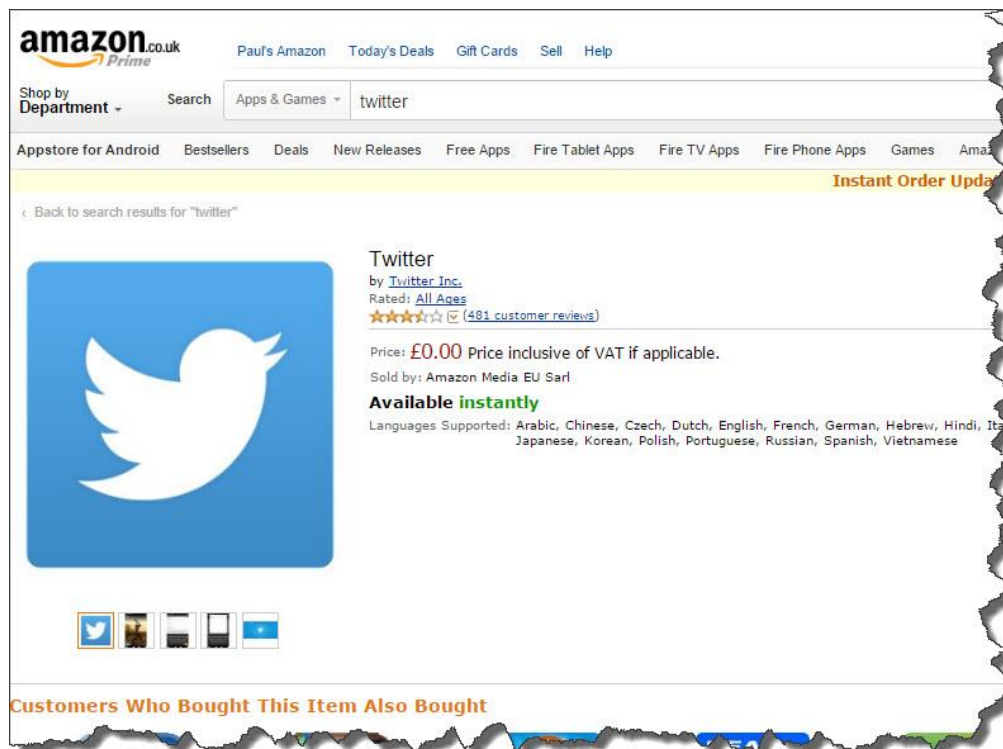
Twitter on iTunes for iPhones and Apple devices

Access [here](#)



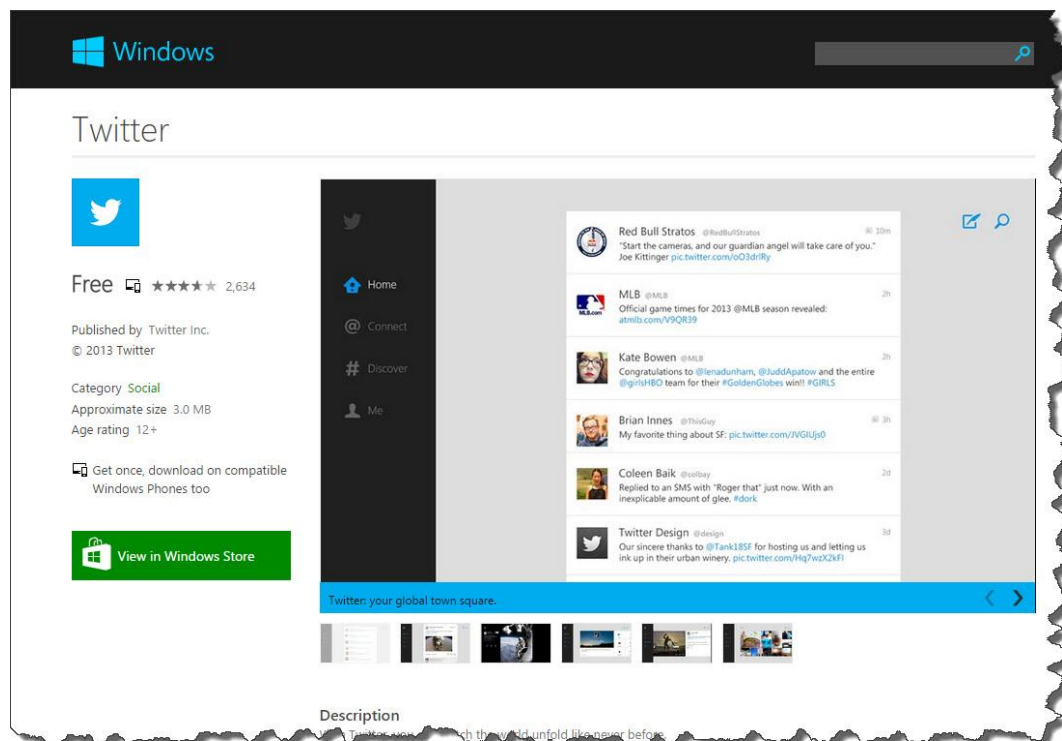
Twitter on Amazon for Amazon Fire Phones and Amazon devices

Access [here](#)

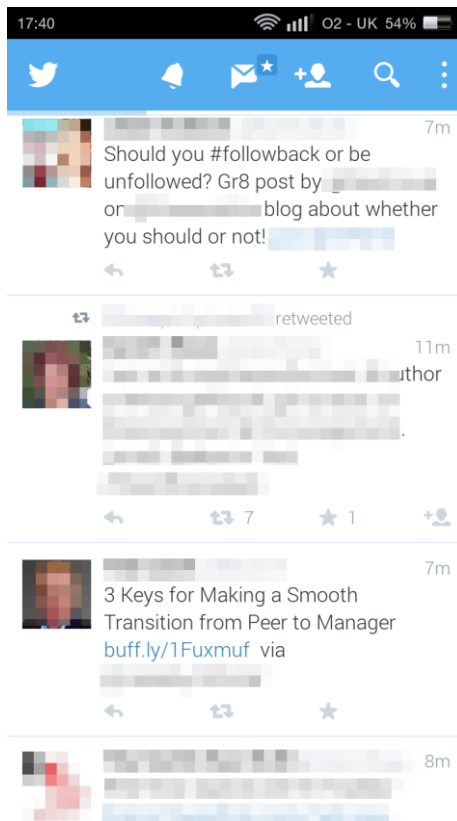


Twitter in The Windows Store for Windows Phones and devices

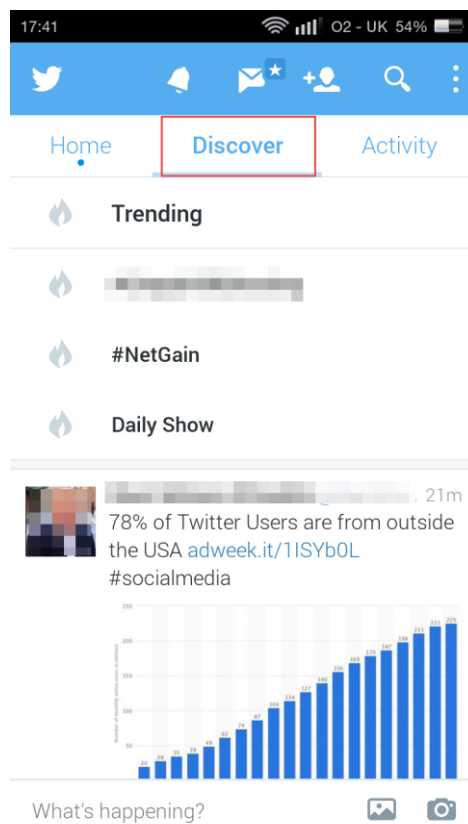
Access [here](#)



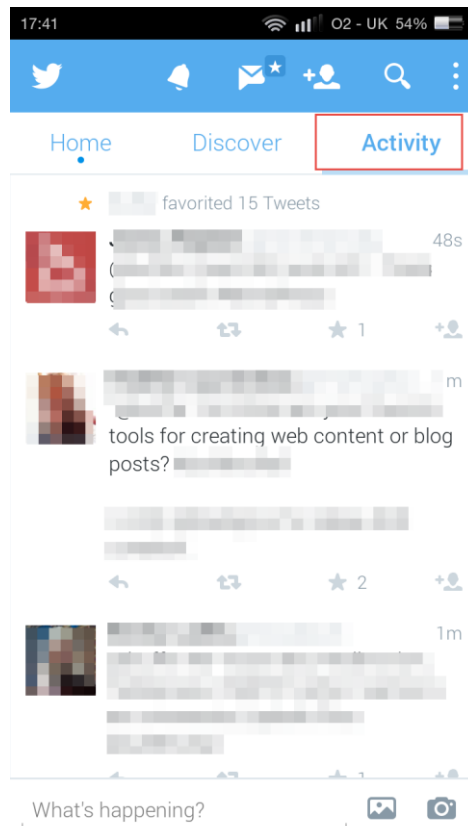
This is the main mobile view where you can read everybody's Tweets:



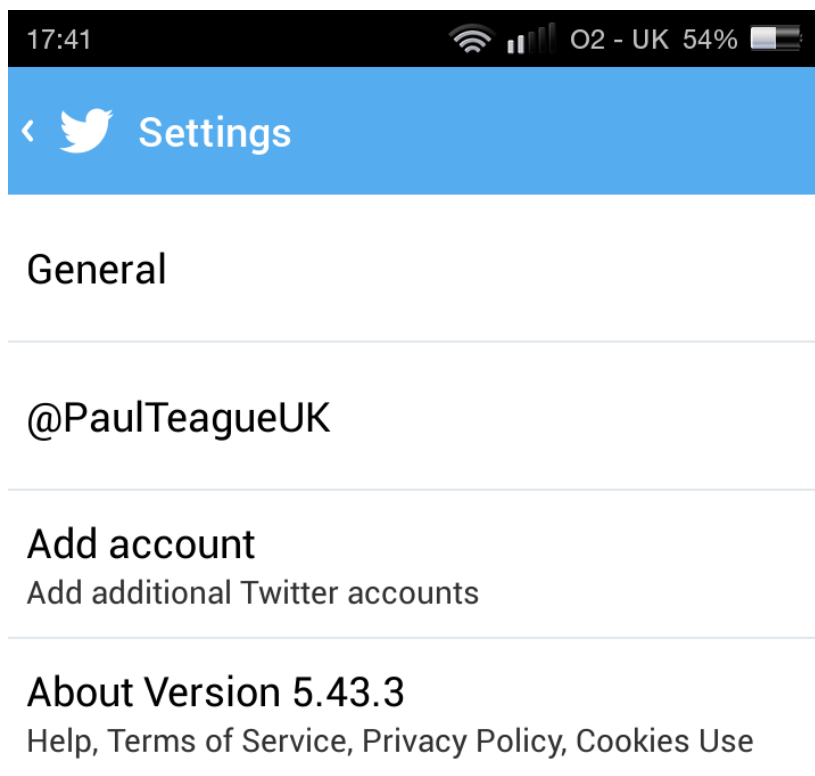
This the 'Discover' view of the Twitter mobile app:



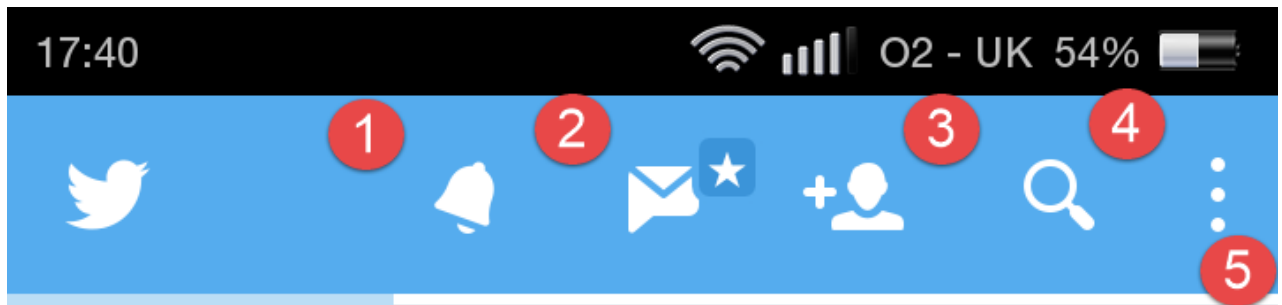
This is the Activity view on the Twitter mobile app:



The Settings on the Twitter mobile app are completely different to the web browser view: and much, much more limited:



The final point to note about mobile is that the key icons are pretty well much the same:



1: Notifications

2: Direct messages

3: Find people

4: Search Twitter

5: Other menu options – Lists, Drafts, Accounts, Settings

So why would you use Twitter on your mobile phone?

Well, it's a great way of answering that regular question about social media, i.e., 'What do I post?'

With a mobile phone close at hand, it's really easy to take pictures and videos and to share them directly:



The 'What's happening?' Tweet prompt is located at the bottom of the main page on the Twitter app, and you can click on either icon [1] to add an image [2] to take an image.

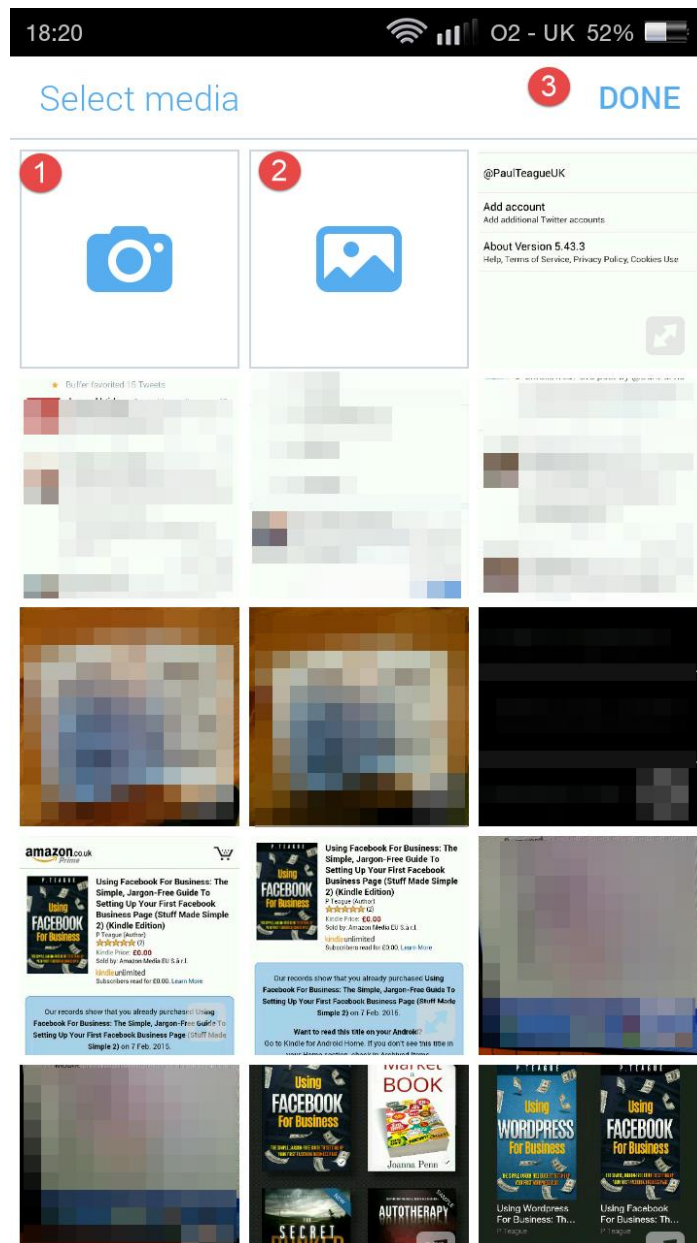
From the first option, in the image below, you can then:

1: Select an image from Dropbox, your photos, OneDrive, etc

2: Take a picture

3: Click 'Done' once your action has been confirmed

You can also select from the images that are available:



The other great advantage of using Twitter on the move is that you never need to miss an important notification.

So long as you have your notifications set up so that your phone isn't constantly buzzing (see notifications section), you'll get a relevant digest of key information.

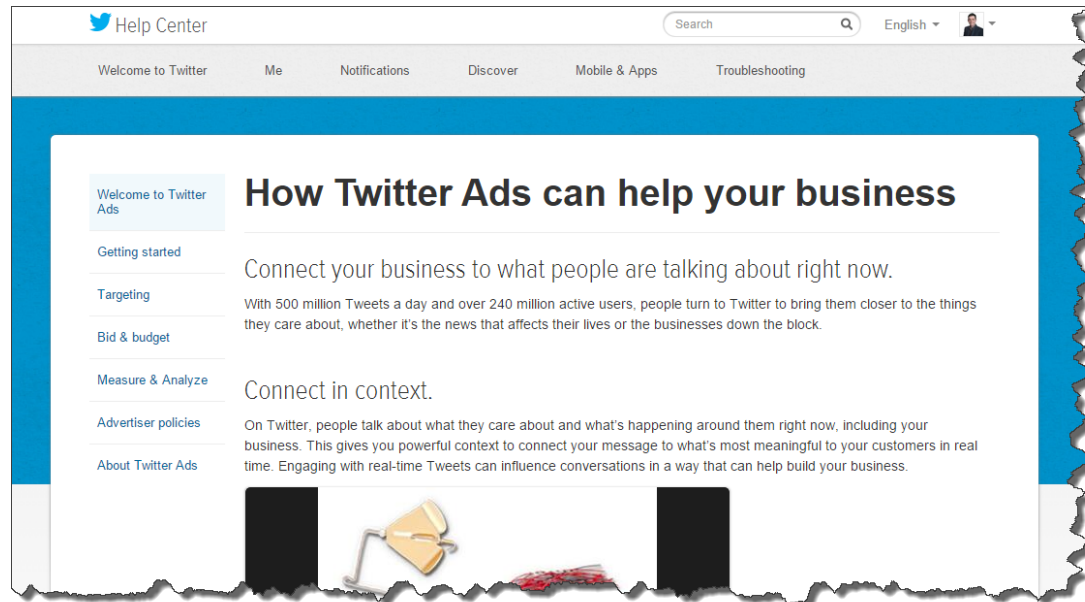
That way if you get a sales enquiry via Twitter or something that you need to respond to, you don't have to be glued to your PC 24 hours a day.

Chapter 8. An Introduction to Twitter Ads

I'm a big fan of Twitter ads; I have run several campaigns with them, and I find them to be very cheap and superbly targeted.

This is not going to be a comprehensive guide to Twitter ads, but I will give you a taste and overview so that you can get a good feel for them.

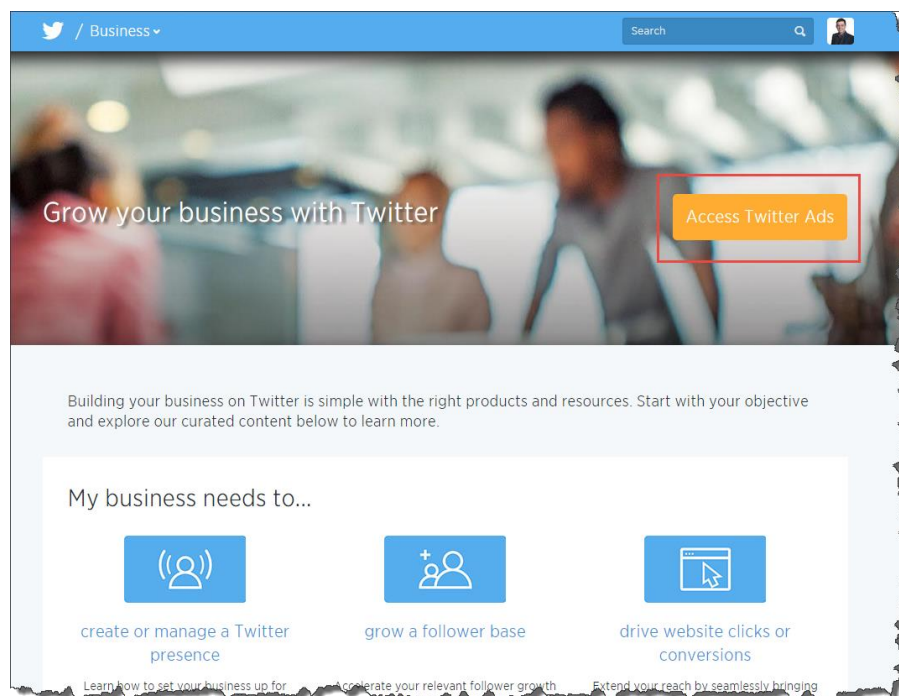
You can access lots of great information about Twitter ads [here](#); this really is a very detailed and comprehensive guide:



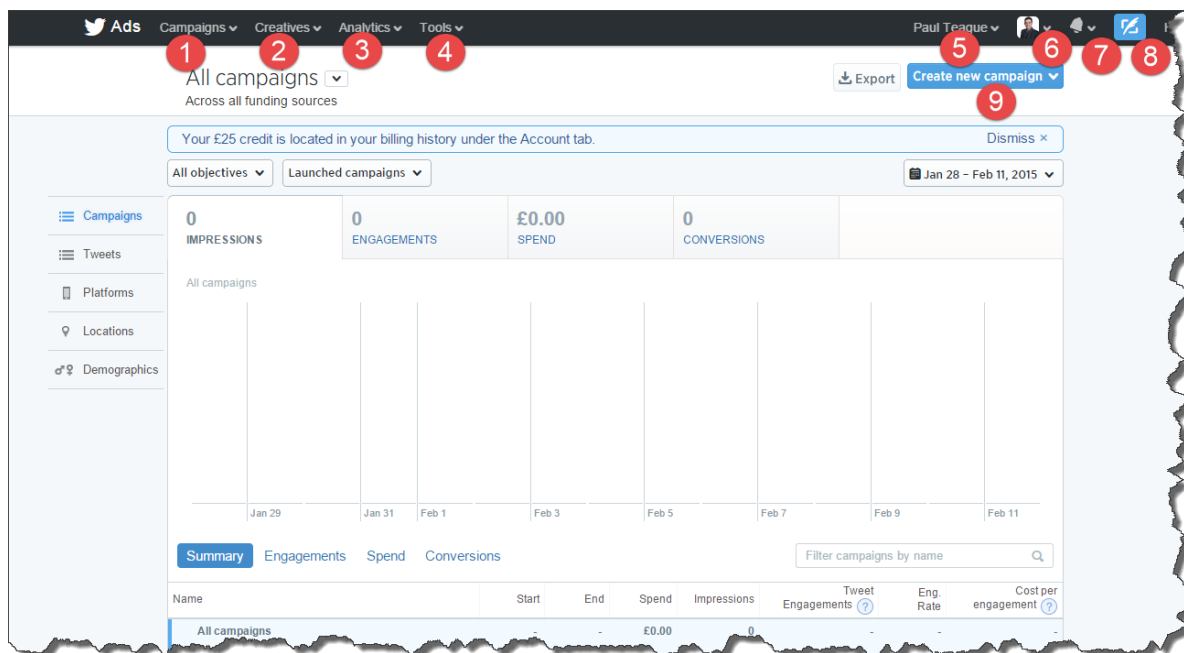
How To Start Using Twitter Ads

You do not have Twitter ads attached to your account by default; you have to add them.

To make a start with that, whilst logged in to your Twitter account, head for <https://business.twitter.com/>



Click on the Access Twitter ads button and you'll be taken to the main interface:



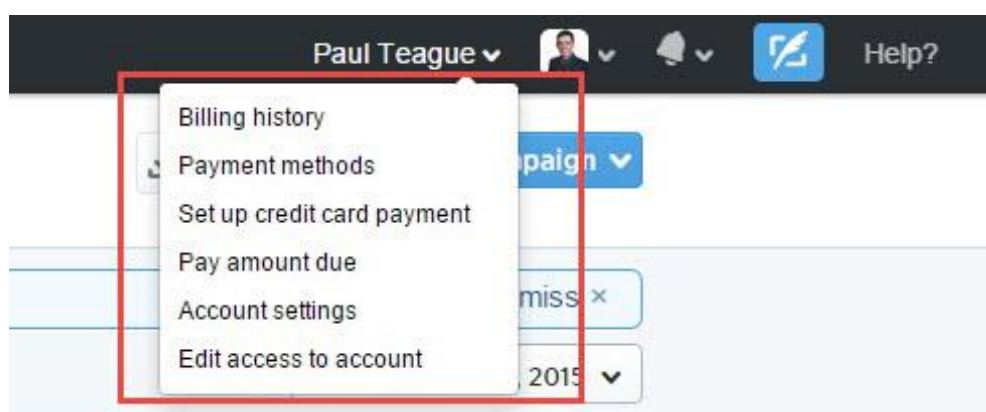
1: Campaigns This is the main interface area for managing and reviewing your campaigns

2: Creatives This is where you create and manage Tweets and Cards (more on Cards coming up!)

3: Analytics Self-explanatory, find out what how your ads are performing

4: Tools Select from Audience manager, App manager and Conversion tracking

5: Admin area This is where you access all the key admin functions of your Twitter ads site:



6: Profile access Allows you to view your regular Twitter profile

7: Notifications Self-explanatory!

8: Compose new Tweet Self-explanatory!

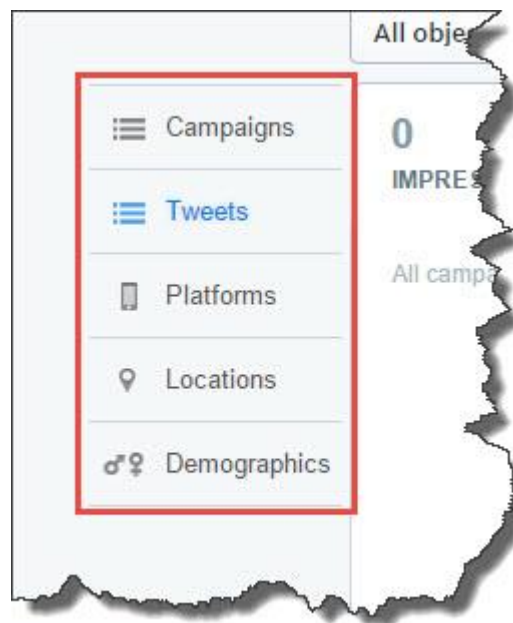
9: Create new campaign Self-explanatory!

Finally, you get a Help menu in case you run into any trouble along the way.

Creating Campaigns

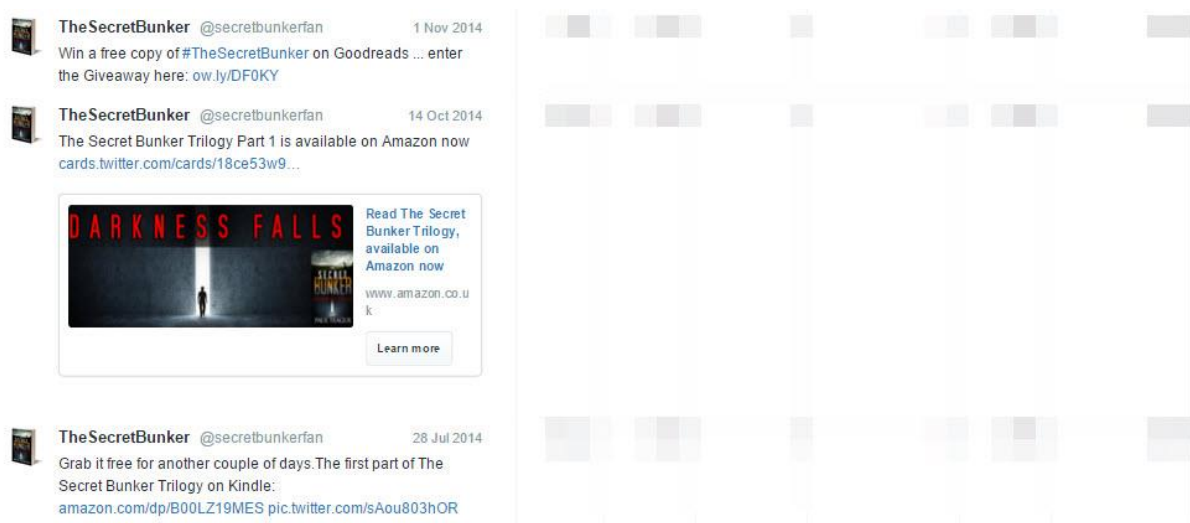
From the Campaigns menu, you can also access **Reports by objective**.

You get an additional menu from this area, allowing you to access all the key items connected with your campaigns:



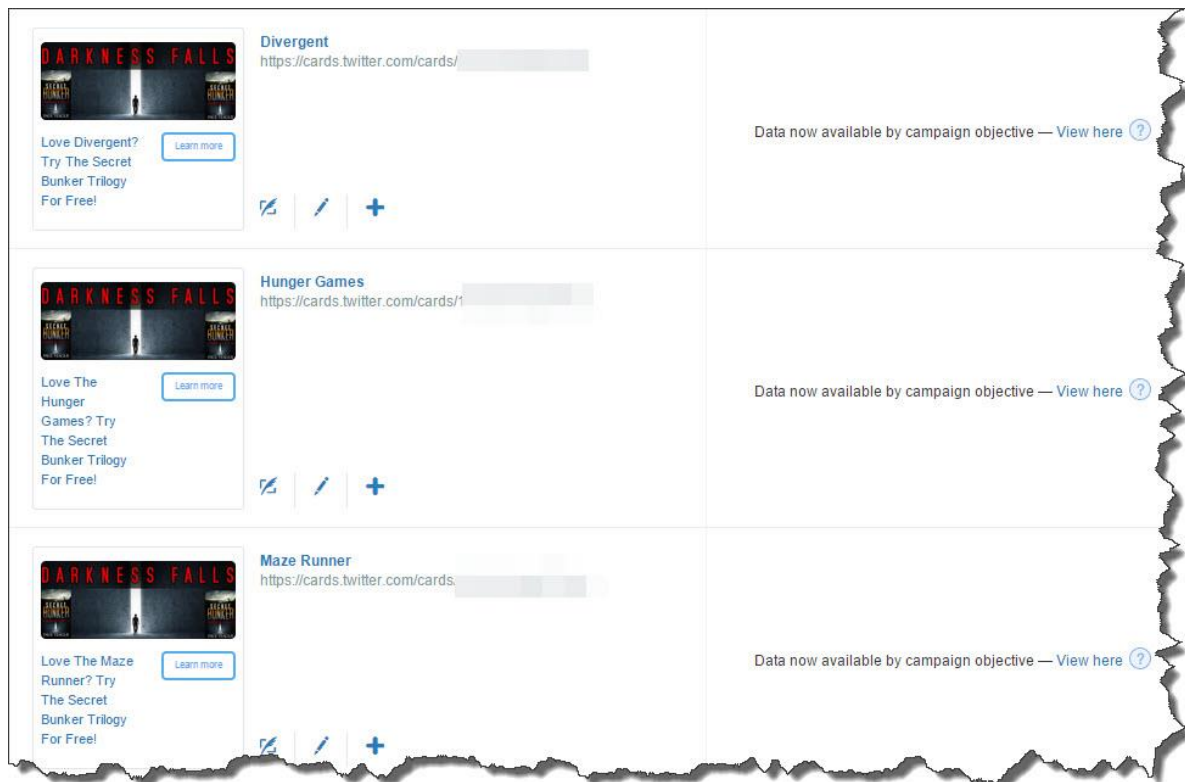
This is what your Tweets look like, a mixture of text Tweets and cards.

I'm a big fan of cards, they look great in Twitter stream, and you can use them with a Call to Action (CTA) button:



Creative Options

This is what your Cards admin area looks like:



When using text Tweets, you can select from existing Tweets that have already been sent (maybe they worked really well without promotion), and you can hand craft new ones especially for your promo

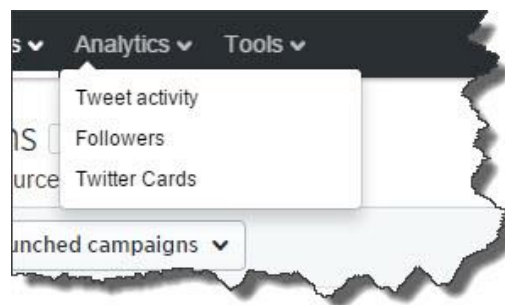


Analytics

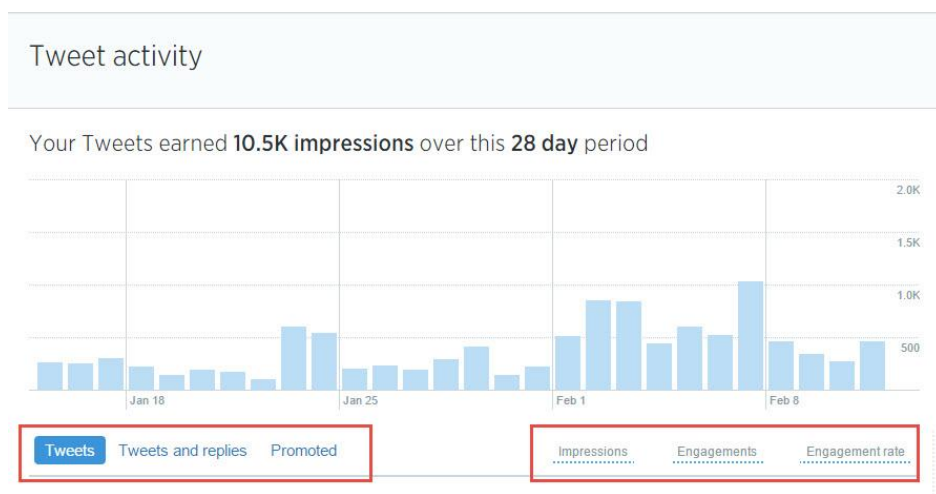
The analytics section is very useful because it actually gives you access to some great performance info on your Twitter account.

The main purpose of this is to allow you to select high performing Tweets to then add to a campaign.

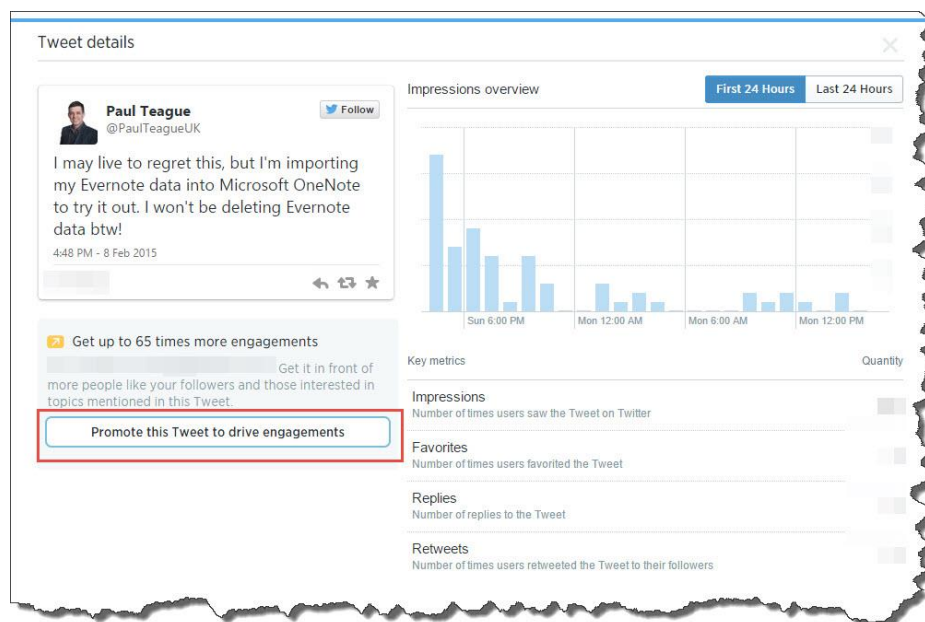
To be honest with you, whether you advertise or not, it's great data:



As you can see from the image below, the statistical info is really easy to access and interpret:

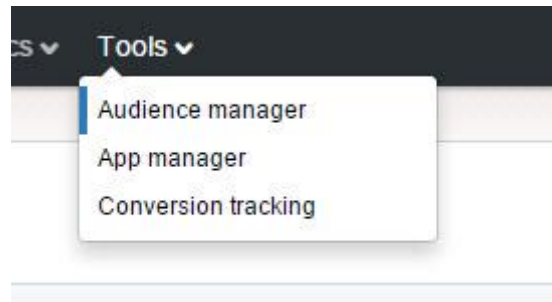


You can take a close up look at individual Tweets, then promote them if they are showing signs of being high performers:



Tools

The tools menu is where the real power of these ads lies:



Audience manager is Twitter's equivalent of Facebook's Power Editor, and I'm a big fan!

Tailored audiences allow you to target people that you know already – prospects or customers – by uploading their email addresses, mobile phone numbers, Twitter usernames or Twitter user IDs, within the guidelines of course.

That's killer targeting!

A screenshot of the 'Create new list audience' form in Twitter. The form is titled 'Create new list audience' and has a light blue header. It contains several sections: 'Name your audience.' with a text input field; 'Specify the type of data in your file.' with a radio button selection for 'What kind of records will you upload?'. The options are 'Email addresses', 'Mobile phone numbers', 'Twitter usernames', 'Twitter user IDs', and 'Mobile advertising IDs'. The 'Email addresses' option is selected and highlighted with a red box. Below this is the 'Upload your data file.' section, which includes a file upload button 'Choose the CSV or text file containing your list' and a checkbox for 'The records in this data file are already normalized and hashed using SHA256'. At the bottom, there is a section for 'Agree to the terms of use.' with a checked checkbox 'I have read and I agree to the tailored audiences terms of use.' and two buttons: 'Create list audience' and 'Cancel'.

Conversion tracking is also a brilliant tool to use:

Create new website tag

Name this tag.
Give your tag a unique and descriptive name so you can remember specifically which website conversion action you're tracking.
e.g. "Mailing list completion"

Select which type of conversion this tag will track.
Choose a conversion type that best describes the action you want to track. [Learn more](#)
Select a conversion type

Create a tailored audience for remarketing.
Create a tailored audience composed of website visitors who complete the action you're tracking — for example, website visitors who made purchases. You can target this in campaigns under tailored audiences. [Learn more](#)
☒ Create a tailored audience

[Show conversion settings](#)

Generate tracking code snippet.
You are agreeing to the [Tailored Audiences](#) and [Conversion Tracking](#) Program Terms, including this policy.
Save tag and generate code snippet

How website tags work
For tracking website conversions
Website tags are embedded code snippets that are triggered when a user takes an action on your website after viewing or engaging with promoted content on Twitter.
For website visitor remarketing
By default, your tag will collect website visitor data for remarketing purposes. You can later create tailored audience campaigns based on these website visitors.

This allows you to track the ROI of your Twitter ads.

You can monitor the following parameters:

- 1: Site visits
- 2: Purchases
- 3: Downloads
- 4: Sign-ups
- 5: Custom outputs

Twitter allows you to set up tags and then creates a ready-made snippet of code to add to your website.

If you are unable to access the code of your website, or if the thought of even basic 'cut and paste' code work makes your head spin, this will be a job for your webmaster.

However, you should not use Twitter ads unless you use conversion tracking to monitor your results, or else you will be burning up your ad spend with very little idea if it's working or not.

Ad Targeting

The ad targeting available through Twitter is amazing, and this is just another reason why I love them:

The screenshot shows the 'Targeting' section of the Twitter Ads interface. It includes a 'Select locations' section with a search bar (containing 'United Kingdom') and an 'Import multiple locations' button. Below this is a 'Target users located in...' section with a 'Country' dropdown menu showing 'United States'. There is also a 'Select gender' section with radio buttons for 'Any gender' (selected), 'Male only', and 'Female only'. Below that are links for 'Select languages' and 'Select devices, platforms, and carriers'. On the right side, a summary box displays '2M ESTIMATED AUDIENCE SIZE' and a 'TARGETING SUMMARY' which lists: 'In 1 location', 'AND Any gender', 'AND Any languages', 'AND On all platforms', 'AND On all carriers', 'OR Like followers of any of 21 users', and 'WITH ADS SHOWN IN Users' timelines'.

Although I can't share my confidential ads data with you, you'll get a pretty good impression from the screenshots in this section how powerful this all is.

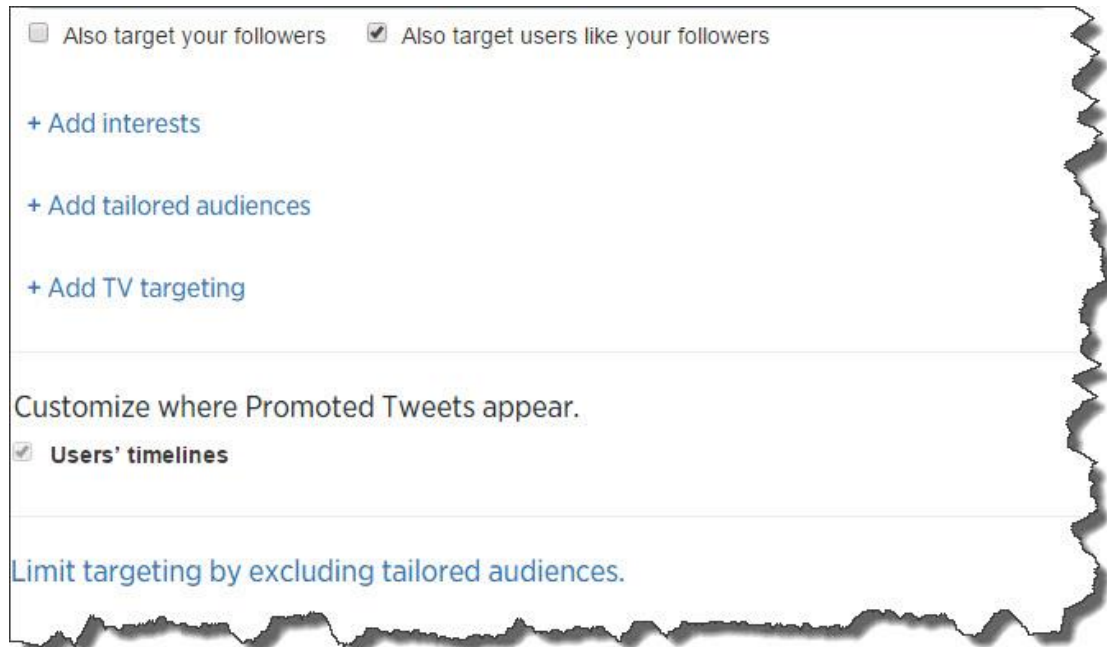
I was able to target 2 million Twitter Followers of other people based on their specific interests:

This screenshot shows the 'Add followers' section of the Twitter Ads targeting interface. It includes a 'Select additional targeting criteria.' section with a note: 'Users falling into any of the categories below will be targeted.' Below this is a '+ Add keywords' link. The 'Add followers' section has a link to 'Remove follower targeting' and a description: 'Targeting @usernames allows you to reach users with interests similar to followers of any of those accounts. For example, enter @TwitterAds to target people likely to be interested in advertising on Twitter. Search Twitter for @handles to include.' There is a search bar for '@usernames' and an 'Import multiple @usernames' button. Below these are two columns of input fields, each with a small 'x' icon in the top left corner, representing a list of usernames to be targeted. On the right side, a summary box displays '2M ESTIMATED AUDIENCE SIZE' and a 'TARGETING SUMMARY' which lists: 'In 1 location', 'AND Any gender', 'AND Any languages', 'AND On all platforms', 'AND On all carriers', 'OR Like followers of any of 21 users', and 'WITH ADS SHOWN IN Users' timelines'.

I just went through Twitter searching for people who had the kind of audience that I wanted to target.

And Twitter even helped me!

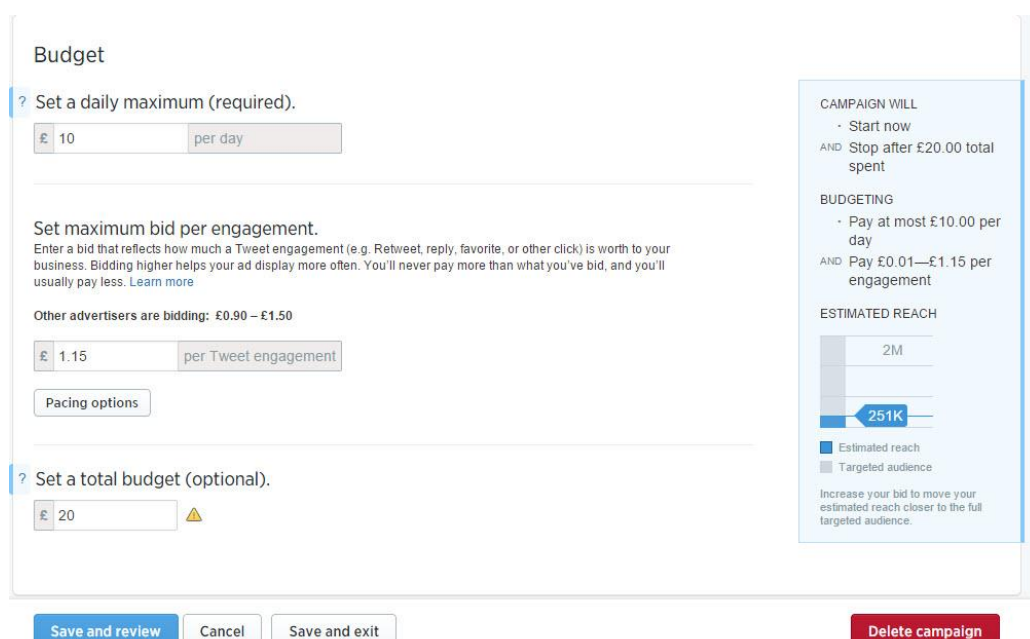
It suggested other accounts that I could use to access the same kind of audience.

A screenshot of the Twitter targeting interface. At the top, there are two checkboxes: 'Also target your followers' (unchecked) and 'Also target users like your followers' (checked). Below these are three blue links: '+ Add interests', '+ Add tailored audiences', and '+ Add TV targeting'. A section titled 'Customize where Promoted Tweets appear.' contains a checked checkbox for 'Users' timelines'. At the bottom, there is a blue link that says 'Limit targeting by excluding tailored audiences.' The entire screenshot is framed with a torn paper effect on the right and bottom edges.

Although I didn't use these options in this particular campaign, I could also target by interests, tailored audiences and TV preferences.

There's no escape!

We can set our daily budget, our bid levels, and our maximum budget:

A screenshot of the Twitter 'Budget' settings page. The main section is titled 'Budget' and contains three parts: 1. 'Set a daily maximum (required).': A text input field with '£ 10' and a dropdown menu set to 'per day'. 2. 'Set maximum bid per engagement.': A text input field with '£ 1.15' and a dropdown menu set to 'per Tweet engagement'. Below this is a button labeled 'Pacing options'. 3. 'Set a total budget (optional).': A text input field with '£ 20' and a yellow warning triangle icon. To the right of the main form is a blue sidebar box with the following information: 'CAMPAIGN WILL' (Start now, Stop after £20.00 total spent), 'BUDGETING' (Pay at most £10.00 per day, Pay £0.01—£1.15 per engagement), and 'ESTIMATED REACH' (A bar chart showing 'Estimated reach' at 251K and 'Targeted audience' at 2M). At the bottom of the sidebar, it says 'Increase your bid to move your estimated reach closer to the full targeted audience.' At the bottom of the main form are four buttons: 'Save and review' (blue), 'Cancel' (light grey), 'Save and exit' (light grey), and 'Delete campaign' (red).

I never spend a fortune on Twitter ads, but I'm always amazed at the results and very happy with the engagements.

The purpose of this section is not to turn you into a Twitter ads expert, but to give you a good overview of what they offer.

I suggest working through [Twitter's own excellent guide](#) to get started, at the time of writing there isn't really a book or course that I can recommend.

Set small budgets, track what you're doing and take it out for a spin.

If things start to take off, and you see great results, increase those budgets and reap the rewards.

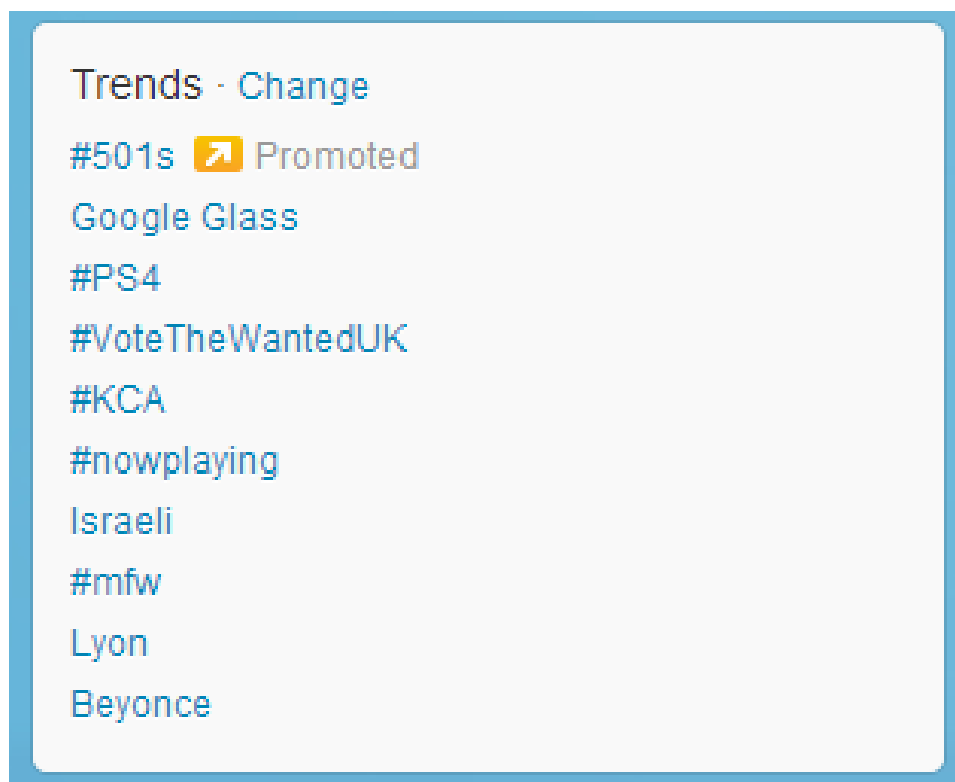
Chapter 9. Twitter's Other Features

Before I move on to some more advanced Twitter techniques, I need to 'mop up' a final set of features that I haven't yet mentioned in any detail.

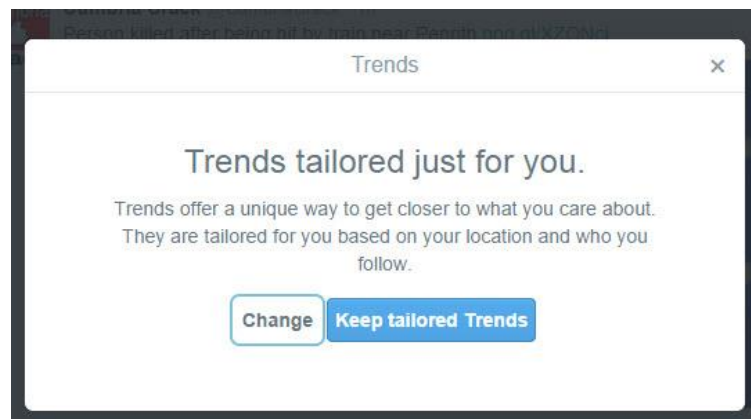
Trending On Twitter

A trending topic on Twitter is a subject algorithmically determined to be one of the most popular on Twitter at any moment.

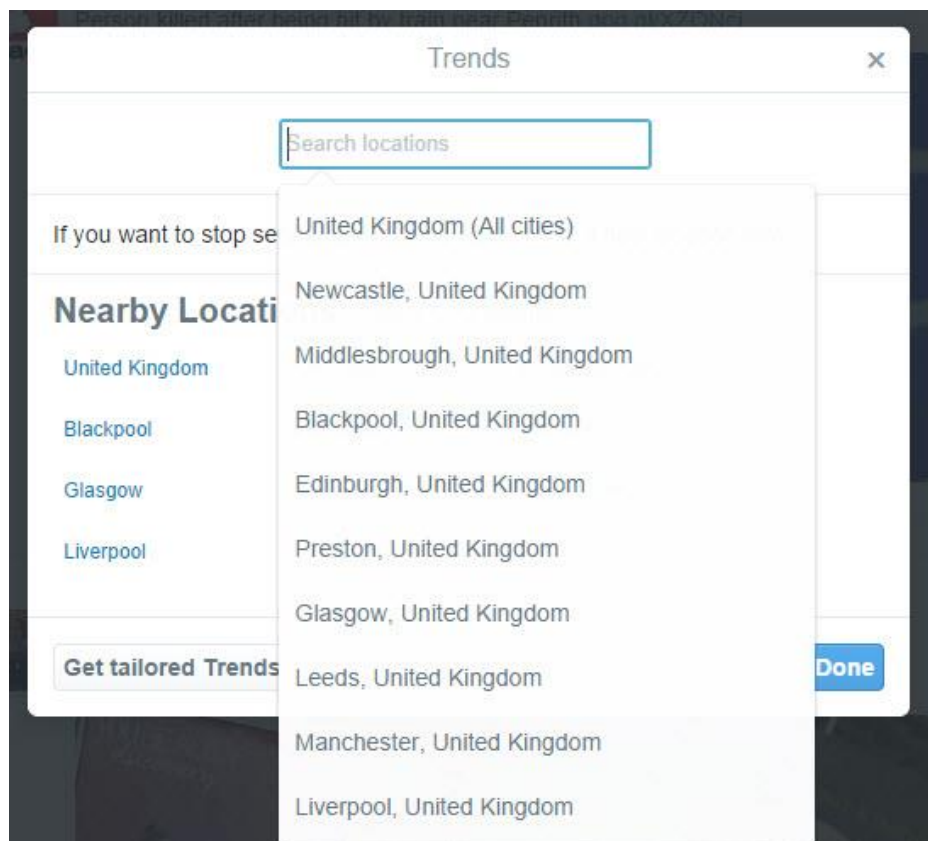
Don't ask me to guess how that algorithm works, but in simple terms, it'll show you what's 'hot' on Twitter:



By clicking on the **Change** link, you can either select tailored trends, or you can organize things the way that you want them:



My personal preference is for tailored trends, but by all means play around with the geographical settings and see how they suit you:

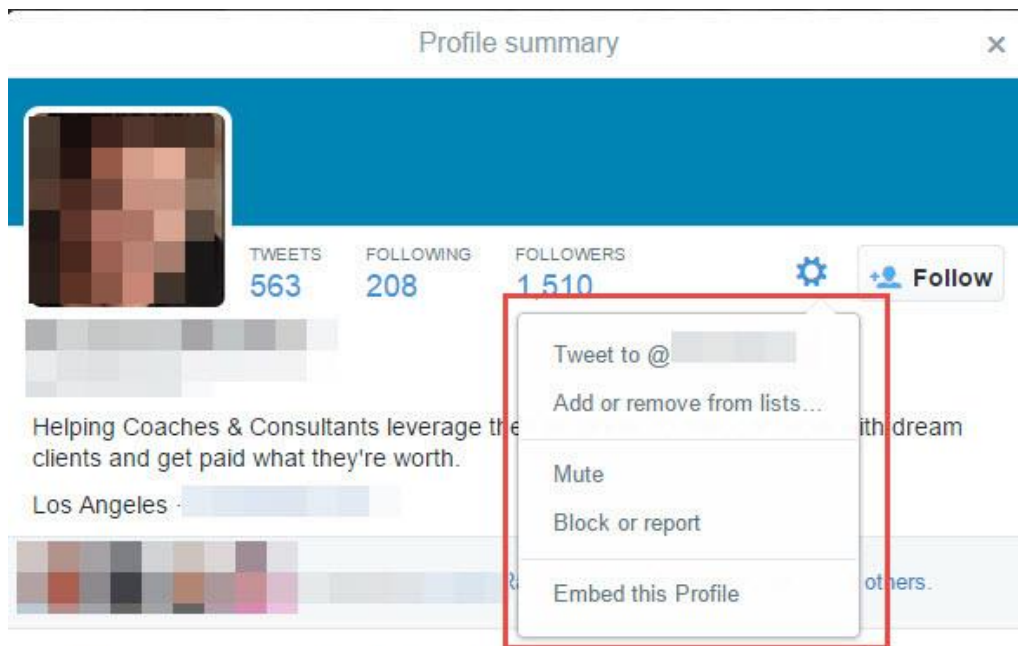


Profile Options

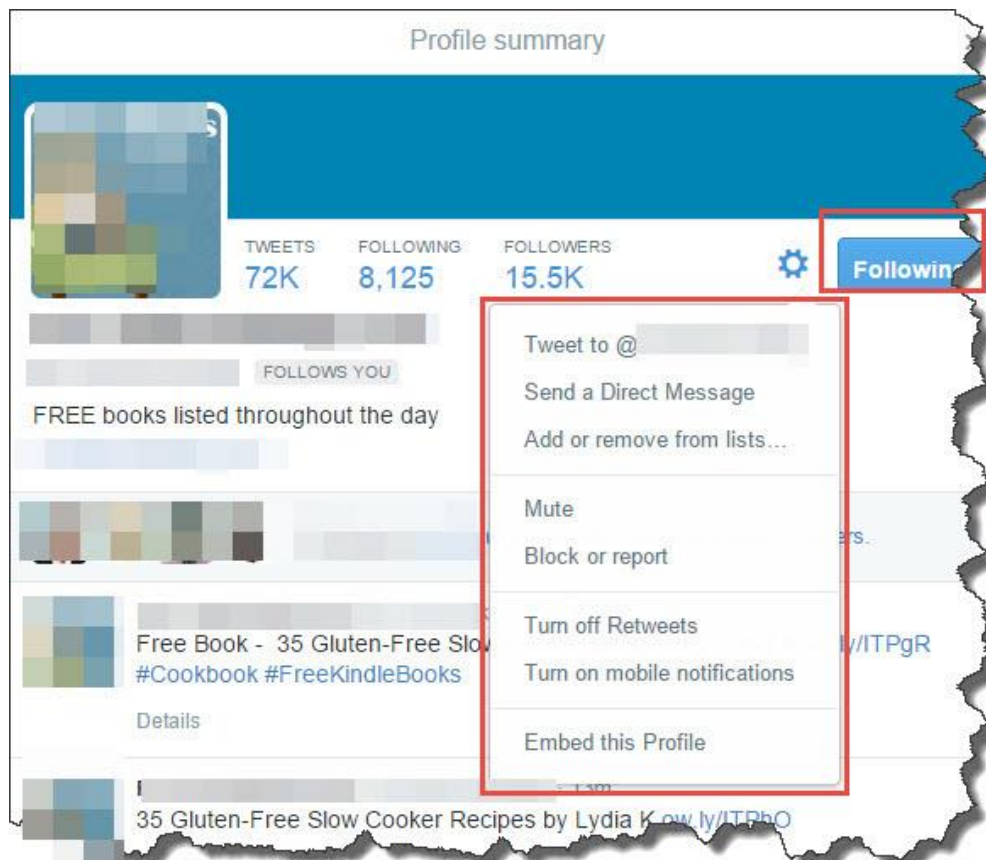
It's worth mentioning profile options because they can save you hunting for what you're after in the long **Settings** menu.

You get different profile options, depending on whether you're following somebody or not.

In the image below, you can see the options I'm given when I navigate to the account of a person who I'm not following:



From here I can Tweet directly to that person, add or remove them from my lists, mute, block or report them or embed their profile into my blog or website (see below).



If I am following somebody already, I get the same options as in the example above, but with some additions, i.e., **Send a Direct Message**, **Turn off ReTweets** and **Turn on mobile notifications**.

Your Tweet Activity



This appears on the top right-hand side of your Twitter profile

It gives you full analytics on top Tweets, engagements, replies and link clicks.

Great and useful information, similar to Facebook's Insights feature.

It used to be available only via the ads console; it's now more accessible.

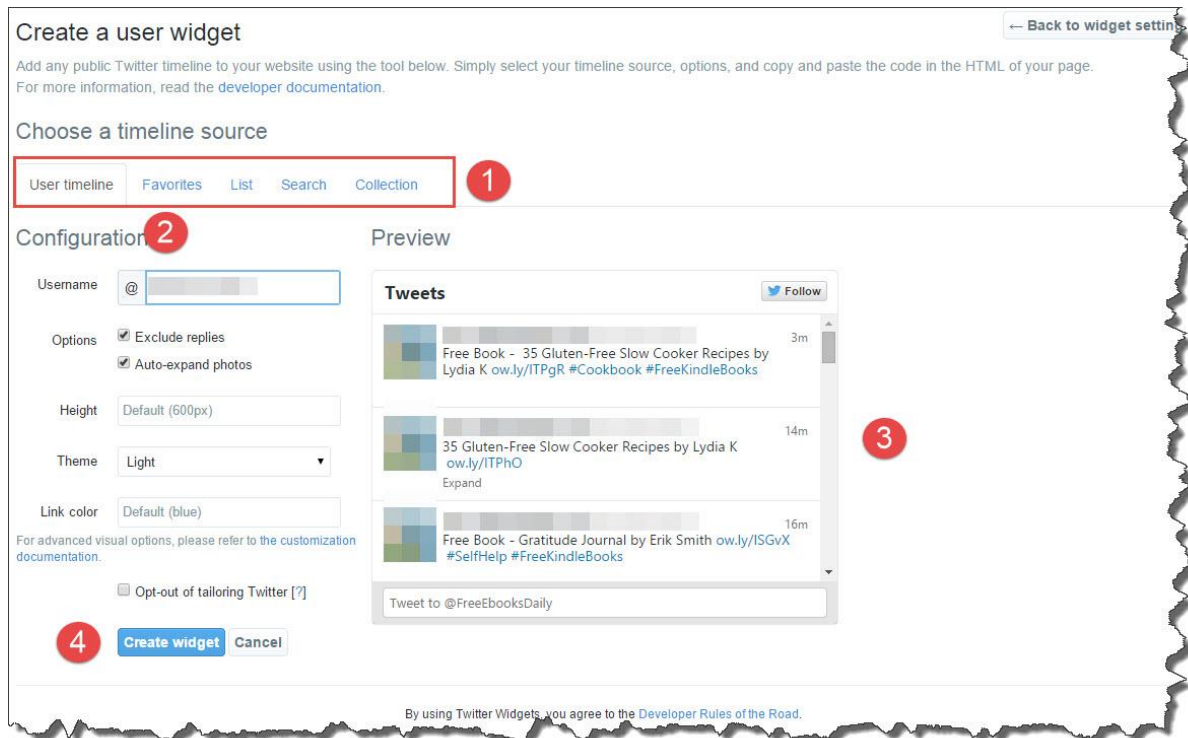
Embed This Profile

One of the possibilities that we were offered in **Profile options** was **Embed this profile**.

This is very similar to what we'll be doing in Chapter 11 when we take a close-up look at Twitter widgets.

I would have to say that in practice, you'll be creating your own Twitter widgets more often than you'll be embedding somebody else's, so this will be an overview, and I'll go into full detail in the next chapter.

Essentially, for anybody on Twitter, you can create a bit of ready-made code which will allow you to display on your website or blog:



You may want to do this for a marketing partner, complementary Tweeters who will add massive additional value to your own content, or maybe just for a fan site.

The choice is yours, but Twitter makes it extremely easy to generate and 'cut and paste' a simple piece of code which you can just add to your site.

Full step-by-step info is coming up in the next chapter.

Embed Tweet

The other option that you can use on Twitter is to embed individual Tweets.

I would use this technique in the following ways:

- 1: To share a great Twitter conversation on my blog or website
- 2: To use a great Twitter conversation or thread to support a blog post or article that I'd written.

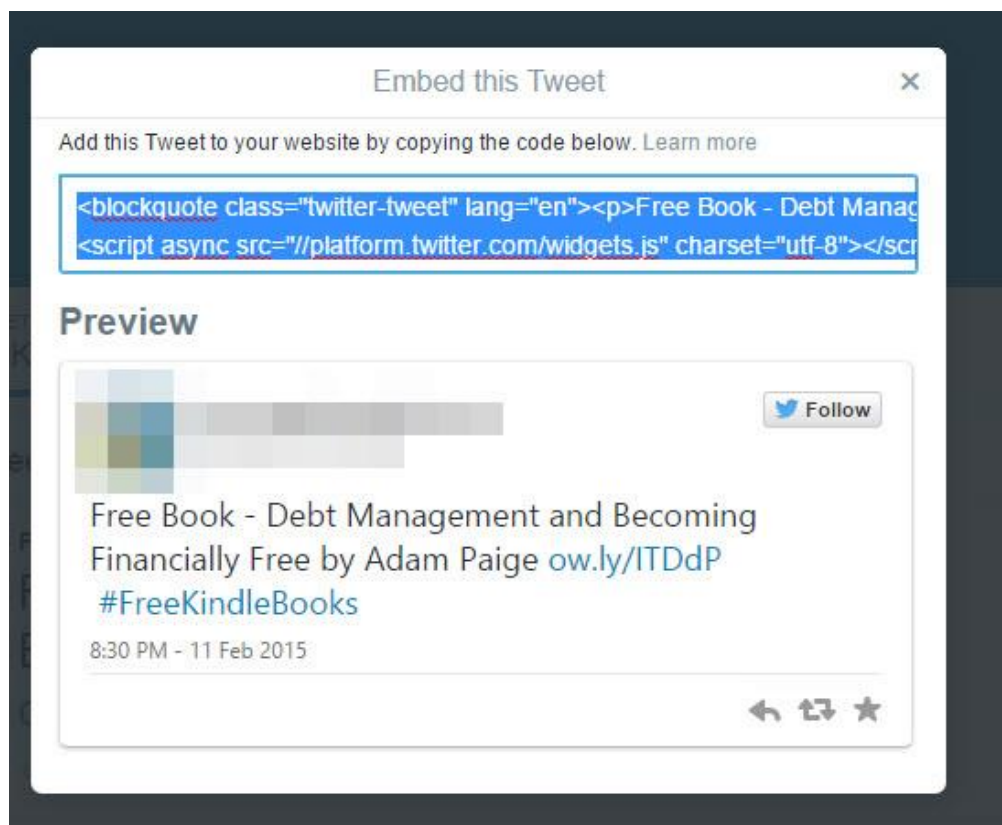
Buzzfeed does this very regularly to create articles – see an example [here](#).

Any public Tweet, whether you follow the person or not, may be embedded.

Just click on the ... section below any individual post:



Click on the Embed Tweet option and Twitter will provide you with ready-made code:



You just ‘cut and paste’ that code into your blog or website – wherever you wish to locate it – and the Tweet will appear there, just as they do in the earlier BuzzFeed example.

Chapter 10. Creating and Deploying Twitter Widgets

I’ve dedicated a full chapter to this section because this is definitely something that I would recommend that you do.

I use these widgets for all of my social media channels, and I place them on my blogs.

This serves to cross-fertilize my web traffic.

Blog visitors can connect with me easily on social media, and I make it easy for social media users to connect with me via my blog.

This is what a Twitter widget looks like in the right-hand promo area of my blog at <http://paulteague.com>:



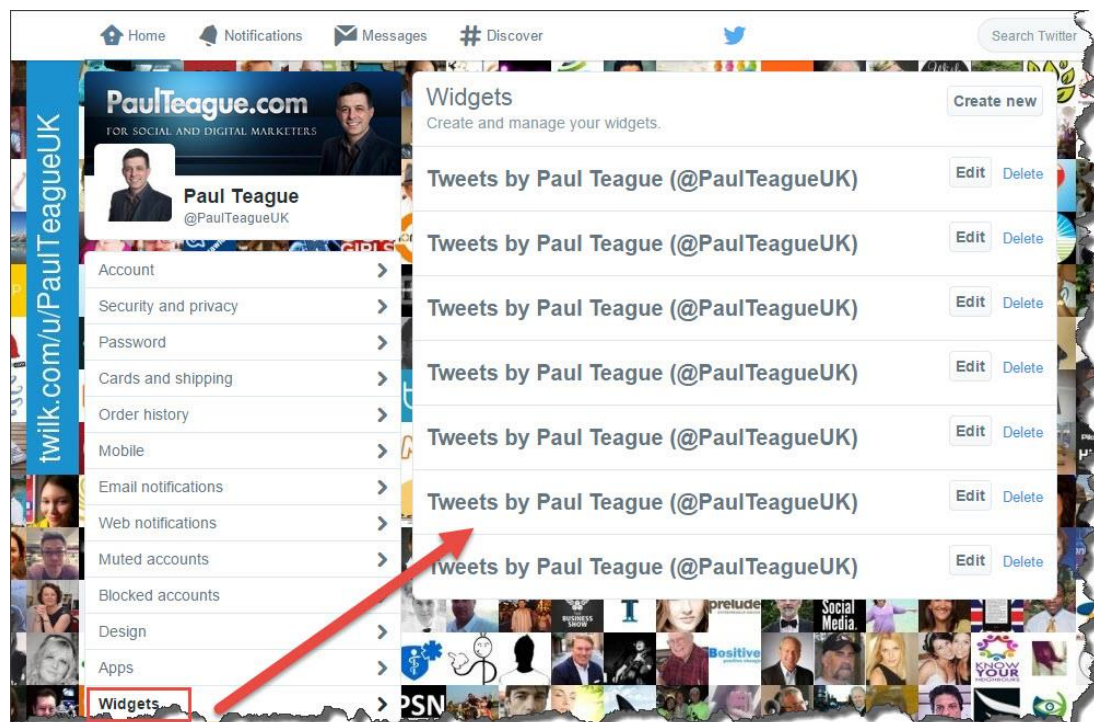
Creating Twitter Widgets

To navigate to the Widgets area, first head to the main Twitter settings menu:



From there, click on Widgets, right at the bottom of the list of options.

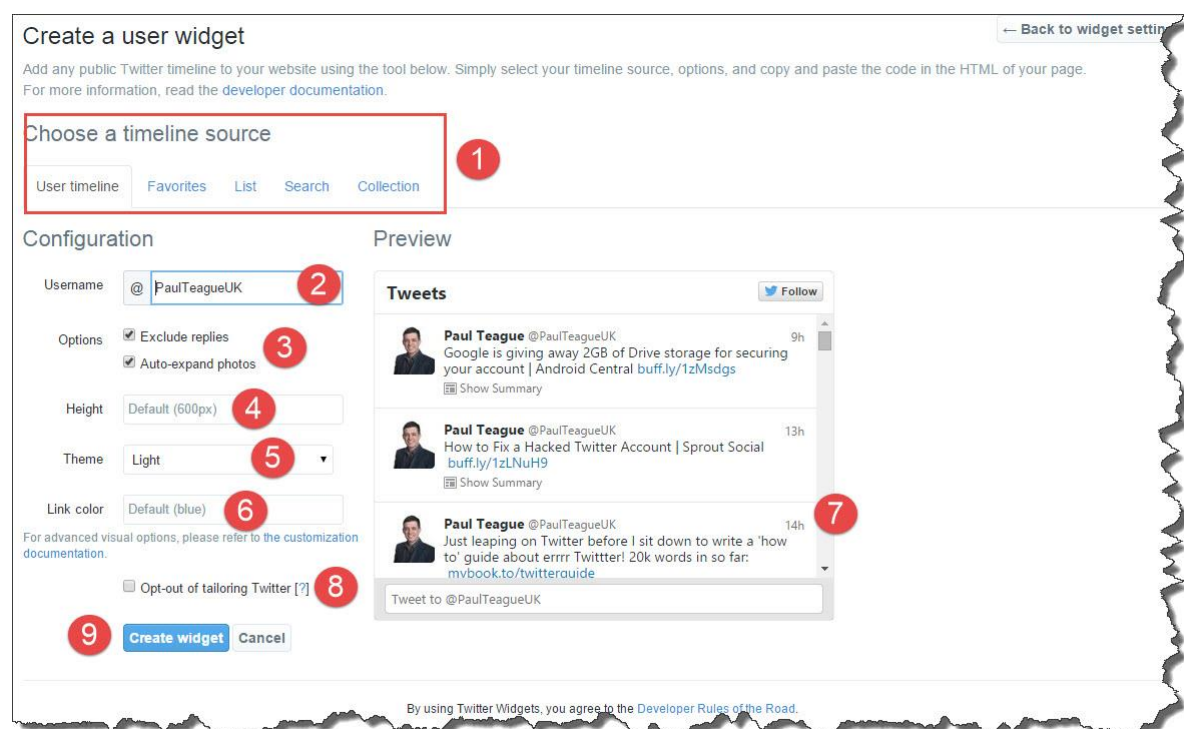
Remember that your area will not look exactly like mine because you have not created any widgets yet:



In this area we can create new widgets, edit existing widgets and delete widgets:



When you click on Create new you'll see the full and varied options available:



1: Choose a timeline source This is where you get to choose your Timeline source content.

It can be your Twitter Timeline or somebody else's.

When we use somebody else's, this was the option discussed in the previous chapter when I talked about the embed profile option.

Most of the time, you'll be creating a widget to add a feed of your own Tweets to your personal website or blog.

2: Username This will usually be your own Twitter username - @PaulTeagueUK is mine – but it may also be another Twitter user's if you're embedding their profile.

3: Options I would recommend excluding replies in a widget, it looks a bit long and drawn out if you include them – and also, auto expand photos as they look very visually appealing in your feed.

You need to combine that photos option with a reasonable height of widget (below) or they will be cut off too much and won't look good.

4: Height The width of your widget will expand to fit the space available, but you can fix as required.

You may need to experiment a little here to make sure that it all looks fine on the finished page on your blog or website.

5: Theme My personal preference is for the light theme, but you may prefer the dark option illustrated below:

Preview



6: Link color The default is blue, if you want to customize, just click in that area and select from the palette:



7: Preview This is what your widget will look like on your blog or website.

Experiment with all of the options, it's a live preview so you can see exactly what you'll get.

8: Tailoring The choice is yours, if you don't like tailoring, just remove this option.

9: Create widget When you're happy with how it all looks, click that Create widget button and Twitter will generate your ready-made code.

As well as following this guide, please read and note the **Developer Rules of the Road** at the bottom of that widgets page.

Other Widget Options

In addition to using your latest Tweets in your widget, you may also select Favorites/List/Search or Collection:



These are probably not the options that you'll use most of the time, but I will work through them one at a time as **Favorites** and **List** could potentially be very useful.

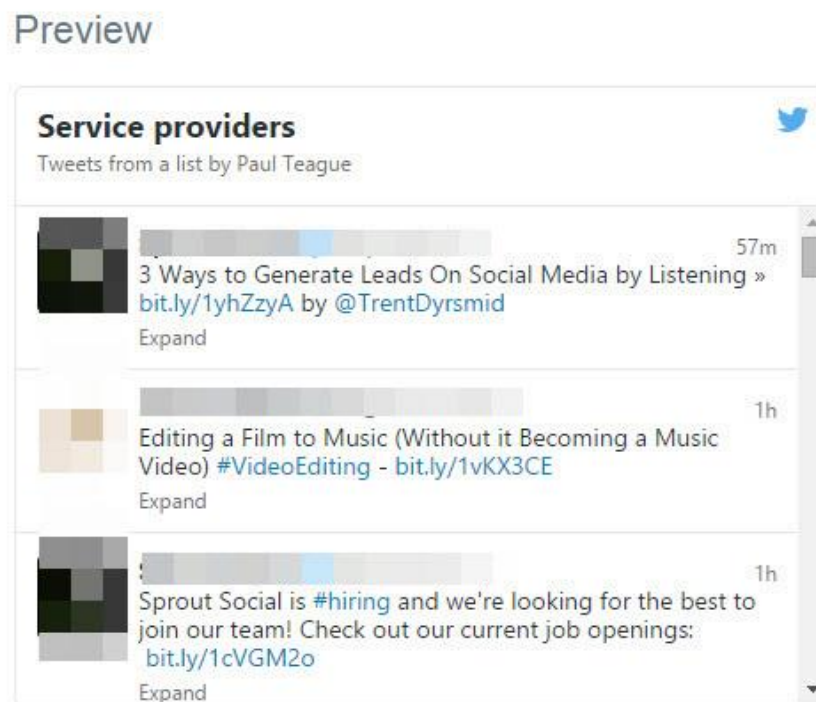
In the image below you can get a feel what the **Favorites** widget looks like.

This displays your Favorite Tweets as you add them.

You could potentially use this to display great, curated Tweets by other people on your blog or website:



The List widget option allows you to select any one of your lists (make sure it's a Public list or nobody can see it!) and display the Tweets of those people in a feed:



You get to select which list you want to include via a drop down menu on the left-hand side of the widget configuration page:

Configuration

List ▾

Suggested lists include only those you own and/or subscribe to.

The **Search** option allows you to create a bespoke widget around a particular hashtag or search term.

This would be very useful for a niche site, where topic-based feeds like #cooking or #sport would work really well:

Preview



The search options can be set via menu options on the left-hand side of the widgets configuration page:

Search Query

Options

- ☐ Only show top Tweets
- ☒ Safe search mode Exclude sensitive content and profanity
- ☒ Auto-expand photos

I would recommend using **Safe search mode** as these are not pre-vetted Tweets that are going directly to your feed.

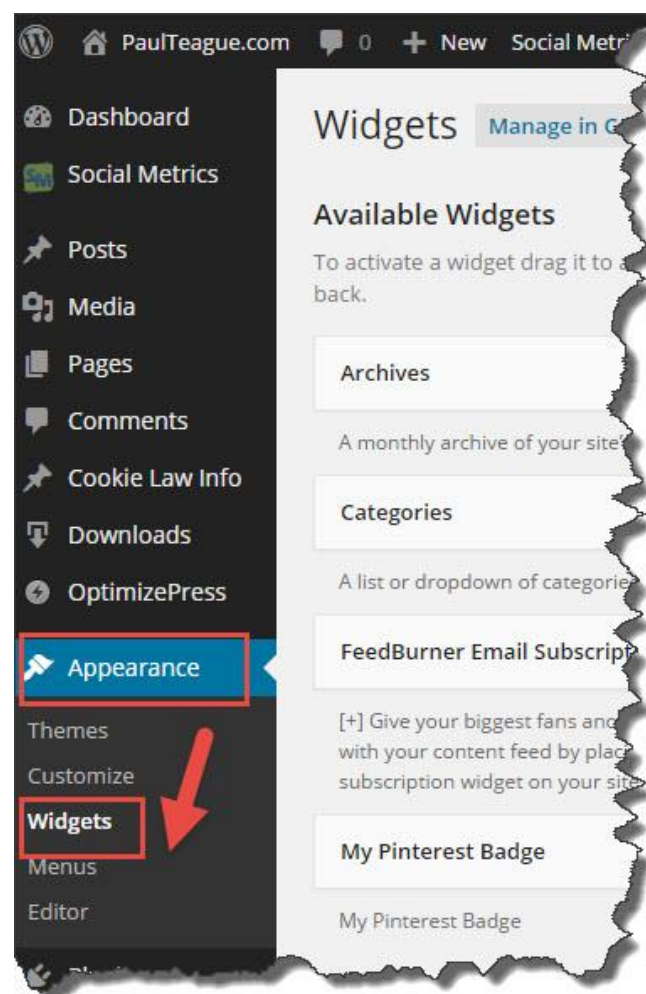
Experiment with **top Tweets**, I might be inclined to check that box too.

Finally, to access **Collections**, you need to use the Twitter management tool called TweetDeck (more in Chapter 13), and you can read about this option further [here](#).

Adding Twitter Widgets to a Blog

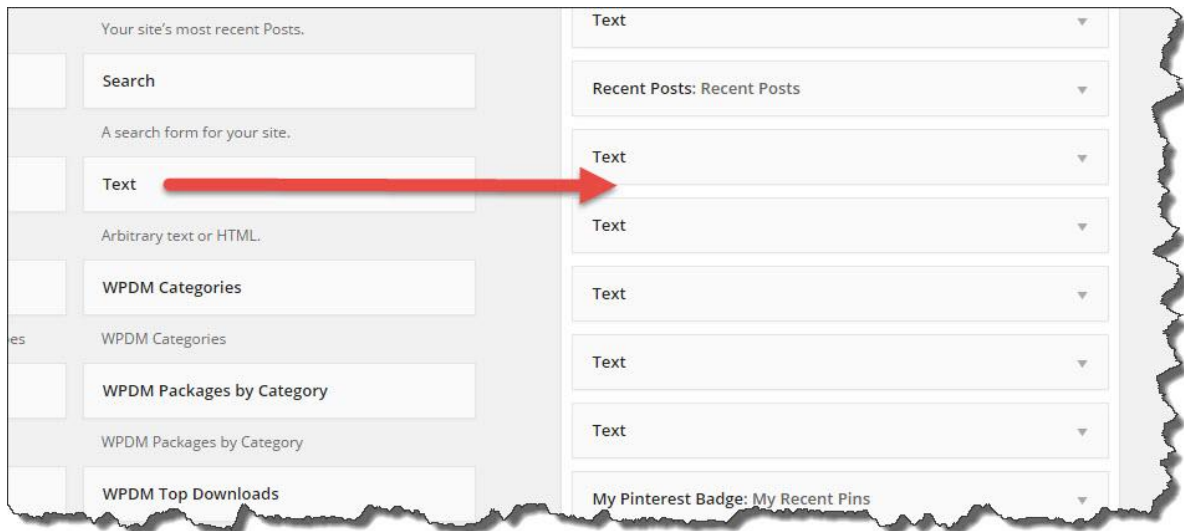
To add a Twitter widget to a Wordpress blog, log in as Admin and navigate to Appearance, then Widgets.

Depending on your Wordpress theme, your widgets might be accessed directly via your Theme in Appearance - Customize:



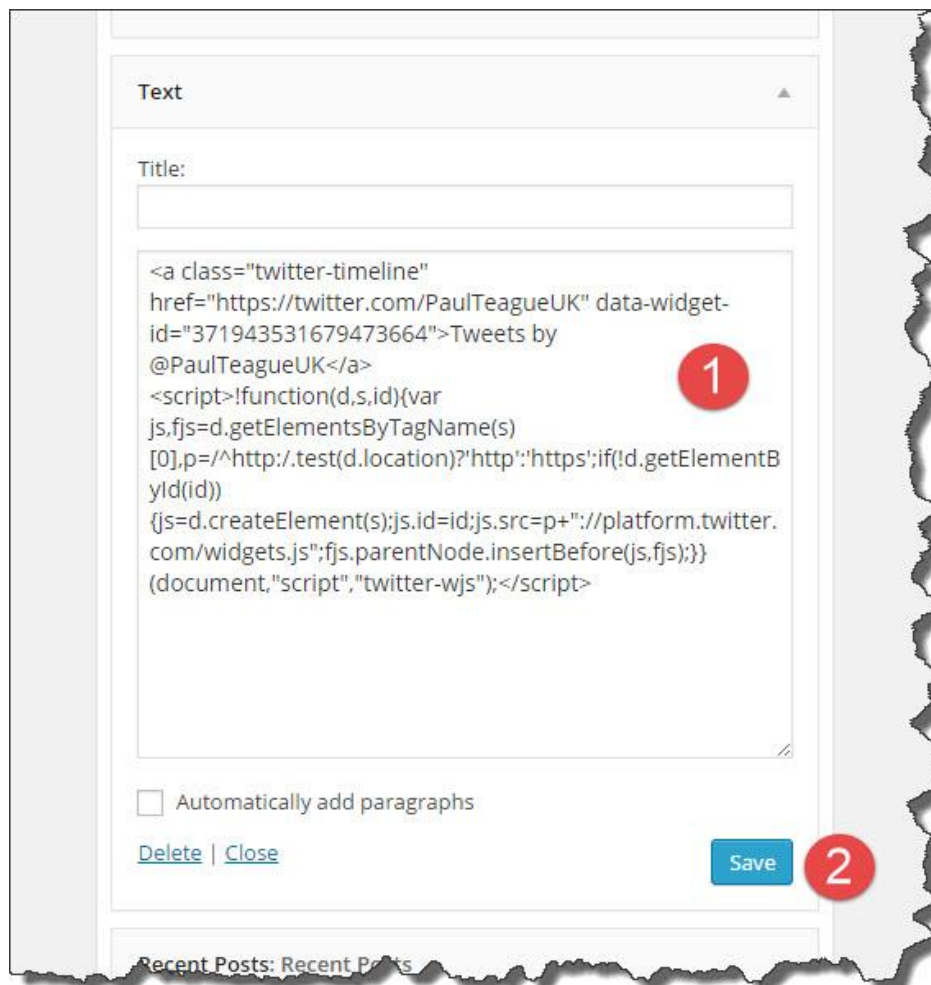
From here you need to ‘drag and drop’ a Text widget over to your chosen widget area.

Click on the downward facing arrow to open up this area so that you can drop your code into it:

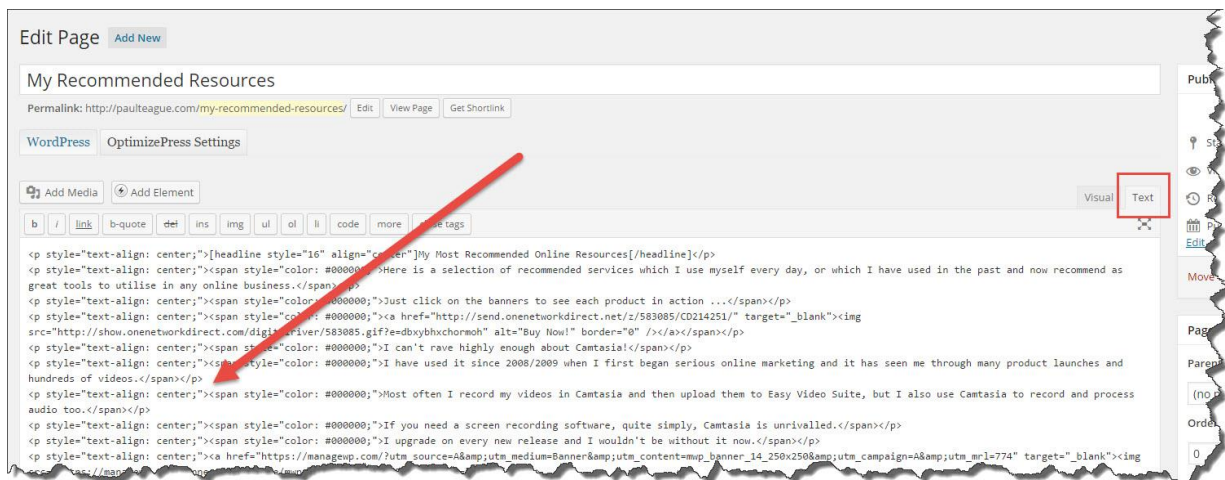


Copy the ready-made Twitter code into the widget area, click on **Save** and then **Close** to close up the widget area.

View your live Wordpress site to see what it looks like, but that's all there is to it:

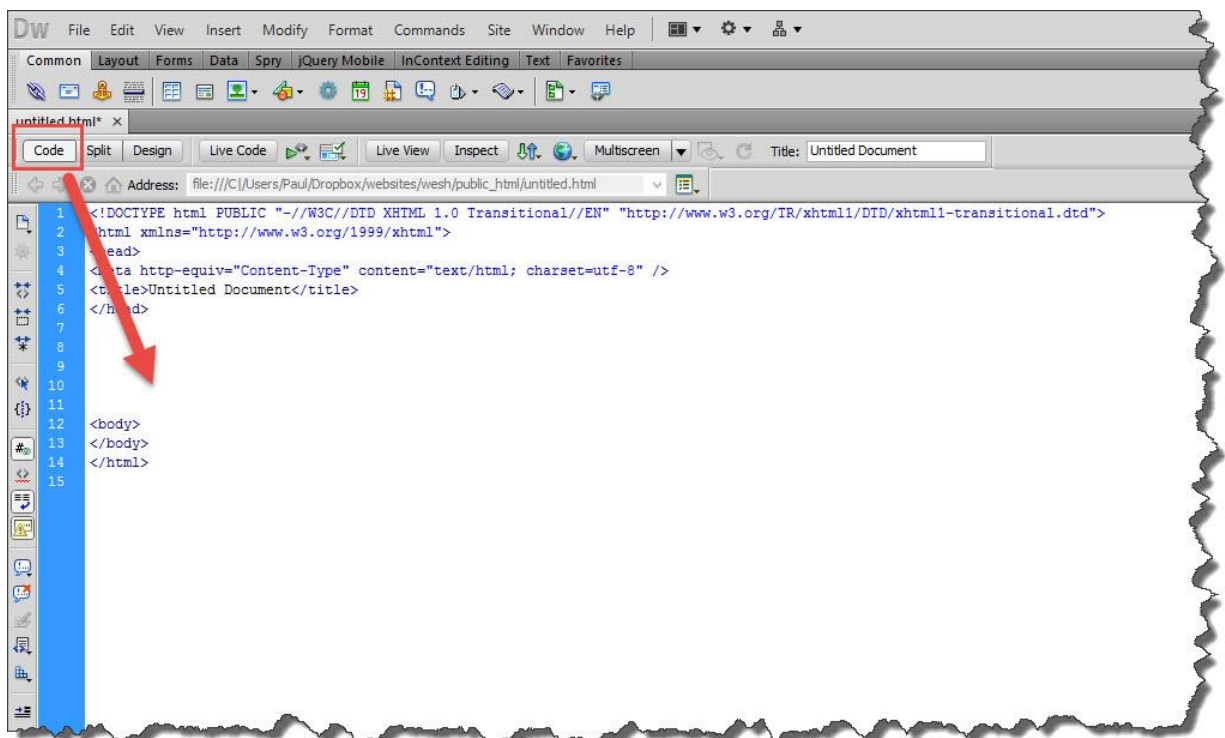


You can also add your Twitter widget to a blog page if using Wordpress make sure that you are using the **Text** view, not the **Visual** view:



Adding Twitter Widgets to a Web Site

When using your Twitter widget on a straightforward HTML page, make sure that your editing view is switched to Code:



Just 'cut and paste' your ready-made Twitter code into the HTML area and upload your file to the live server.

Sounds like too much geek work?

Maybe it's time you considered Wordpress?

Chapter 11. 3rd Party Tools to Use with Twitter

I'm not going to go into any great detail about these 3rd party tools, but I am going to make some basic introductions as you may well find these to be very useful.

The tools that I tend to use every day are in the next chapter, and I'll talk about them all in much more detail because I consider them to be time management essentials.

Klout

Where to find it: <https://klout.com/home>

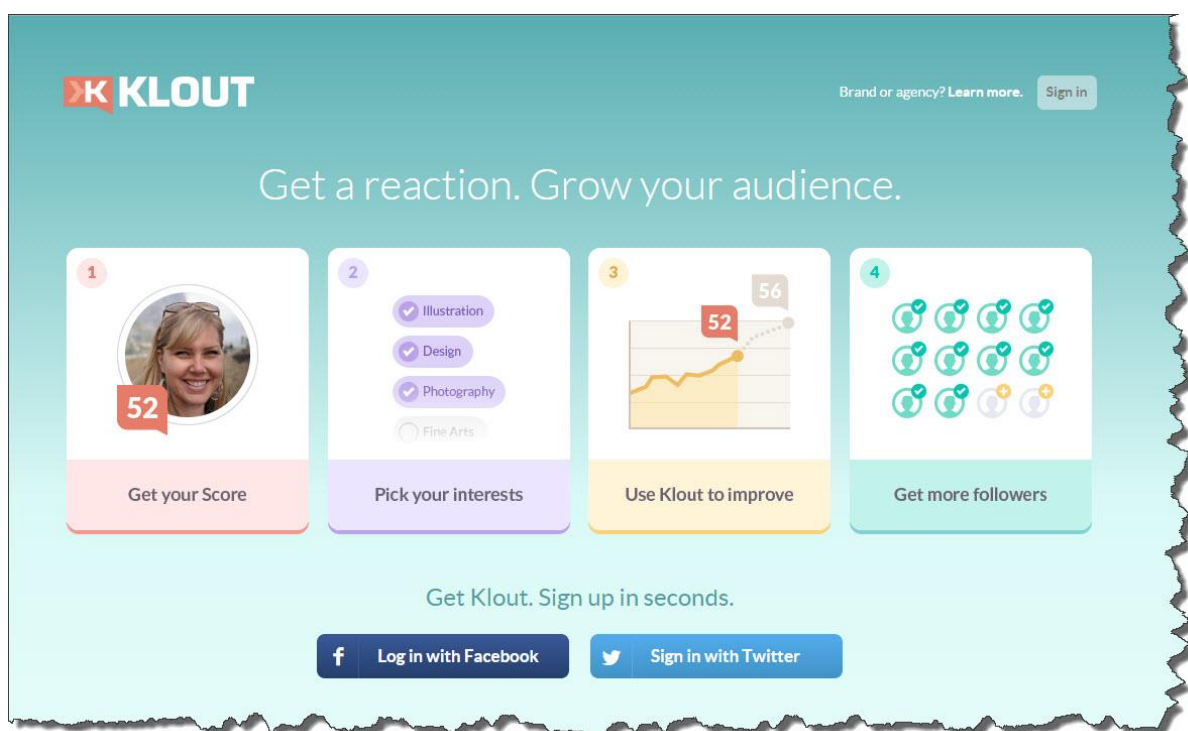
What they say: *Klout helps people who want to be great at social media.*

When should you use it?

Seeing – and displaying your Klout score can be quite interesting, but don't become obsessed by it, that way madness lies!

Useful for hunting for and landing 'big fish' on Twitter, watch for high Klout scores.

What it looks like:



Twellow

Where to find it: <https://www.twellow.com/splash/>

What they say: *Twellow is the place where you can get more Twitter Followers in hundreds of relevant business categories, or in your geographical area through our exclusive Twellowhood tool.*

When should you use it?

When you're looking for Followers in specific territories or groups.

Think of it as a growth tool.

What it looks like:



Topsy

Where to find it: <http://topsy.com/>

What they say: *Search and Analyze the Social Web*

When should you use it?

When you're hunting for something very specific, to share or read.

It's a bit of a sobering thought to think that you can search back to 2006!

What it looks like:



TweetStats

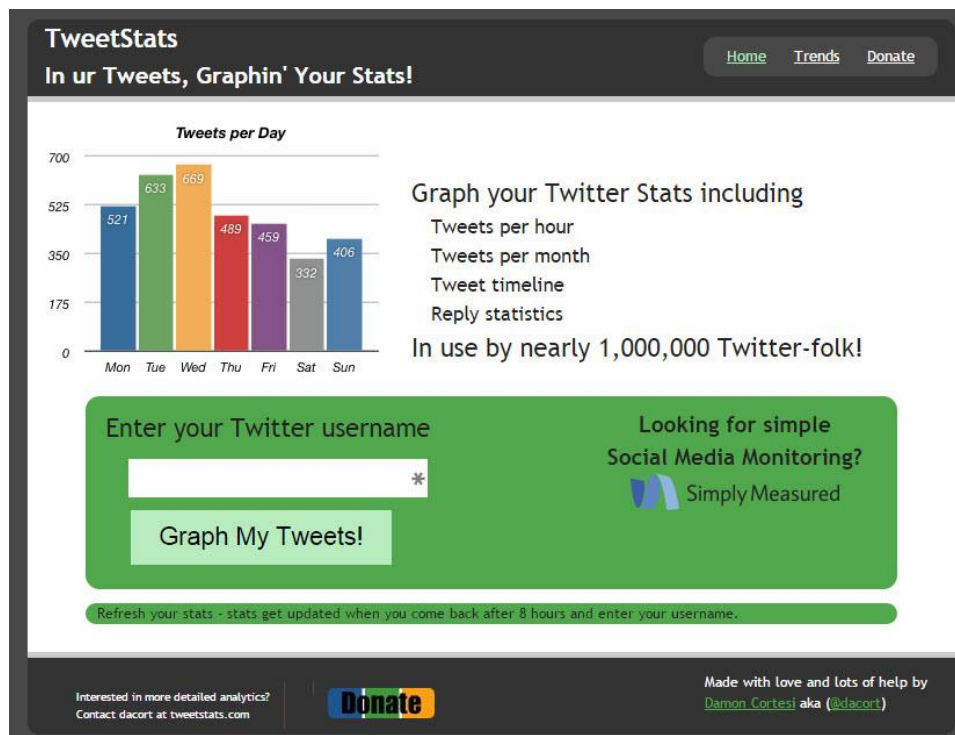
Where to find it: <http://www.Tweetstats.com/>

What they say: *Graph your Twitter Stats*

When should you use it?

When you want great stats and data in a simple to digest format.

What it looks like:



TwtPoll

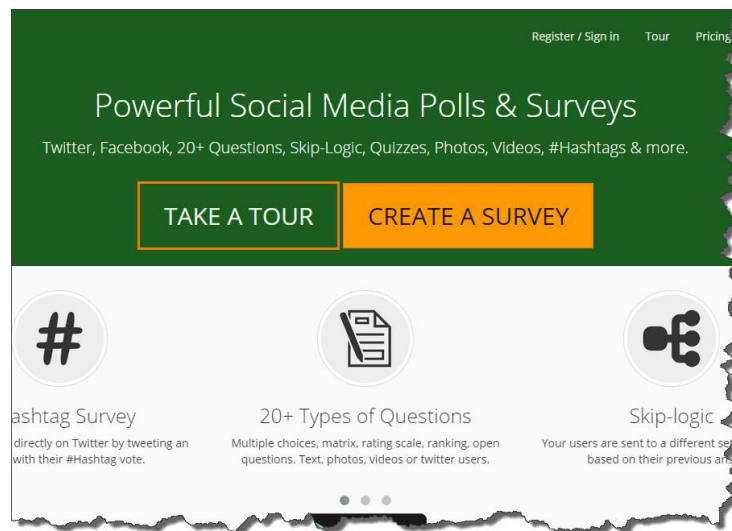
Where to find it: <http://twtpoll.com/>

What they say: *Powerful Social Media Polls & Surveys*

When should you use it?

This is a paid for service, but a very useful tool if you need to do a little more with Twitter.

What it looks like:



Twitterfall

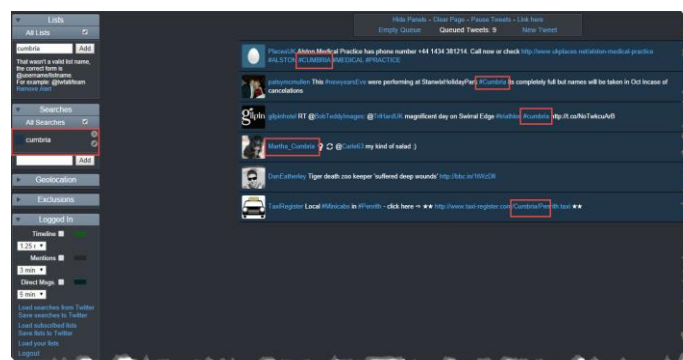
Where to find it: <http://www.twitterfall.com/>

What they say: *Twitterfall is a Twitter client specialising in real-time Tweet searches. New Tweets fall into the page.*

When should you use it?

I used this a lot as a journalist to search for and monitor specific topics; it's great for that.

What it looks like:



Chapter 12. Twitter Time Management

As you get busier and busier on social media, you'll find an increasing need to manage your time more effectively.

Whereas I only dabble with the tools in the previous chapter, I use Hootsuite and Buffer every day.

The other tool – Tweetdeck – is excellent and very useful too, but I'll explain its limited use a little later on.

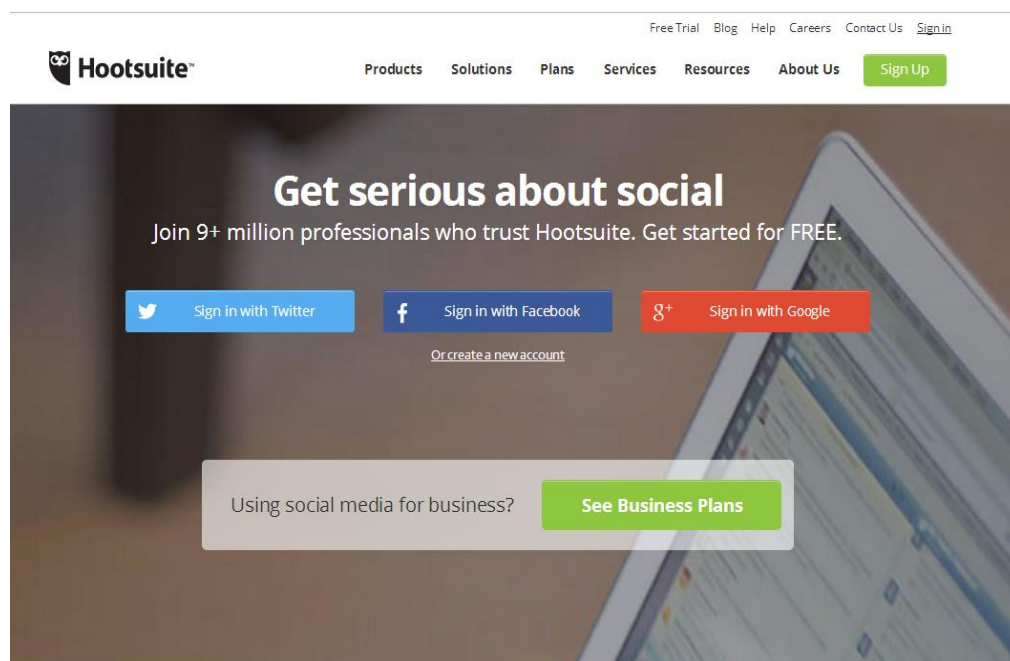
To get the best out of Hootsuite and Buffer, you need to use the Chrome browser.

Read on and you'll find out just how useful these time management tools can be.

Hootsuite

I use [Hootsuite](#) to monitor everything that goes on in Twitter.

I barely ever use Twitter directly, it all makes much more sense when viewed via Hootsuite:



Social media management for any organization

Manage social networks, schedule messages, engage your audiences, and

At the time of writing, Hootsuite will allow you to add three social media accounts for free.

I use it with a Facebook page and LinkedIn, I have used it with Google+ business pages as well.

It has basic analytics built in too, so I get to see what my activity is like and how much engagement I got on my Tweets:



Schedule. Manage. Measure.
Get the #1 Social Relationship Platform

	Free	Starter	Business
	Great for: Personal use	Great for: Small teams	Great for: Large teams
	Get Started Now	Get Started Now	Get Started Now
Plans & Pricing			
Social Profiles	Up to 3	Up to 10	Up to 50
Enhanced Analytics Reports	Basic	Basic	Advanced
Message Scheduling	Basic	Basic	Advanced
Team Members	None	1 included	5 included
App Integrations	Basic	Basic	Advanced
RSS	Up to 2	Up to 10	Unlimited
Hootsuite University	Optional	Optional	Optional
uberVU	Optional	Optional	Optional
Security	Optional	Optional	Optional
Veracity/Custom URL's	Optional	Optional	Optional

Hootsuite in a nutshell:

- 1: Allows you to monitor multiple social media streams via a single console
- 2: Great for teams
- 3: Cross platform
- 4: Provides free email reports
- 5: Fabulous when you need to link up multiple services

I have my Hootsuite streams set up to show me the following things:

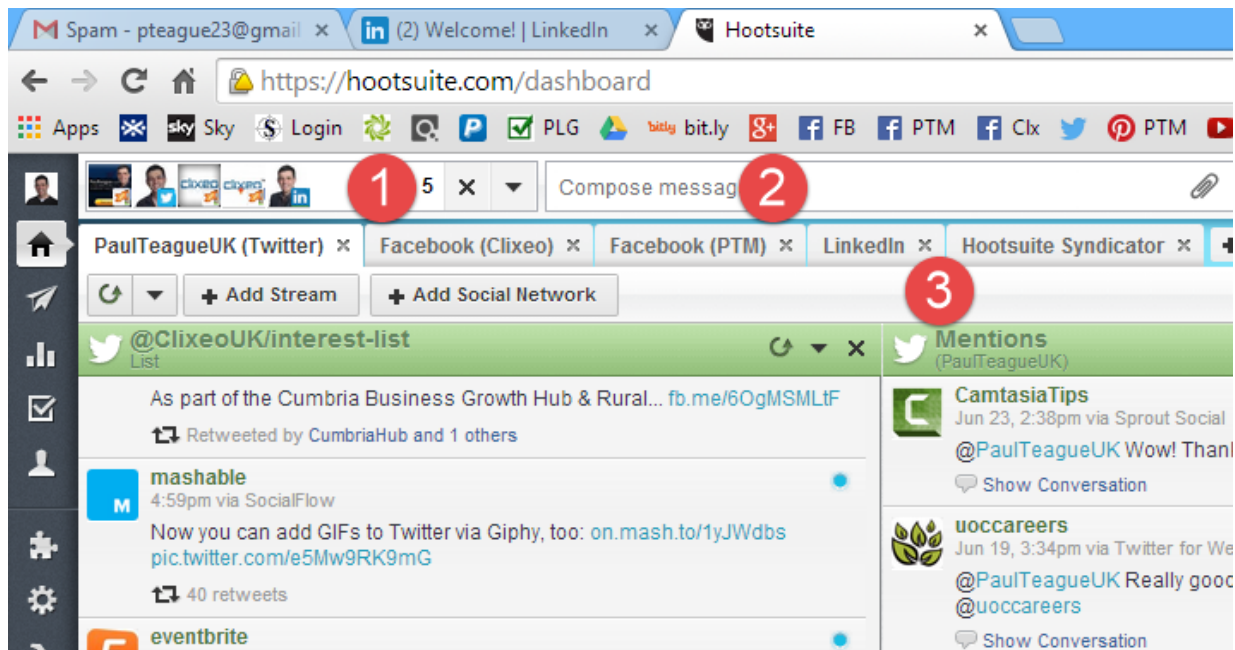
- 1: My interest list (I don't monitor all Tweets, just the people that I'm really interested in!)
- 2: My Mentions
- 3: My Direct Messages
- 4: My own Tweets

5: My new Followers

6: Hashtags which are of particular interest to me

With Hootsuite, I get to see all of the things that I am interested in, but get none of the chatter and background noise.

I can also post directly from here to multiple social media channels:

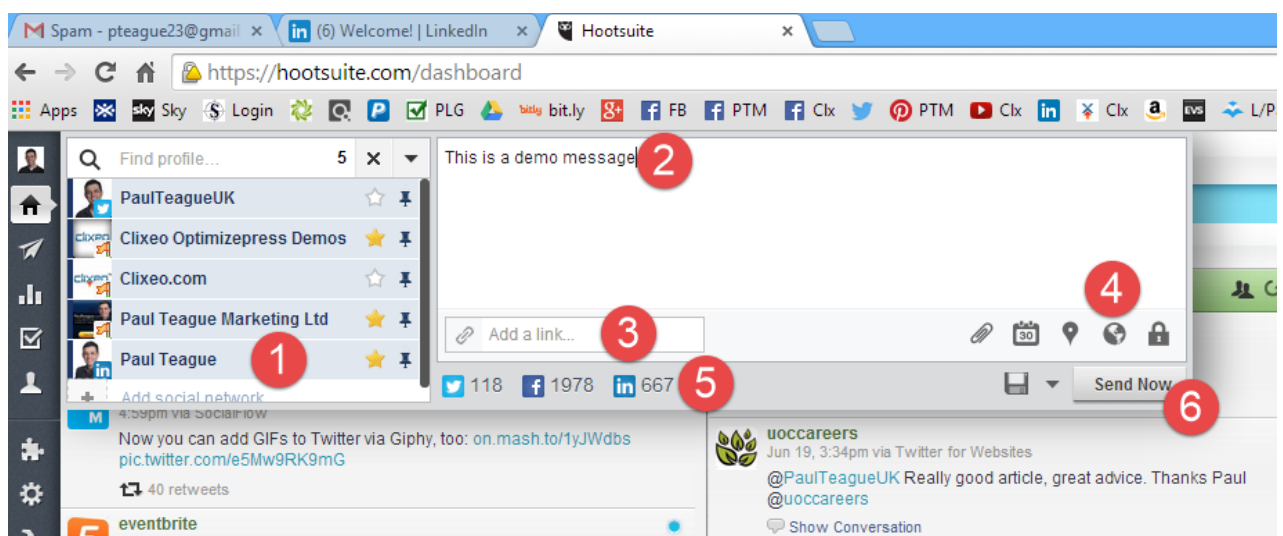


1: Shows connected social media channels

2: Message compose area, I can add attachments, images, targeting options and web links, which will be automatically shortened using the built in ow.ly service.

3: I can run a maximum of 10 streams across each social media channel

The image below shows the posting process in more detail:



1: Connected social media accounts

2: Message area

3: Link adding area

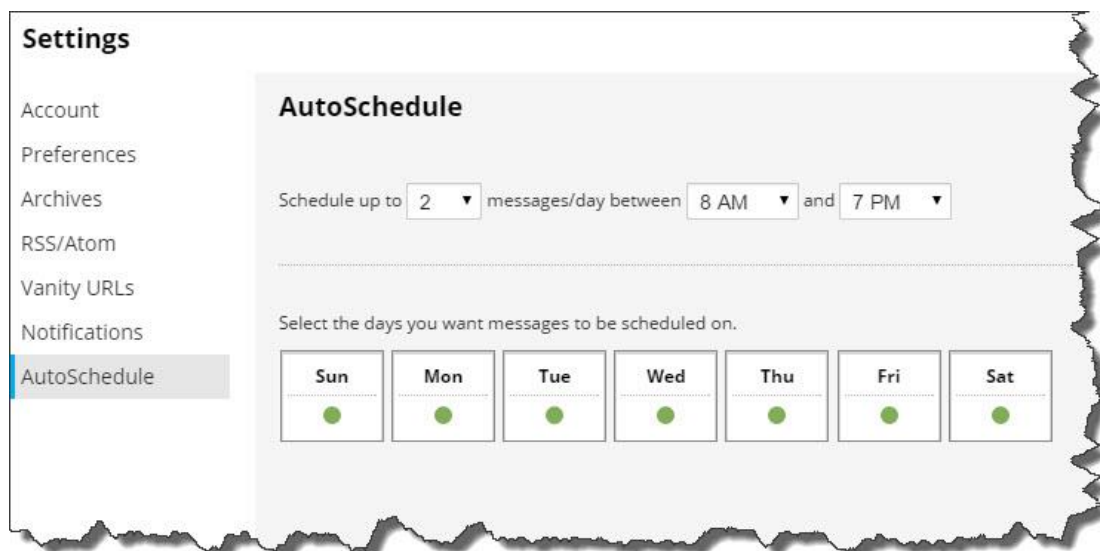
4: Add file or image/scheduling option/location/targeting/privacy option (not available for Twitter)

5: Remaining characters for each social media channel – very useful when posting to multiple channels!

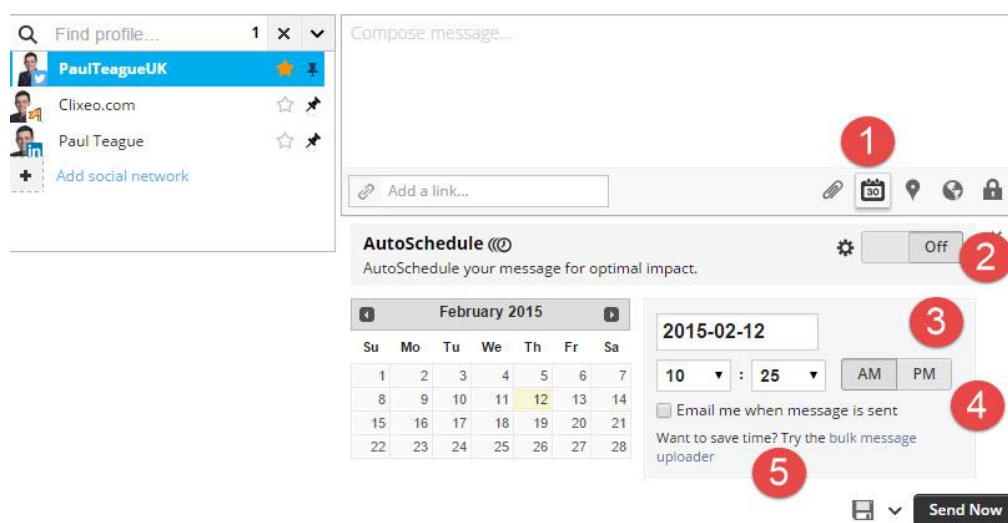
Hootsuite can be used for auto-scheduling and manual scheduling.

Its auto-scheduling is making it very similar to Buffer as you'll see shortly.

You set the times of day – and days – on which you want your posts to be published:



Manual scheduling gives you lots of control about when your posts are released:



- 1: Scheduling button
- 2: AutoSchedule on/off
- 3: Date and time options
- 4: Email notifications to confirm that posts have been published successfully
- 5: Bulk message uploader – great if you are running a specific promo campaign

Buffer

At the time of writing, I use both Buffer *and* Hootsuite.

As Hootsuite becomes more and more like Buffer, I may eventually turn off the plug and move to Hootsuite.

Or Buffer!

I'm not sure which one I'll choose when the time comes; I love them both.

At the moment, I use Hootsuite for monitoring Twitter and for making live posts to Twitter, Facebook, and LinkedIn.

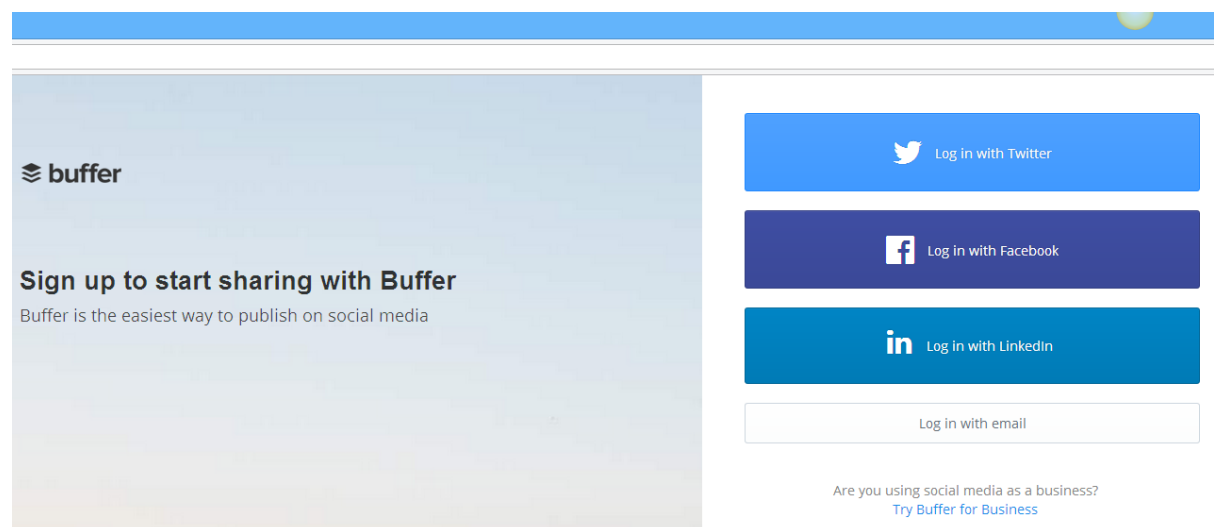
I use Buffer to pre-schedule my posts.

You should never completely auto-schedule your social media posts, they must always be supplemented by a real, live, interactive human being.

I use scheduling only as my 'bottom line' to ensure that I'm sharing content every day, even when I'm on holiday, engaged in training all day or anything else that takes me away from my PC.

Buffer's URL is not quite what you'd expect it to be: <https://bufferapp.com/>

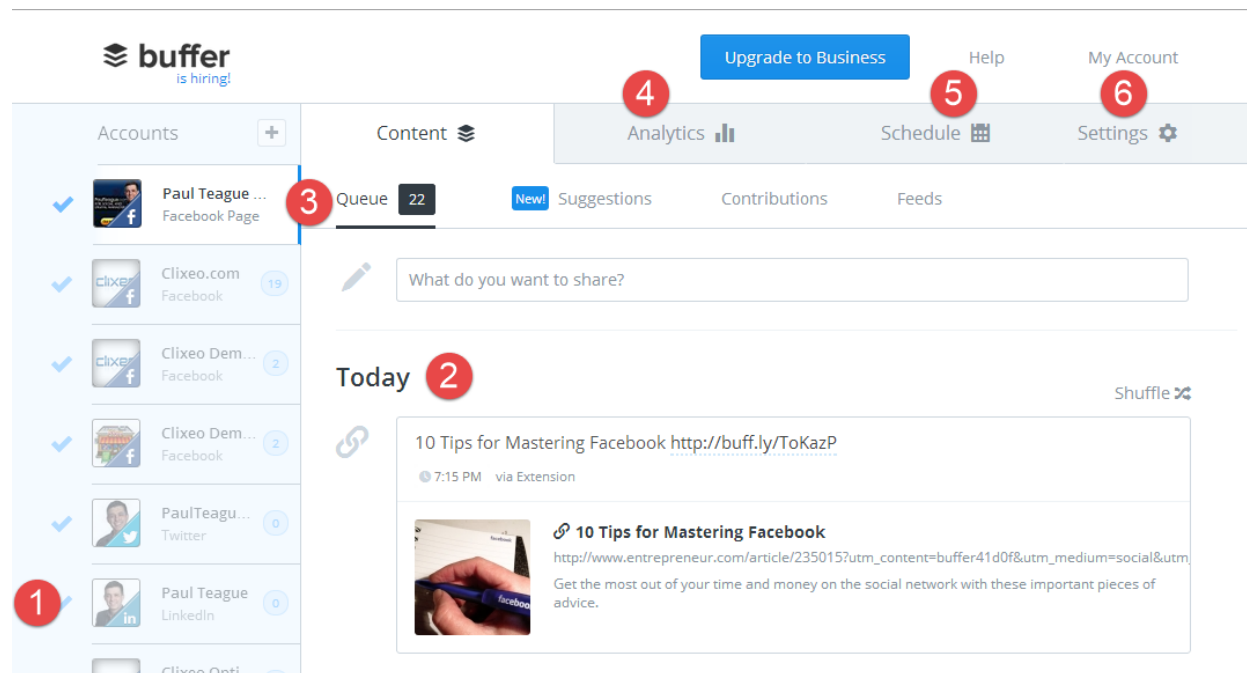
This is what Buffer looks like when you go to the main page:



Here's what Buffer can do for you:

- 1: Manage multiple Twitter, Facebook, Google+ and LinkedIn social media accounts
- 2: Set up your own posting schedule for each social media channel
- 3: Easily add content and updates to Buffer
- 4: See which content gets the most engagement via built-in analytics

This is what Buffer looks like:



- 1: Connected social media channels
- 2: Scheduled posts
- 3: Check your queue for each social media channel
- 4: Analytics tab
- 5: Set up a unique schedule for each social media channel
- 6: Channel settings

When you schedule a post in Buffer, it just joins the queue for any selected social media channel and is automatically posted at the given time.

I much prefer Buffer's management interface for this, and that is why I still use Buffer alongside Hootsuite, for my tastes Hootsuite hasn't quite got that sorted out at the time of writing.

Buffer is free for basic use by the way, but I do pay \$102 annually for the service because I have 7 social media channels connected to it.

Here is how you add those channels:



This is what it looks like when you post to Buffer.

You can select any combination of your social media channels (1) insert an image (2) and add to your queued items, share next, share now or schedule (3):

Hey there!

Looks like we have sent all of your updates. Share below!



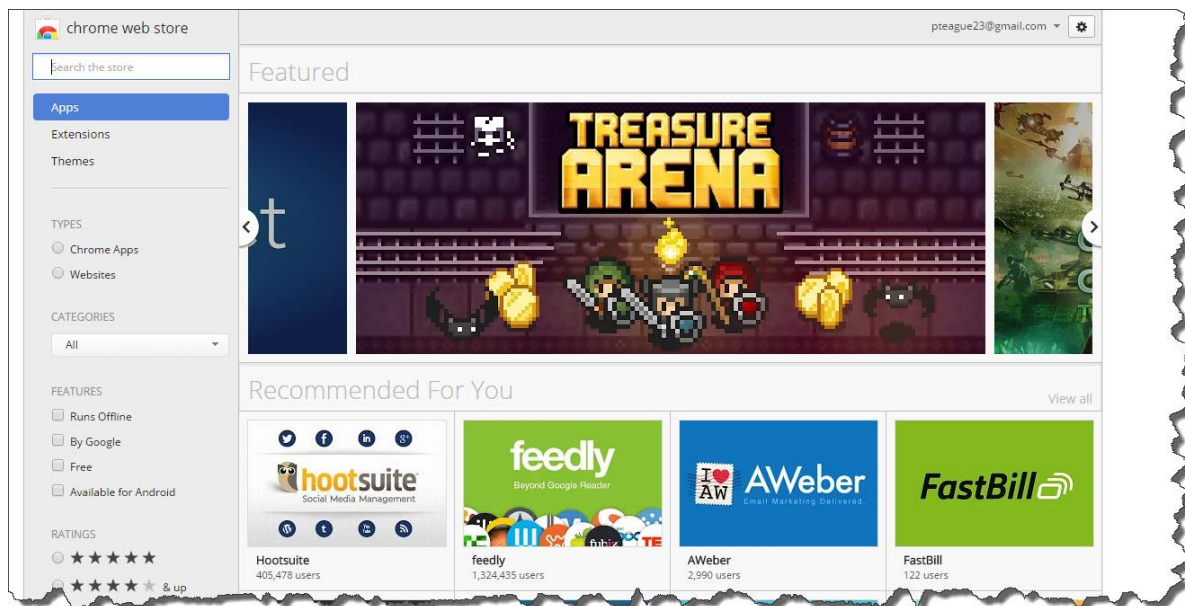
Buffer is very easy to use and has a lovely, uncluttered interface.

Buffer And Hootsuite Ninja Trick

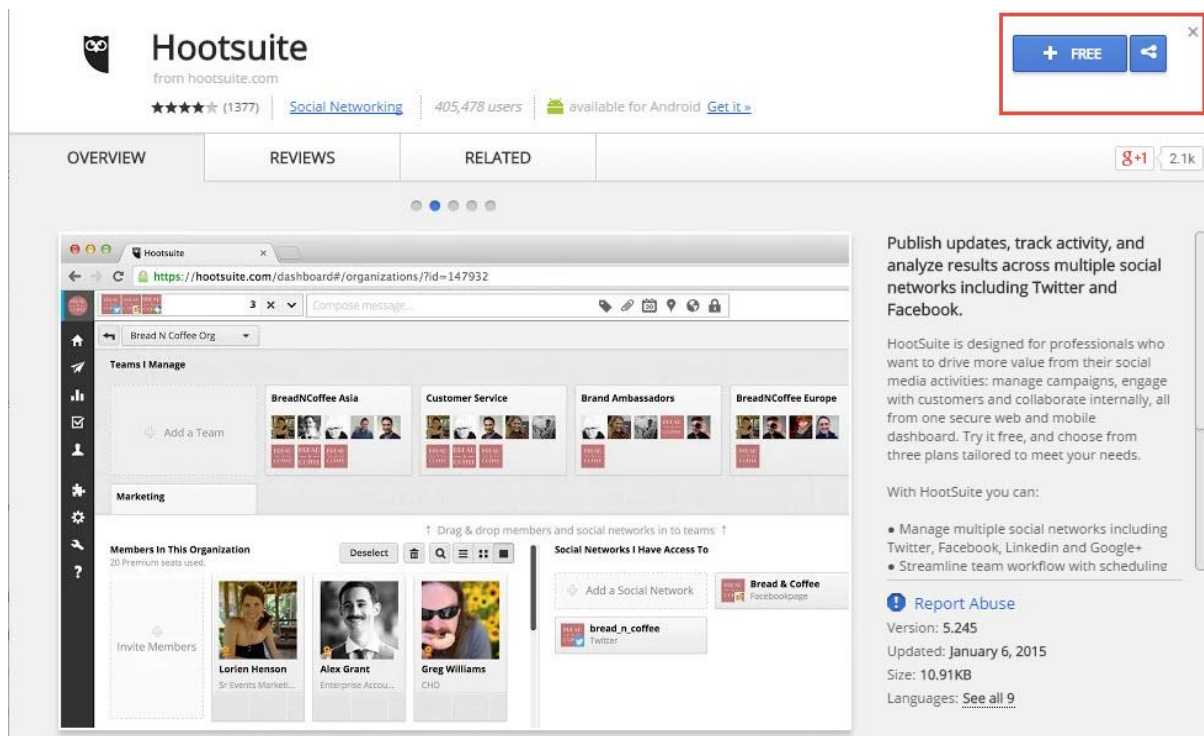
The best way to use Buffer and Hootsuite is in the Google Chrome browser via their apps.

This means that you don't even have to leave your browser to send our schedule updates, it's a real time saver.

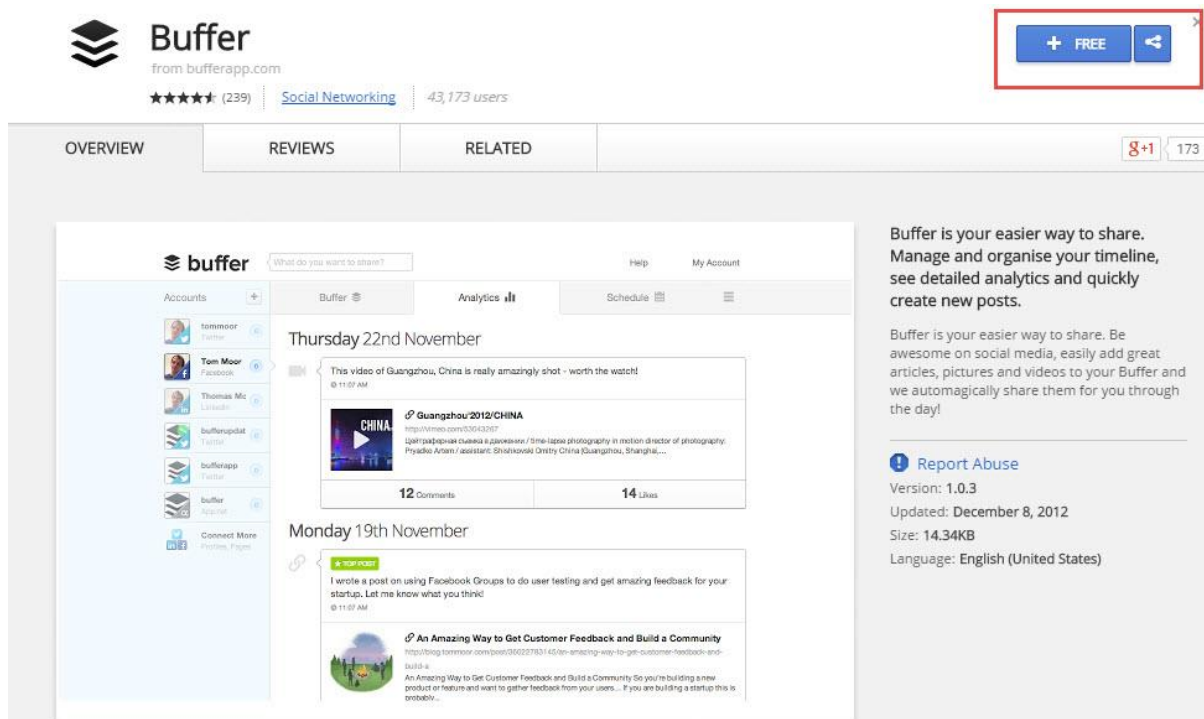
The apps are found in the Chrome Store:



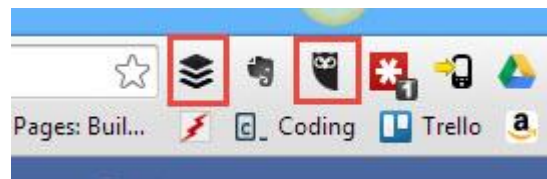
Search first for Hootsuite and click on the **+Free** button to add it to your Chrome browser:



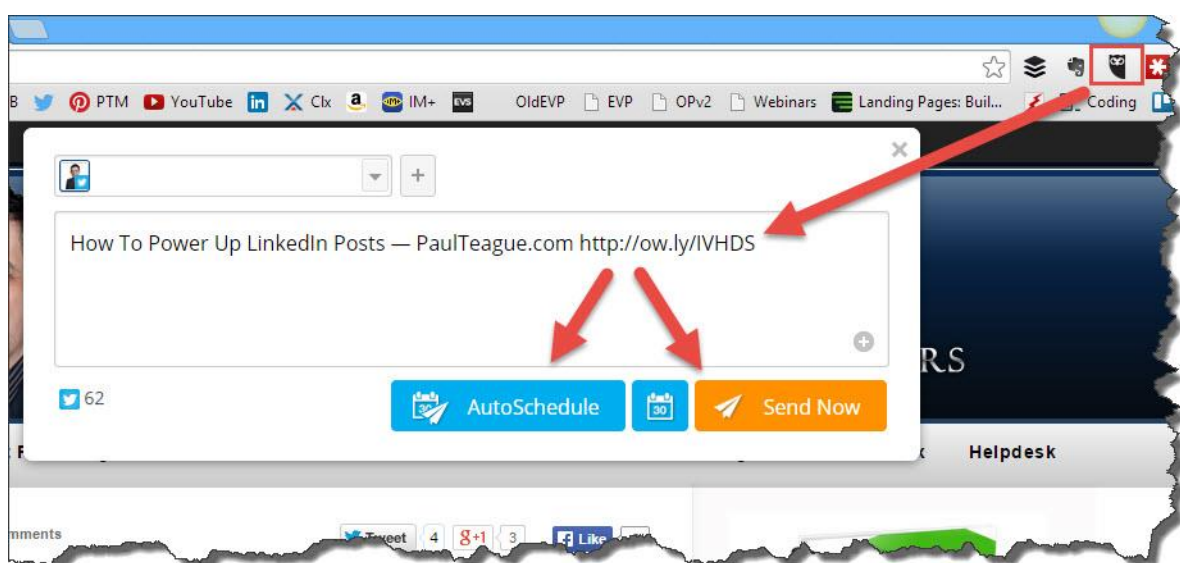
Once you have added the Hootsuite app (it takes a minute and is completely painless!) do the same for Buffer:



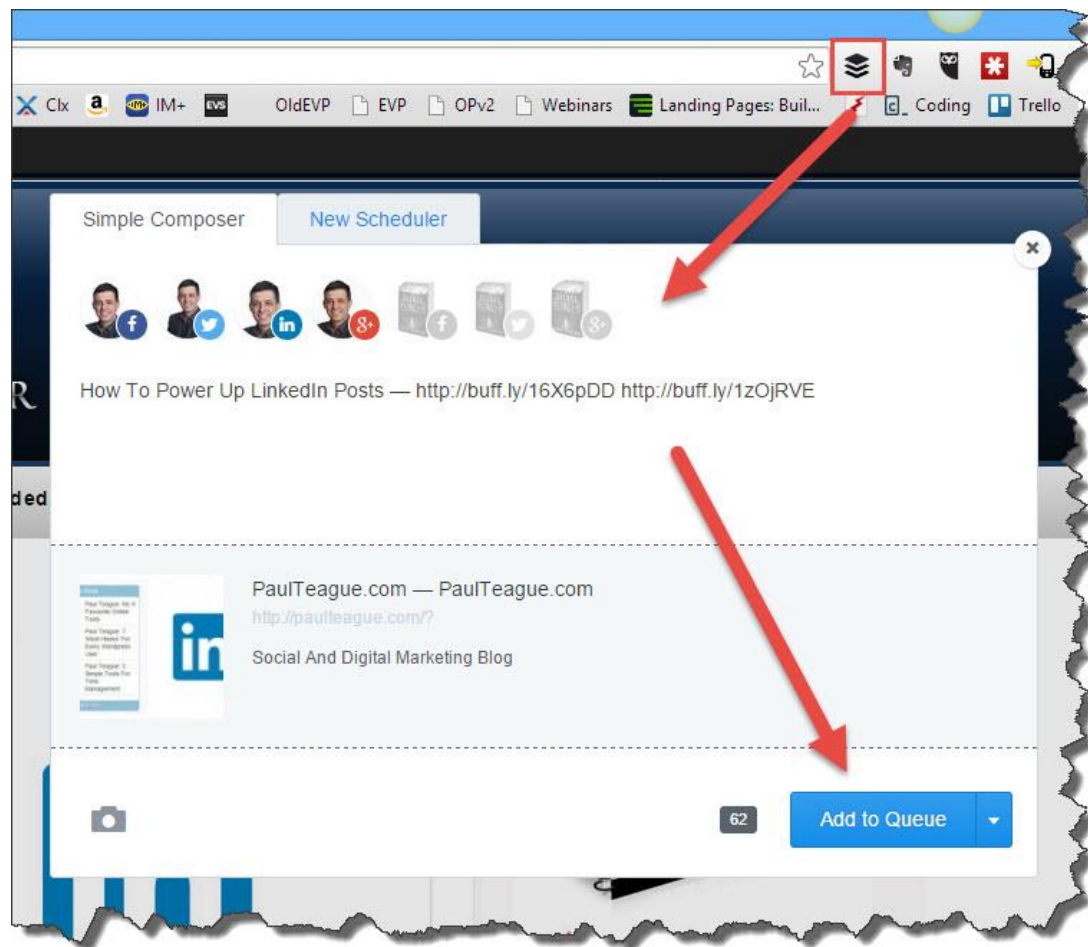
When you have added both, you will see that two tiny icons have appeared at the top of your Chrome browser:



Whenever you want to make a post or share a great blog post or article, just click on the appropriate icon via your browser bar:



The image above shows you how it works with Hootsuite; the image below shows it with Buffer:



The big deal about using this technique is that it is a massive time saver.

These widgets added to my Chrome browser make my social media so much simpler; I really recommend that you check them out.

A Word About TweetDeck

Create a custom Twitter experience.

Organize and build custom timelines, keep track of lists, searches, activity and more—all in one interface.

Find exactly what you're looking for.

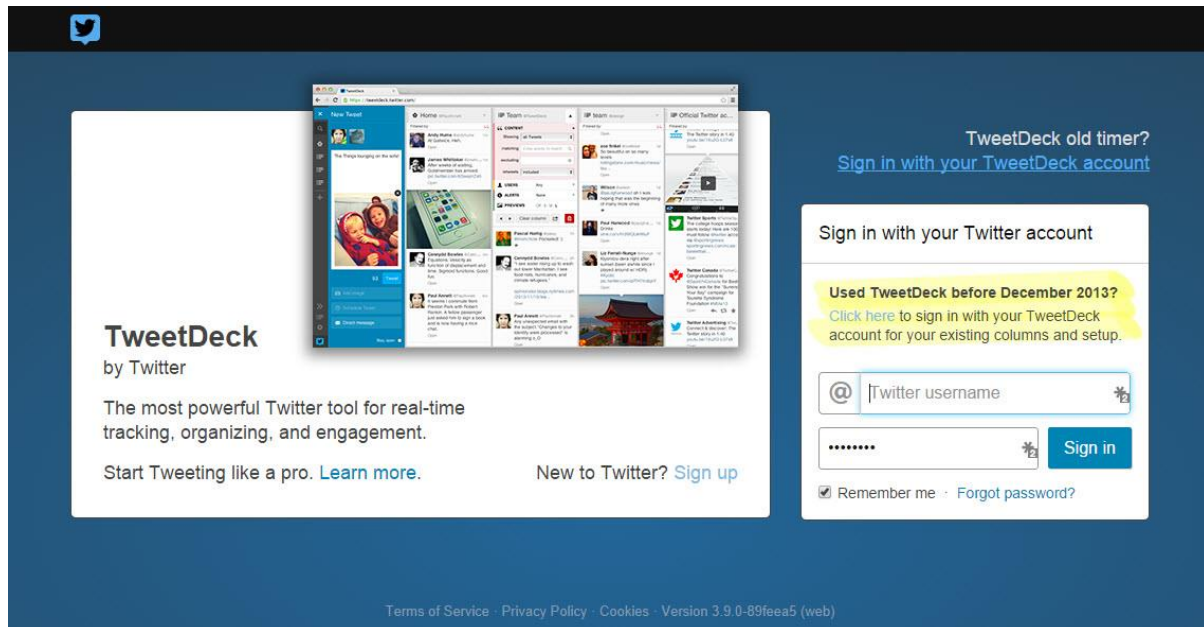
Create searches to track topics, events and hashtags. Refine the results with filters.

Manage multiple accounts.

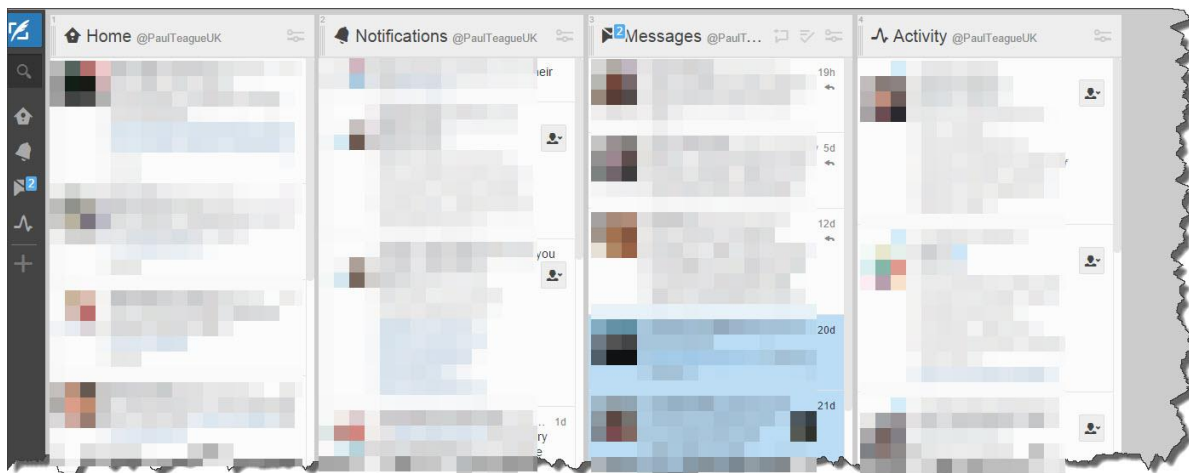
Tweet, monitor and follow new accounts from all—or just one of your accounts.

TweetDeck is Twitter's own tool and I did use it many years ago.

I feel that it largely superfluous, even though there is absolutely nothing wrong with it at all, but it integrates very nicely with Twitter via the 'Twitter for teams' area in your Privacy settings.



In very simple terms, it's just Hootsuite without all the other social media channels:



The interface even looks the same!

So, if you only ever use Twitter, this might be an option to consider, but if you use more than one social media outlet, there's not a lot of point.

Don't get me wrong, it is great, and the Twitter tools buried deep within are fabulous.

In my view, it's just one more thing to look at, and as I can't do anything else with it, at most I will only ever be an occasional visitor to TweetDeck.

It is free by the way, so there's no reason why you shouldn't check it out.

Chapter 13. What Next with Twitter?

Congratulations, you now know how to set up and run your Twitter account, and you have a great grounding in all of the tools and time management strategies deployed by the experts.

You have 24/7 access to this full step-by-step guide so that you can read all of this valuable information whenever you're ready to use it in your own business.

Twitter is a unique and amazing social media platform, there's nothing quite like it for real-time updates and easily accessible information.

So, with all of these possibilities at your fingertips, what happens next?

First of all, please make sure that you have your profile and SEO elements set up correctly, because without these in place, very little will change unless you have a ready-made audience as a celebrity.

Next, dive into the settings and get Twitter running the way that you want it.

If you're constantly disturbed by unwanted notifications and updates, it's unlikely that you will ever really embrace the true power of Twitter.

Organize the people that you are following into lists and prioritize those who you wish to pay the closest attention to.

Finally, embrace at least one of the many wonderful 3rd party tools that are freely available to make Twitter a more meaningful experience and to manage the way that you spend your time on it.

Remember, the ROI with social media is not usually cash in your pocket in the first instance, if you use it with that sole purpose in mind, you're likely to be quickly disappointed.

You might also decide to take Twitter's advertising tools out for a spin, I am finding these to be particularly useful in my author work, and the targeting possibilities are incredible.

Above all, though, build relationships, take part in - and start - conversations and get involved in the wonderful hubbub that makes up life on Twitter.

Essentially, like most things in life, it's all about people, never forget that when using Twitter.

I have used Twitter happily for many years now, and I hope that this guide will empower you to do exactly the same thing in your own business for years to come.

Paul Teague

Great Twitter Resources

Here are the tools that I recommend in this guide to assist you with your journey on Twitter:

Buffer: <https://bufferapp.com>

HootSuite: <https://hootsuite.com/>

Canva: <https://www.canva.com>

TweetDeck: <https://Tweetdeck.twitter.com>

SocialOomph: <https://www.socialoomph.com/>

Twellow: <http://www.twellow.com/splash/>

Must have Twitter Tools for every Power User:

<http://www.shoutmeloud.com/twitter-tools.html>

Here are some recommended articles to support your learning of Twitter and also to encourage you to take your learning to the next stage:

The Beginner's Guide to Twitter: <http://michaelhyatt.com/the-beginners-guide-to-twitter.html>

Getting started with Twitter: <https://support.twitter.com/articles/215585-getting-started-with-twitter>

Twitter Tips For Beginners:

<http://www.pcmag.com/article2/0,2817,2341095,00.asp>

10 Social Media Marketing Tips for beginners: <https://www.reliablesoft.net/10-social-media-marketing-tips-for-beginners/>

Fast Five: Twitter Tips for Beginners: <http://masslomap.org/twitter-for-beginners/>

5 important things beginners on Twitter need to know:

<http://www.socialstrategies.net.au/5-important-things-beginners-on-twitter-need-to-know/>

My Twitter Info On Pinterest: <https://www.pinterest.com/paulteagueuk/twitter-infographics/>

15 Fascinating Ways to Track Twitter Trends:

<http://mashable.com/2009/04/04/twitter-trends/>

Best practices tips: <https://business.twitter.com/basics>

Twitter for smaller businesses: <https://business.twitter.com/>

31 Twitter Tips: http://www.forbes.com/fdc/welcome_mjx.shtml

Five top tips on using Twitter effectively for business:

<http://www.theguardian.com/technology/video/2013/oct/25/david-schneider-twitter-tips>

Top 20 Twitter business tips:

<http://www.telegraph.co.uk/technology/twitter/9093740/Top-20-Twitter-business-tips.html>

A Twitter Action Plan: <http://sproutsocial.com/insights/data/twitter-action-plan-top-tips-business/>

5 Advanced Twitter Tips for Your Small Business:

<http://mashable.com/2012/06/23/twitter-tips-small-business/>

How to Use Twitter for Business: <http://uk.pcmag.com/software/16105/guide/how-to-use-twitter-for-business>

16 Creative Ways to Use Twitter for Business:

<http://www.socialmediaexaminer.com/twitter-for-business/>

50 Tweetable Twitter Tips You Wish You Knew Years Ago:

<http://blog.hubspot.com/marketing/twitter-tips-list>

Twitter Guide Book – How To, Tips and Instructions by Mashable:

<http://mashable.com/guidebook/twitter/>

Stuff Made Simple

About The Author



Hi, I'm **Paul Teague**, and I've been making websites since 2001.

In my professional life, my team and I won an international Webby Award in the 'Communities section' during 2006, an award won by Flickr the year after.

In 2009, we followed that up with Silver in the W³ Awards.

I run numerous websites, but you should check out my blog at PaulTeague.com first of all as that's where I place all my free information, tips and content about working online.

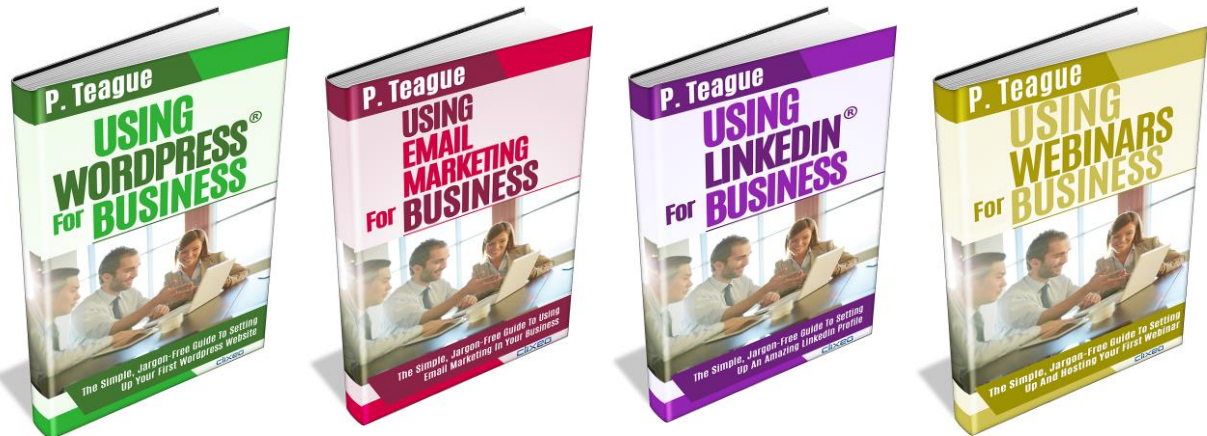
You can also connect with me easily via social media on that site.

I write and publish straightforward 'how-to' guides under the 'Stuff Made Simple' brand (see: <http://stuffmadesimple.net>) and I teach business people about Facebook, Facebook, LinkedIn, Twitter, Google+ ... in fact, anything web-related.

I have written a sci-fi/dystopian trilogy called 'The Secret Bunker' and you can find out more about it at my author website: <http://thesecretbunker.net>

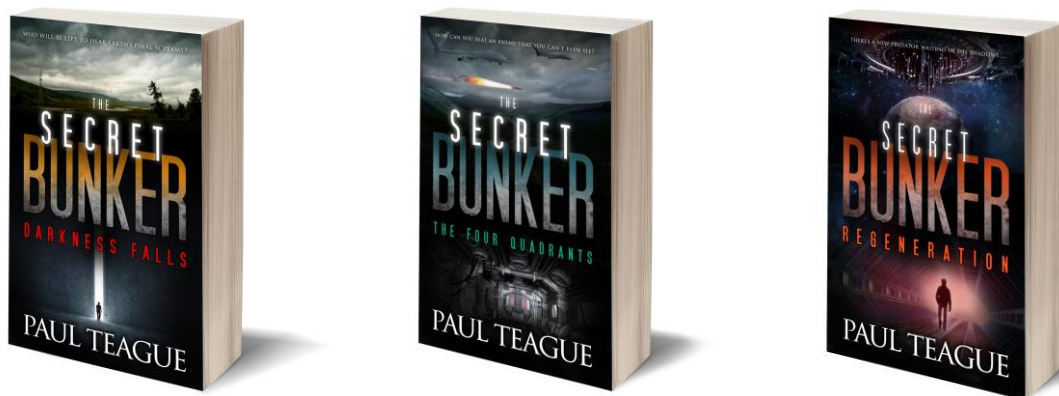
Other Books by Paul Teague

Writing as P.Teague [Online marketing books]:

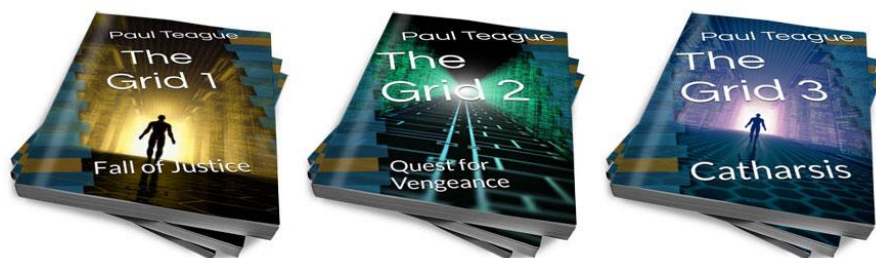


More details about these guides [here](#)

Writing as Paul Teague [Fiction books]:



More details about The Secret Bunker Trilogy [here](#)



Also, check out [The Grid Trilogy](#), new in 2016!



Recommended Resources

Check out my most recommended web tools [here](#).

I use – or have used - all of these resources in my business, many of them every day.

I hope that they are useful to you.



As a thank you for buying 'Using Twitter For Business', I'd like to give you a complimentary copy of the book to download in .pdf format so that you may refer to it when setting up your first live webinar event.

This will give you access to full-colour images, allow you to follow the step-by-step guidance and scribble notes on the pages.

To access this download, please click [HERE](#).

If there are any major changes on Wordpress, in between revisions of this guide, I will post about them on this page: <http://paulteague.com/twitter-updates/>

Enjoy!

Paul Teague

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