

Twitter Strategy

What Is This?

The Twitter strategy is a plan for using the right techniques to grow your business using Twitter. It means understanding how Twitter works and what people respond to, and using those tools actively in a social media campaign.

Why Do I Need This?

With Twitter, unlike other social media, you can follow anyone you want, without asking them to Friend you first. This has value if you want to build new relationships with someone who's got interesting content or information. You can just send them a message saying something like, "Hey, I liked your post on belly button lint." Furthermore, when you have a lot of targeted followers doing the same with you, there's a good chance your content will spur them to action—whether by going to your website to read a blog post you've just written, visiting your Facebook Page where they "Like" you, taking you up on a free offer you make, etc.

The top three top social media tools you will use to build your business are Twitter, Facebook, and LinkedIn. Without Twitter, your marketing campaign would be like a three-legged stool with only two legs! As with any social media, there will be people a lot of people who never notice you, and many others who're tuned in and turned on by your great content.

What Are the Key Actions?

- Sign up for a Twitter account
- Create your profile
- Create your custom background
- Sign up for various Twitter apps
- Create a Twitter marketing plan

How Can I Learn More?

- <http://blog.twitter.com/>
- <http://www.mashable.com> (Search: Twitter)
- <http://www.socialmediaexaminer.com/> (Search: Twitter)

Twitter Checklist

Sign Up for a Twitter Account

Steps in the Process	Check Done
1. Go to http://twitter.com . Follow the instructions for creating an account.	<input type="checkbox"/>
2. Focus on your username: <ul style="list-style-type: none"> • 15 characters, no spaces or special marks • Use your own name (BobSmith), or... • Use a descriptive name (eBizSpeaker), or... • Use a combination, if you can fit it in (BobSmithSpeaker) • Don't use your name with a number (Tom75 and Tom85 are indistinct) 	<input type="checkbox"/>
3. Skip the list of Twitters Suggestions on the next screen and go directly to the Interests category. <ul style="list-style-type: none"> • Enter the main category of people you feel your speaking messages are directed at. For example, real estate agents, small business owners, coaches, artists, engineers, etc. 	<input type="checkbox"/>
4. On the Friends tab, import any of your existing contacts, especially LinkedIn.	<input type="checkbox"/>

Create Your Profile

Steps in the Process	Check Done
1. At the top of your personal Twitter screen, click on Profile. You will then see an option to Edit your profile . Click that. <ul style="list-style-type: none"> • Follow the instructions for completing your profile. • NOTE: Use the same or a part of the same image you use for your other social media. This creates a consistent image across all social media. 	<input type="checkbox"/>
2. Write a great Bio: <ul style="list-style-type: none"> • You get 160 characters to wow the world with your bio. Use them. And use as many of 'em as possible. Don't overlook the importance of a bio. You know you rock, your mom knows you rock but the wider world might need a little more persuasion. Your bio shows up in the box that people see when they hover over your name or image so it needs to sell a Twitter user enough to make them want to click through and hit that follow button. • Explore Twitter bios. Find those you like and copy them with your own data. • DO make your Bio keyword-rich. 	<input type="checkbox"/>

Steps in the Process	Check Done
<p>3. It is NOT recommended to post your Tweets to Facebook. Tweets on Facebook are generally an annoyance as they clog your friends' news feeds with trivia. If they want that, they'll follow you on Twitter. (However, it is recommended that you Tweet your Facebook posts, and there's an app on Facebook for that.)</p>	<input type="checkbox"/>

Create Your Custom Background

A custom background allows you to tell visitors more about you than the 160 characters allowed in the bio. The custom background primarily makes the left-side of your Twitter page into a mini-billboard.

Steps in the Process	Check Done
<p>1. In the Settings menu, select the Design tab. You will notice a number of template designs. When you click on one of the designs, the color scheme of the page also changes. Choose a color scheme that fits your branding.</p> <ul style="list-style-type: none"> • Don't worry about the template image. That will go away once you add your custom background. 	<input type="checkbox"/>
<p>2. Either hire someone to create a professional Twitter background that matches the branding of your other social media, or create a simple background yourself. Add your photo and other information you want people to know about you. List your blog, your books, what you do, etc.</p> <ul style="list-style-type: none"> • See Guidelines for Creating a Simple Custom Twitter Background, attached. 	<input type="checkbox"/>

Sign Up for Various Twitter Apps

Twitter can be time-consuming. There are followers to interact with, new people to follow, and continuous Tweets to be made. Fortunately, a plethora of Twitter apps make it a lot easier.

Steps in the Process	Check Done
<p>1. To sign up for new apps, go to the app you want (see the list attached). Each app will have a link that automatically plugs into your Twitter account. Just be sure you're logged into Twitter first.</p> <ul style="list-style-type: none"> • See Guidelines to Twitter Apps, attached. 	<input type="checkbox"/>

Create a Twitter Marketing Plan:

Using Twitter requires understanding a few basic guidelines:

- You don't have to read every tweet.
- You don't have to reply to every @ tweet directed to you.
- Use direct messages for 1-to-1 conversations.
- Use services like [Twitter Search](#) to make sure you see if someone's talking about you.
- Learn quickly to use the URL shortening tools like [TinyURL](#). It helps tidy up your tweets.
- Avoid Tweet clumping. Try to space your Tweets out over time.
- Avoid long strings of @reply. When someone new comes to view your profile and all they see are a string of @replies, they won't find you of value to them. Save conversations for direct messages.

Steps in the Process	Check Done
1. Write between 7 and 14 Tweets in advance for the week. Schedule them for posting using Socialoomph or similar 3 rd part app. <ul style="list-style-type: none"> • See Guidelines for What Makes a Good Tweet, attached. 	<input type="checkbox"/>
2. Build followers. Spend a few minutes each week following interesting people and people in your target market. <ul style="list-style-type: none"> • Click name of someone you want to follow. From their profile, click on their <u>followers</u>. Now you can run down the list and click follow for all of them you want. A large percentage of them will follow you back. • Periodically “flush” the unfollowers. You want to maintain a somewhat equal balance of followers to following numbers on your profile. 	<input type="checkbox"/>
3. Schedule time to interact on Twitter in person (as opposed to scheduled Tweets. Commenting on others' tweets, and retweeting what others have posted is a great way to build community. Retweeting means forwarding what other people have said. You can also retweet blog posts you're reading, which is an easy way to Tweet! <ul style="list-style-type: none"> • The basic marketing plan for Twitter is: Tweet. Retweet. Engage. Repeat. 	<input type="checkbox"/>
4. Create Landing Pages that link to your Twitter posts. That way, when you make a special offer, you can send people directly to it!	<input type="checkbox"/>
5. Link your Tweets to your Facebook Page, when relevant.	<input type="checkbox"/>
6. Set up and use Lists to manage your Twitter followers and engage in conversations! <ul style="list-style-type: none"> • See, Guidelines for Using Twitter Lists, attached. 	<input type="checkbox"/>

Guidelines for Creating a Simple Personalized Twitter Background

2. Create a new image document in your image software: 2048 pixels wide x 700 pixels tall.
3. Select the background color. Make sure you set your Twitter background to the same color so that the Twitter background merges with your added image.
4. Start your content below 83 pixels so that the Twitter logo does not cover your content.
5. Create a box for your content that is 200 pixels wide x 500 pixels high. Remember that the background image doesn't move with your page as visitors scroll down, so anything you want them to see has to be above the fold. You can make this a shadowed box, or have no outline at all.
6. Add your photo and other information you want people to know about you. List your blog, your books, what you do, etc.
7. Click on the button on your Twitter Design tab that says **Change Background Image**.
8. Upload your image. Test it out. Tweak it if necessary.



Guidelines to Twitter Apps

<http://www.Tweepi.com>

Make it easier to Unfollow people who aren't following you back. In the world of Twitter, it's unrealistic to expect everyone to follow you back. There are some celebrities with hundreds of thousands of followers. You get to decide if you want to keep following them, even if they aren't going to follow you back.

However, for the vast majority of people you follow...potential customers, joint venture partners, and interesting experts, you do want to be followed back.

You can easily see who is and isn't following you, and either unfollow them one at a time, or en masse by using Tweepi.

Also, you can instantly follow groups of people who are following you, but you are not yet following back.

<http://www.socialomph.com>

Pre-write and schedule the gradual release of Tweets. Select times of the day when statistics have shown Tweeting to be most effective. Socialomph makes it possible to schedule Tweets (as well as blog posts and Facebook posts) for release whenever you want.

Socialomph also lets you send an automatic follow to followers, as well as send an automatic "thank you" message when someone follows you.

When you're Tweeting an offer that asks people to click a link that sends them to a landing page, Socialomph will also give you stats on your click-throughs. It's a good all-purpose tool.

Guidelines for What Makes a Good Tweet

1. Instead of answering the question, “What are you doing?” answer the question, “What has your attention?”
2. When promoting a blog post, ask a question or explain what’s coming next, instead of just dumping a link.
3. Ask questions. Twitter is GREAT for getting opinions.
4. Use hashtags to promote your speaking events—both live and virtual. Let everyone at your event know your hashtag, and create regular Tweetable comments and moments. Pause to give people time to Tweet. (**See Guidelines for using Hastags, next.**)
5. When you’re at someone else’s event, if they have a hashtag, use it.
6. Take one of your presentations, break it up into tweets, pick an appropriate hashtag and Tweet it. You will connect with those who resonate with your message and gain attention those who want to book you.
7. The life span of a tweet is less than 1 hour. That means after an hour, your tweet announcing your latest workshop is lost in the chatter. If you want to grow your business using Twitter, you need to consistently Tweet. Retweet. Engage. Repeat. every day at several different times. (80/20 rule—80% about them, 20% about you.)
8. Have personality. being funny, or quirky, or compassionate, or even vulnerable... being transparent about why you do what you do is always key because it gives people something to identify with. And when that happens, your bottom line will grow.
9. Don't Stand Alone In The Corner Shouting Out Conversation Starters! Join other people’s conversations.
10. Find the people of influence on Twitter that you want to get to know and build a relationship with. Find the people of influence your ideal clients and target market follow and turn to for advice, information, and help. Add these influencers to a Twitter List so you can more easily interact with them and connect with them.
11. OMG And Holy Crap! Use the Character Code System to communicate based on who you are. Short, sweet, savvy and fun is best for Twitter. Only do this if it’s appropriate for your audience!
12. Tweet pictures using [TwitPict](#), and <http://picplz.com/>.

Guidelines for Using Hashtags

If you have been on Twitter for any length of time, you have noticed people often use a # symbol at the end of their messages. This is known as a hashtag. Hashtags are commonly used as a symbol to send out messages pertaining to a certain event. These symbols were actually made popular during the San Diego fires in 2007 as a way to group news messages.

Today, just about any subject you can think of uses hashtags in order to follow a particular stream of tweeted data. They are used for promotions and contests, as well as groups of people communicating together. One common hashtag seen on Twitter is #gno, which is Girls Night Out. You can join in the fun simply by searching Twitter for #gno.

Your business can also utilize this nifty symbol in order to announce new products or projects, keep customers informed of current events going on throughout your company. You can even build your business by providing clients with a useful way to keep track of you and your brand.

By grouping messages together and providing a common thread to search upon, you and your customers will be able to track any announcements put out by your business on Twitter with ease. Hashtags also force you to keep certain key words (such as #SEO or other searchable keywords) your business might be working to develop as optimized search terms in your text. Since all Twitter messages can be indexed by Google, the use of these key words will also help your business in developing their search engine rankings.

Here are a few things to remember when creating hashtags for Twitter.

- **Availability** – Check places like www.hashtags.org to see if the hashtag you want is already in use. If your tem is available, make sure you are following @hashtags and just input the hashtag you wish to use preceded by the # mark, of course.
- **Relevancy** – Make sure your hashtag is relevant to what you are trying to track. For instance, do not use #newyork if you are trying to sell watches in the New York area. Use something a little more specific to your business such as #FossilNY.
- **Memorable** – Keep your hashtags memorable so customers can find them easily. Large acronyms and heavy abbreviations detract from keyword usage and they are difficult to remember. Remember, the longer your hashtag, the fewer characters you will have to use in your actual text. Keep it short, simple and to the point.
- **Branding** – Use your hashtags to help develop a business brand. By using your tags to enhance your search engine optimization terms, your brand will be more visible to customers searching for what you offer. Remember to keep your hashtag in line with your business goals.

Guidelines for Using Twitter Lists

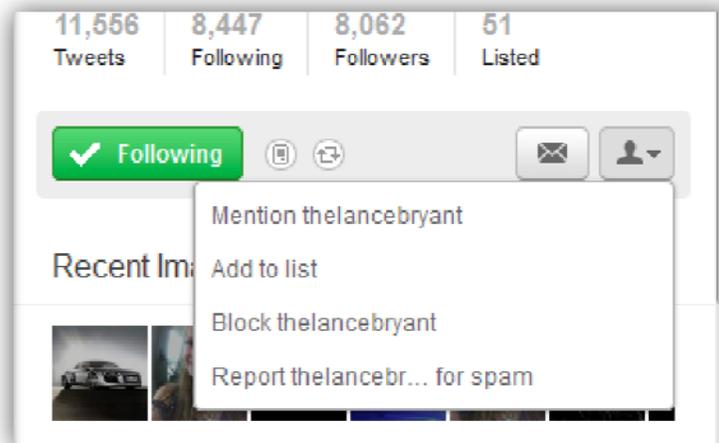
Twitter Lists are simply lists of Twitter users grouped together by some common thread.

For example, you could have lists of people who tweet about climbing mountains, lists based on people's hobbies or lists of people who all live in Salt Lake City.

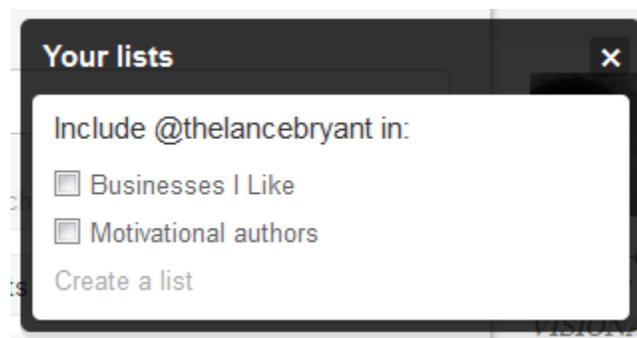
The main benefit of using Twitter lists is that you get a very quick snapshot of what people on that list are Tweeting, right now. You don't have to remember the names of people you are following. You don't even need to follow people on a list to see what they are tweeting. You simply open your list in Twitter and read what's being tweeted.

To create a list of your own, you first need to find the people you want to add to your list.

If you already know who they are, simply search for their Twitter handle using the search field in Twitter. Once you've found them, go to their Twitter profile and click the head icon on the right side. From the drop down box, select **Add to List**.



If you already have a list, you'll see a pop up box with a list of your lists. You can add a new list by clicking 'Create a list' underneath. If you have no list, you'll just see the Create a list option:



Give the list a name, include a description and decide whether your list will be Public (viewable to everyone on Twitter) or Private (viewable only to you).

NOTE: If you make your list public (highly recommended) everyone will also see the name of your list and its description – so try and be as professional as possible when naming your list.

When you click the Save list button, the Twitter account you had on screen at the time will automatically be added to the list you just created. To add additional accounts to this list, repeat the process but instead of creating a new list, simply check the box on the list(s) you've just created.

Access Your Lists

Once you've created a list or two, use them to get a quick snapshot of what people in your lists are tweeting about.

To access your lists, click the Home button at the top of your page in Twitter. Just under the 'What's Happening' status update box, you'll see a series of options. Select **Lists**.

Click on any of the lists you've created to see the tweets from people in the list:

Twitter List Usage Tips

- Create a private list that only you can see. You can add your competition to this list, for example, to keep track of their tweets without having to follow them – so they'll never even know you're reading their tweets.
- If you've created a public list that you think other people would benefit from, you can tweet a link to your list and encourage other people to follow your list. Simply copy and paste the long URL to your list into your favorite link shortener and tweet it out!
- You can also follow lists that other people have created. You benefit by accessing all of the tweeters (and their tweets!) on that list without even having to follow any of the people on that list.
- To following someone else's list, first go to their Twitter profile. Just above their tweets, you'll see a series of timeline options.
- Click the option called Lists and you'll see the lists they've created.
- Click on any of their lists and click the 'Follow this list' button.