

Introduction to Twitter for Business



What's the Point?



@matriopelle
Matt Riopelle

Cool! Corvallis farm featured >RT
@wholefoods: We love our vendors...!
Learn about Stahlbush Island Farms:
cot.ag/rHJPW

27 Oct via HootSuite

Example Links

- <http://twitter.com/#!/WholeFoods/status/129585649488642049>
- <http://twitter.com/#!/VisitCorvallis/status/129630199913521153>
- <http://twitter.com/#!/matriopelle/status/129621748005089281>



Business Benefits

- **Visibility via direct sharing**
- **Visibility via word of mouth**
- **Visibility in Google search results**
- **2-way communication channel**

Getting Started

1. Create an account at <http://twitter.com>
2. Your "Username" will be your Twitter name or handle
3. Your "Username" can be changed later
4. Manage your settings at <http://twitter.com/settings/account>

What You Should Know

- Choose a recognizable username related to your name, company or industry
- Set your time zone, location and bio.
- DO NOT 'protect your updates' if you want customers to find you.
- Upload a recognizable profile photo: <http://twitter.com/account/picture>
- Twitter is public (by default)
- You can with just "listen" until you are compelled to interact.

Glossary:

- **Tweet** – a text post shared on Twitter
- **Follow** – a person who has subscribed to your Twitter posts
- **Retweet** – passing on a Twitter message with your Twitter account



Twitter Management Tools

- Hootsuite: <http://hootsuite.com>
- Tweetdeck: <http://www.tweetdeck.com>
- Cotweet: <http://cotweet.com/>

Twitter on Your Phone

- Use Twitter with text messaging: <http://twitter.com/devices>
- Twitter on mobile: <https://mobile.twitter.com/>
- Hootsuite on mobile: <http://hootsuite.com/mobile>

Other Resources

- Basic help: <http://support.twitter.com/groups/31-twitter-basics>
- Twitter advanced search: <http://twitter.com/#!/search-advanced>
- Twitter lists: <http://bit.ly/twitterlisthelp>



Now What?

- Follow people that are valuable to you
- Save searches relevant to your business
- Just listen and get a feel for Twitter
- **Respond to requests for help** relevant to your business
- **Offer information and advice** relevant to your business
- **Ask questions to collect marketing information** relevant to your business
- **Interact with other experts** relevant to your business
- **Demonstrate your personality and culture** relevant to your business

Tips and Advice

- Thoughtfully fill out your profile description
- Create lists to focus your attention
- Periodically check filtered tweets or lists
- Leverage the retweet, it's too easy
- Share links and images
- Be engaged, polite, personal, helpful & interesting - just like in real life!
- Find your balance between **sharing yours, sharing others, and interactions**

Risks and Pitfalls

- Don't stare at the live Twitter stream all day
- Overly self-promote or use sales-speak
- Use Twitter *only* as a broadcasting tool

Related Corvallis Chamber Lunch and Learn Meetings

- Google Places and Local Search for Businesses, December 12, 2011
- Introduction to Search Engine Optimization (SEO), January 6, 2012
- Using Social Media to Find Customers, February 3, 2012

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