

Getting Started on



Getting started with Twitter

Twitter is a micro blogging and social networking platform set up in 2006 by 4 friends. There are now 330 million monthly active users on the site. Twitter is the fastest moving platform with the lifespan of a tweet being roughly 18 minutes. Twitter is a great platform for networking and communicating with other businesses. It is also great for connecting with local press and media channels.

Creating a Twitter account

Step 1: Go to <https://twitter.com/signup>

Step 2: Complete Details

Step 3: Click on “Create my account”

Step 4: Choose username. This should ideally be the same for all the social media platforms you have.

Complete Your Twitter Profile

- 👉 Upload your profile image – try to use the same image across your social platforms
- 👉 Include your location, business website address & short description of your business.
- 👉 Think carefully about your first tweet.
- 👉 Don't be tempted to link your Facebook Page to your Twitter profile. Twitter users want to engage with people who tweet in real time.

What is a tweet?

A tweet is an expression of a moment or idea that you want to share. It can contain

text, photos, video, links to webpage or include mention of someone else on Twitter by including their Twitter username (starting with @) to be sure they see the message. Millions of tweets are shared in real time every day. Each one is limited to 280 characters, so needs to be succinct. You can also Reply to a tweet, allowing you to comment on a particular tweet and join a conversation. You can even ‘Retweet’ it, which lets you share a tweet with your followers that they may not otherwise have seen. Finally, you can ‘Quote Retweet’, which is similar to retweeting, but it allows you to add your own thoughts or context before you share it.

On mobile you will find the following options...

Profile

If you hit your profile picture this will take you to your Twitter profile. It lists those that follow you (followers) and the people you actively follow. It also shows you the following...

Tweets and replies

Media (eg every tweet where you've added a photo or video)
Likes (every tweet you have liked)

Lists

A list is a curated group of Twitter users. You can create your own lists or subscribe to lists created by others. Viewing a list timeline will show you a stream of Tweets from only the users on that list. A list can be public or private.

Topics

If you want to see tweets about certain topics, then you can select topics to follow. You will then see top tweets about these topics in your timelines.

Bookmarks

If you want to save a tweet to return to later then the bookmark function is great for this.

Like

Seeing a tweet you like and marking it as a 'like' lets the author of a tweet know you like their content. The author will get a notification that you have liked, their tweet.

Hashtag

Assigns a common topic to a tweet. So, for example, tweets that contain #worldcup are about just that. Any word can become a hashtag and anyone can start one. Clicking on a hashtag lets you see other tweets related to that topic. It's a great way for disparate people to share a topic, shared issue or cause that they may not otherwise see. Popular hashtags can become 'trends' and are a great way to see popular topics under discussion across the world and take part.

Where do Tweets live?

Your Twitter timeline (**the house icon**) will show you tweets that you can interact with. When you follow people, their tweets instantly show up in your timeline. Similarly, your tweets show up in the timelines of those people who follow you. To see interesting tweets, follow interesting people; friends, celebrities, news sources, or anyone whose tweets you enjoy reading. Unlike Facebook the relationship doesn't have to be reciprocated. If someone follows you, you don't have to follow them, and vice-versa.



Search Twitter

The search function (**the magnifying glass icon**) will allow you to search for things



on Twitter. This could be a person to follow, a hashtag or something that is currently trending on Twitter.

Notifications

See when someone retweets you, likes one of your tweets, replies to you or mentions you via your Twitter username, you are sent a notification (**the bell icon**). This can be customised via the settings of your account, if you don't want to know.



Messages

Twitter isn't just a public forum. You can have private conversations with your followers, also known as a DM, or direct message (**the envelope icon**). To communicate privately, you and the person you want to message, have to follow each other.



Who should I follow

When you've found someone you're interested in, quickly follow people by adding their usernames. This is perfect for when you meet someone and you're exchanging info. If you ever change your mind, you can always 'unfollow' them without them knowing. If you are using Twitter on a mobile app you may find that it looks slightly different, but in essence the functions mentioned here are the same. They may just be located somewhere different, depending on the phone or tablet you are using.

What should you tweet about?

The best tweets share meaningful moments and interesting useful information. If you think it's interesting, chances are your followers will, too. It's a community that thrives on content. The better the content, the better the community. As a business I think many people struggle to know what to say. Here is a list of 10 things your business could tweet about ...

1. Tips on how to solve a problem for your target audience.
2. Interesting articles relating to your industry.
3. Information about a charity that needs help or that you support.
4. Give a mention to another business that has been helpful.
5. Adventures you experience while not working. Could include concerts, meals out, a simple trip to the park.
6. Share tips from an event or presentation remembering to credit the authors.
7. Connect and talk about many topics via a Twitter Chat.
8. A simple hello or how is everyone today?
9. Anything that shows you are human. Be real, engaging and talk like a human being, not a robot.
10. A helpful blog post that your business has either written or enjoyed.

Twitter Networking Hours

Twitter Networking Hours are a great way of networking with local business people or people with similar interests. It's important to treat it like any other form of networking so use it as an opportunity to meet new people not just sell.



Click here!

Hi, we're Emma & Kate,

We set up **Piece of Cake Marketing** in January 2016. We're a fun, friendly and creative marketing agency.

We can help your business to reach your customers' through imaginative branding and marketing, engaging content and the latest social media strategies.

We can help with...

- 🍷 Marketing Strategy
- 🍷 Email Marketing
- 🍷 Social Media Content
- 🍷 Social Media Training
- 🍷 Social Media Advertising



Here's what our clients think...

"I have been working with Piece of Cake for over a year now and intend to for a very long time. The team work tirelessly to ensure that all of our marketing requirements are met on time, within budget and go over and above on a regular basis. I am delighted to have them as my "go to". They have injected new energy into Coventry BID's Marketing Strategy for which I will be eternally grateful. Here's to many more years of working together."

Trish Willetts – Director, **Coventry Business Improvement District.**

"Piece of Cake's ongoing support with our Social Media activity is proving to be invaluable. They keep advice and recommendations simple and straightforward and totally understands the needs of our organisation and franchisees. They have helped many of our 'franchisees' find a way through the fog of Social Media. We strongly recommend their services!"

Caroline Crabbe – UK General Manager, **Jo Jingles Limited.**