

Demystifying Twitter

Twitter is a fantastic free way to get in touch with thousands of prospects, and to engage and educate your network of clients

When we talk about twitter, we follow social media Tip #1, **LISTEN**, then **ENGAGE**, then **FEEDBACK**

Warming Up

To get started, do some **LISTENING**

Go to twitter.com and see what people are saying
You don't need an account to do this; just search for interesting keywords or people, and see what's being said

If you want to start following a person or save searches, you'll need to set-up an account



Getting Going

Once you've got an account, **follow** some people, send some **tweets**, and **ENGAGE** with your followers. Keep it relevant, and share interesting links

Stay Motivated

Once running, don't stop listening. Keep sharing, following, and check what's working for your strategy. **FEEDBACK** what works, and do more of it!

FAQs

Q: Is it expensive/What does it cost?

A: No, it's free to set-up a twitter account, and costs nothing to tweet. You can purchase software to run corporate twitter accounts, which might save time for prolific twitterers, but many twitter tools are also free

Q: Do I need a smartphone?

A: No, twitter can be run from any computer with internet access, just like e-mail. If you want to be able to tweet on the go, or respond to tweets away from the office, then a compatible phone is useful

Q: Is it addictive?

A: This depends on your personality/time management skills. Some spend lots of time on twitter, just as some send lots of texts, but if you have some degree of business sense, you'll be fine

Q: Is it effective?

A: Yes, if you do it right, and if you measure effectiveness. Be sure what you are trying to achieve with twitter, e.g. more leads/customers, spreading your message, bringing people to your website/blog, etc

Q: How often should I tweet?

A: It depends on your business, what info you want to get out there, and what your followers want. Regular is good, but 10 tweets a day can be a bit much!

Understanding terminology

Follow

When you **follow** someone, you're staying in touch through their tweets. Their **followers** no. increases, and your **following** no. increases by one. If you have a high no. of **followers**, you're very popular. If your **following** no. is large, you're interested in lots of people. You need an account to follow...

You can either set-up a **private** or **public** account...

Public is more popular, whereby anyone can follow-you.

Some people set-up **private** accounts, where you have to approve followers' requests before they can read your tweets. This could be useful for a private information network that you only want to share with a controlled group.

Tweet

A message of up to 140 characters, hopefully containing something of interest for your followers. This could be a statement, quote, news, or a weblink to something more, such as a photo or blog

e.g. @ggfit tweets: *nutrition & weight loss tips : new blog post <http://ow.ly/t>*

ReTweet (RT)

To take someone else's tweet and tweet it yourself. You could repeat their tweet, but it's better etiquette to **mention** them with **RT**, and add comments, if there's room in the 140 characters. e.g. @GetFitWithSara retweets the above *Love tip #3 RT @ggfit nutrition & weight loss tips : new blog post <http://ow.ly/t>*

Mention

To mention another user in a tweet. You don't have to follow each other

e.g. @ggfit tweets about an event with Dominique
I'm at the sbn @biz_network with @Dominique55uk

Direct Messages (d)

A private message sent direct to another person. Can only send to someone who follows you. e.g. @ggfit sends a direct message to @GetFitWithSara
d GetFitWithSara Good Luck today, see you at the next sbn

Hashtags

To flag a topic or keyword in a tweet for others to notice or search for

e.g. @ggfit tweets about a meeting in WestHampstead
I'm going to the fitness industry #meetup #networking in #WestHampstead

Twitter Tools

twitter.com is a great place to get started, but there are a plethora of tools that help you to tweet more effectively. Current favourites are **hootsuite**, **tweetdeck**, **echofon**, **search.twitter.com**, **socialoomph**, and **klout**

Get in touch if you'd like some pointers, and please follow us on twitter...

@GGFit and **@guygriff** for more info, and to see what we're up to, who we follow, and we'll probably follow you back!