

## A few tips to help you get connected with your members, customers and prospects on twitter

### 1. Listen

Search twitter for words, phrases, people, companies; see what people are saying. You are not the first to do this – learn from others... (decide what you like and what you don't like!)

### 2. Complete your profile & settings

Upload a photo/logo that identifies you/your business. Tell people about yourself in the bio, where you are, link to website, blog, etc

### 3. Follow interesting people

Hopefully, you found some interesting people when listening? Follow them, see who they follow, and follow some of them too, if you like. This will make steps 4 & 5 easier

### 4. Tweet interesting stuff

Sounds obvious, but you've seen uninteresting tweets when listening... don't be like them; add value. People have registered an interest by following you – give them something back

### 5. Re-tweet and mention

If you see something interesting, relevant, or just funny, re-tweet it. It doesn't have to be about you or your business – it might just have made you laugh. Share the laugh!

### 6. Say hello and thank you

Just as you would in a 'real-life' social situation, thank people for following and for re-tweeting you.

### 7. Timing matters

Tweeting regularly, and at certain times of day or days of the week can make a big difference to being heard. Know when your followers are reading and time your tweets appropriately

### 8. Advertise your twitter

Put links to your twitter account everywhere you can. Website, e-mail signature, business cards, adverts, directory listings, blog, other social media sites. Add recent tweets to your website with a twitter widget

### 9. Use twitter tools

Learn how to use hootsuite or tweetdeck to help with listening, lists, scheduling, managing multiple social media accounts, and noticing mentions, retweets and direct messages. Also good for feedback...

### 10. Keep listening, and use feedback

Don't turn into the person shouting about themselves at the party. Keep listening, work out what works for you, and do more of it.