

GUIDE TO SOCIAL MEDIA

twitter

WHAT INDUSTRY IS IT RECOMMENDED FOR?



BEST GENERAL PRACTICE

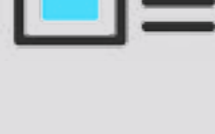
HOW TO USE AND WHAT TO SHARE

BASIC TWITTER JARGON YOU SHOULD KNOW

- **Retweet (RT):** Re-sharing someone else's tweet (like a Facebook Share). Generally, retweets are a sign of value.
- **Feed:** The stream of tweets you see on your page that is made up of the latest tweets from users you follow.
- **Handle:** Your username (twitter.com/handle).
- **Mention (@):** This is a way to alert another user by using their handle in a tweet - e.g. "thanks @glasshattech" - we would then be notified that you had mentioned us.
- **Direct Message (DM):** A private, message between two people or a group. You can choose to adjust how you receive DMs via Security and privacy.
- **Hashtag (#):** This is just a way to let your followers know the topic of your tweet. You can also use hashtags to participate in a larger linked discussion (e.g. #seo). This is a discovery tool that will allow users to find your tweets. This can be done by clicking on the hashtag to see all the tweets that mention that topic.
- **Favourite:** Favouriting a tweet will let the original poster know that you liked the tweet. You can do this by clicking on the star icon of a tweet (click on it again to undo). Generally, favourites are a sign of appreciation.

[Click here see a tweet deconstructed](#)

BRANDING & PERSONALISATION: THE BASICS



- Be sure that everything on your profile is personalised to your brand: twitter handle, profile picture (400px by 400px), company website, location, company description.
- Make your company description short and unique (max. 160 characters). It should be a few sentences on what you do and what you stand for. Try to include one or two of your campaign keywords in there if possible. Modcloth and Tesla Motors are two brands that have great descriptions –notice how they are able to define their brand in just a few words.
- On your Accounts page, there is a "Protect my updates" option. We recommend you keep this unchecked as otherwise you will stop people from being able to see your tweets (this will limit your engagement).
- Like all social media accounts, it's best to have regular updates and posts. Having a social media account without any updates can negatively affect your brand. Generally 3 per day would be enough, but that's dependent on your audience and industry. We recommend doing some testing on this by testing if there is any impact on the level of engagement (re-tweets / favourites) vs. how often you post.

SUGGESTED TOOLS TO USE FOR TWITTER BEGINNERS



- All links posted will be automatically shortened by Twitter. Although the original URL will be displayed, they will be altered after 22 characters. However, you can always customise (or brand) the URL you post with a URL shortener so that your followers will know exactly where the link will take them to. You can do this with Bitly, or any other similar services available.
- Use Twitter Search to monitor your brand and see what people are saying about your company. This can be a great way to start an online conversation with someone who is already engaged with your brand.
- Click to Tweet – embed the Click to Tweet link (to your website usually) to promote your content.
- Tools from Twitter: Twitter Analytics, Twitter for Business and you can also find a whole bunch of tools on dev.twitter.com.

HOW TO USE TWITTER TO PROMOTE YOUR CONTENT



- Tweet content from your website or blog, for example new blog posts (with a shortened URL), videos, ebooks, case studies or interviews.
- You should also make sure to include tweets about things like company events, company achievements or interesting resources you've found. The main aim of your Twitter account should be to provide assistance to people.
- Tweets should be short and simple – preferably with a call to action in them.
- Like Facebook, great visuals work well. If possible, add some visual content in your tweets – this could either be sharing an image or a video.
- When you share images on Twitter the ideal size is 1024px by 512px.
- If you have mentioned or referenced in any content that you have created and shared, then make sure you let them know! This can be a great way to boost the engagement your content gets (retweets and favourites).
- Respond to questions and requests in a timely manner – within 24 hours is ideal.
- Consider paying to promote some of your content on Twitter. If you've invested time in creating a great guide or a video make sure as many people see it as possible.
- Schedule your tweets by using a calendar. In fact, we recommend that create and update a social media calendar so you'd know what and when to share your content your social channels.

USE TWITTER ANALYTICS FOR INSIGHTS AND TRACKING

Twitter Analytics Home:

Twitter Analytics will show a dashboard summarising your Twitter activity – including mentions, profile visits, impressions and follower count.

Click on the "Tweets" to see the performance of your tweets:

Find out what kind of engagement and the number of impressions your tweets are receiving over a period of time (you can adjust the period to look at the past month, 6 months, 12 months...)

Find out more about your audience on your "Followers" tab:

You can find out interesting information like where your followers are from, what they are interested in, and the growth of follower count over a period of time. Use this information to help you plan what to tweet more and less of.

Use Google Analytics to track referrals from Twitter:

Set up a custom segment in Google Analytics to track referral traffic from Twitter to your website (try to separate traffic from people using Twitter on mobile and Twitter from desktop to get a better understanding of your audience).

IMPORTANT THINGS TO CONSIDER

- Your post will end up in someone's mobile twitter feed, so keep the tweet concise and to the point, and your image simple and engaging.
- Remember that social media is about engagement – so try to engage with your audience as much as you can by asking and answering questions, inviting feedback and thanking people who share your content.
- Make sure you look at your Twitter Analytics to understand which types of content receive the most engagement on Twitter. This can help you to tailor what you post to receive more engagement.
- The ultimate goal is to drive people from your Twitter profile and feed to your website, by getting them to click on the links that you share.
- The number of your Twitter followers is not the only good way to measure the success of your campaign. We've listed some simple Twitter statistics that beginners should be measuring and looking out for:



- Engagement Rate is the Number of Engagement / Impressions. Engagement is any interaction between a user and your tweet. This includes: retweets, replies, follows, favorites, clicking on the link...etc.
- Find out how people engage and interact with your tweets. You can do this by exporting the spreadsheet on your tweet activity section. Once you do this, you can start looking into things like Number of Favourites / Impression and Number of retweets / Impression.
- Find out how many followers each tweet has reached using Impressions/Followers. This way, you can find out what's the best time to tweet.