Twitter – Tips for When & How to Tweet

Twitter Basics

1. **Tweets.** Must be 140 characters or less including URLs/links.
2. **Username.** The "@" symbol followed by the person's profile name.
3. **Hashtag** -A hashtag is any word beginning with the # sign. People use hashtags to organize conversations around a specific topic. Clicking on a hashtag takes you to search results for that term.
4. **Reply -** You can respond to a Tweet by hitting the reply button. When you reply, your response is public and it will show up in your home timeline and the timeline of the person to whom you are responding. However, it will only show in the timelines of those people who follow both you and the person to whom you sent the reply. If someone not in the conversation is not following both of the people who are engaged in the conversation, they will not see the reply in their timeline. (But they can go to anyone participating's timeline and view.)
5. **Mention –** If you want to bring a Tweet to someone's attention AND you still want all of your followers to see the message, instead of a reply, use a mention. Use a bit of text in front of @username of whomever you want to mention in your Tweet. It will appear in your timeline, those of your followers and the timeline of the person you are mentioning. It will also appear in the Mentions section (in the Connect tab) of the person you are mentioning. All @username mentions are clickable and link back to the mentioned individual's profile.
6. **Retweet -** You can pass along someone's Tweet by retweeting it. Just hit the retweet button to send the original message to all of your followers. You can include a
7. **Links -** Twitter's link-shortening feature allows you to paste a link of any length into the Tweet box and it will automatically be shortened to 19 characters. This makes it easier to fit long URLs into the 140 character limit.

Profile

Design every element of your profile to best reflect your business. Your name, bio, website and profile picture should all work together to tell your story.

1. Choose a profile image that is strongly associated with your business.
2. Include a link to your website.
3. Write a clear and informative bio that describes your business, products or services.
4. Upload a profile header image that showcases your organization's personality to immediately engage with your profile visitors.
5. A background image offers a large opportunity for branding and helps set the tone for your profile page.

Build your following, reputation, and customer's trust with these simple practices:

1. **Establish the right voice.** Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your voice as you Tweet. How do you want your business to appear to the Twitter community?
2. **Listen.** Regularly monitor the comments about your company, brand, and products as well as conversation about your industry, interests and cause.
3. **Share.** Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
4. **Ask.** Ask questions of your followers to glean valuable insights and show that you are listening.
5. **Respond.** Respond to compliments and feedback in real time.
6. **Reward.** Tweet updates about special offers, discounts and time-sensitive deals. Demonstrate wider leadership and know-how. Reference articles and links about the bigger picture as it relates to your business. Champion your stakeholders.
7. **Retweet** and reply publicly to great tweets posted by your followers and customers.