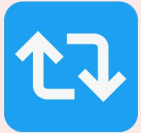
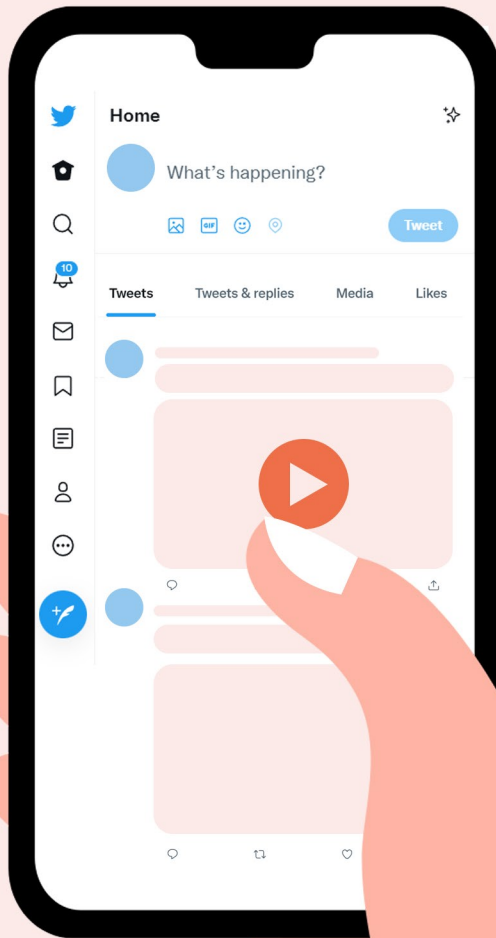




THE ULTIMATE GUIDE TO TWITTER



What is Twitter?

Microblogging site Twitter is one of the most popular and, it has to be said, controversial platforms in today's social media mix. Alongside politicians and celebrities, many professionals use it to publish news, views and insights. The ability to reply to, comment on, share (retweet) and quote tweet means it has gained a reputation for robust argument and partisanship.

As a result, users tend to take to Twitter to directly complain to, or occasionally praise, @ consumer brands.

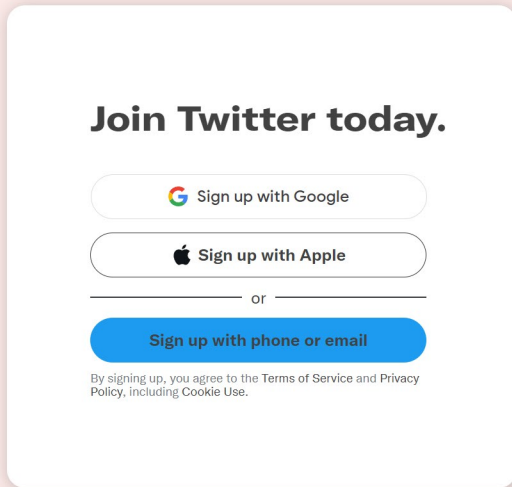
Twitter has a smaller reach compared to Instagram and Facebook, with daily users at around 396.5 million.

However, it punches above its weight as an influencer and, in recent years, it's become the place to go for witty tweets and banter between brands.



Retailers such as Aldi, Innocent Drinks, Specsavers and McDonald's have found their voice on Twitter, rapidly gaining followers and showcasing the power of social media marketing.

Setting up a Twitter Account

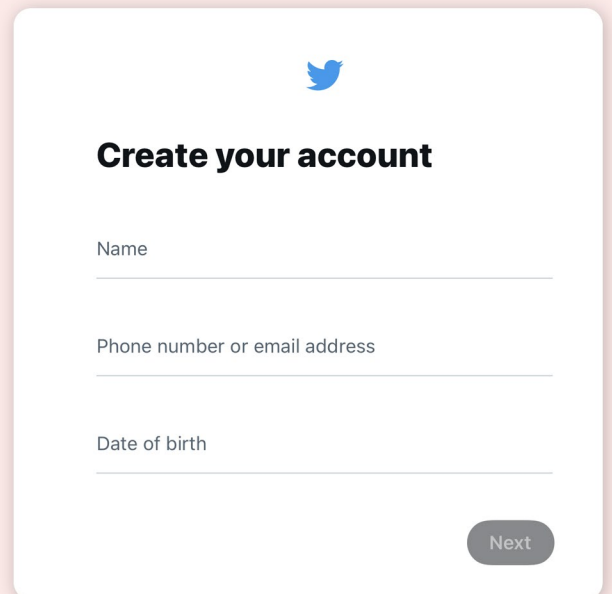


It is straightforward to set up an account for your business but it's good to note that Twitter only permits one account per email address, so it pays to put some thought into who should own and manage your account.

1

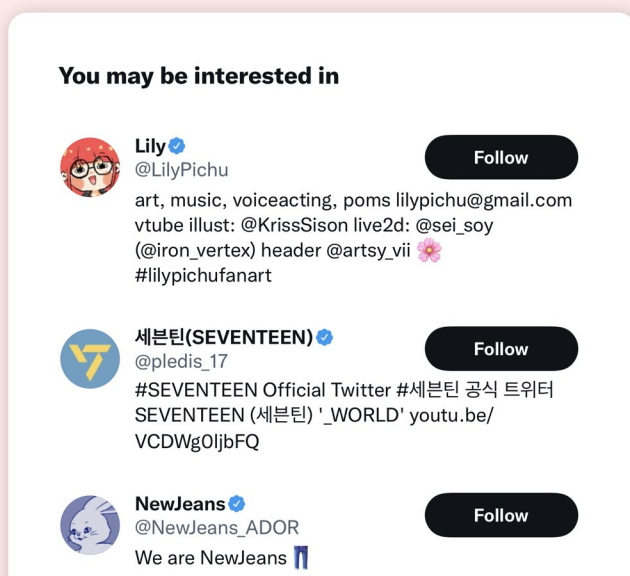
First, you will be asked for your name, email address and date of birth. Twitter will allocate you a **@handle**, but you can choose a different display name at any time subsequently.

For example, say you were allocated **@MyNewVenture56**, you could amend it to **@MyNewVenture**, providing it is not taken.



2

Twitter will suggest several initial accounts for you to follow, to set your timeline up. Again, you can add to this list later.



3

You need to choose a profile picture and header image.

These can be anything but need to be high-quality, eye-catching and within Twitter's specifications. Your logo is a good place to start.

Pick a profile picture

Have a favorite selfie? Upload it now.



Name My New Venture

Bio Add a bio to your profile

Location Add your location

Website Add your website

4

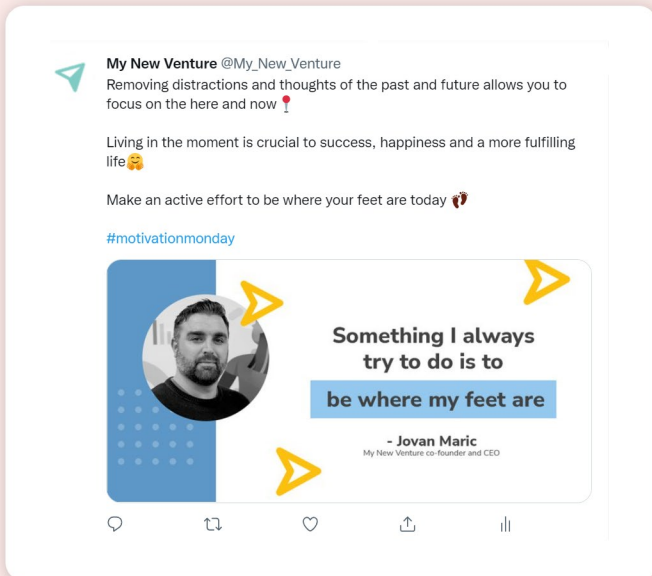
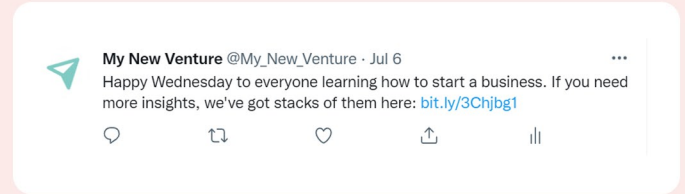
Add a company biography, contact details and a call to action to your profile. But be brief as you only have 160 characters for your bio.

The whole set-up process is very straightforward, allowing you to start posting quickly.

Types of Tweet

Twitter Posts

Known universally as a Tweet, the maximum length of a Twitter post is **280 characters**, forcing you to be brief. That is, however, very much the point.

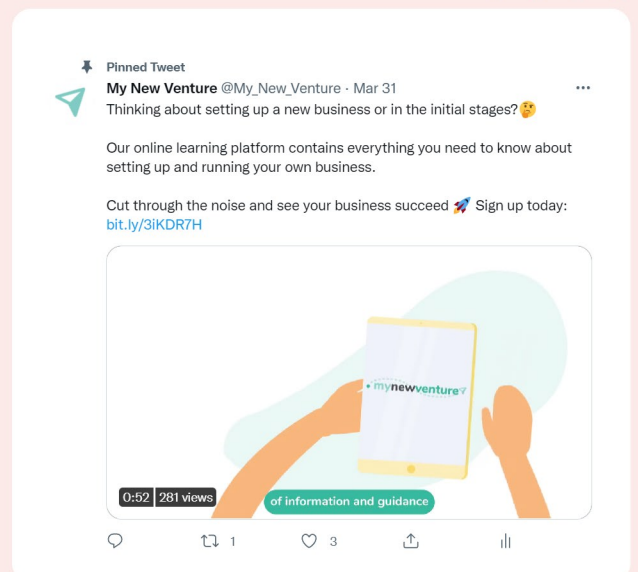


Media Tweets

Posts with photos, gifs or videos stand out. Twitter's own research suggests 97% of people focus on visuals when scrolling on the platform.

Pinned Tweet

You can pin a tweet to your profile so that it stays at the top, regardless of other posts you make. This is worth remembering if you have a specific promotion running or a message to share with all your customers. You can unpin it at any time.



Twitter Threads

‘Threading’ tweets refers to replying to your own posts, within the same conversation, to work around the character limits. It is an ideal way to make a point or tell a story based on an experience or theme.



Mentions, Replies and Retweeting

Users are alerted if you use their **@handle** in the body of a tweet. This should be done with care, as mentioning others indirectly can be considered spam. If you reply to a tweet, your post will appear under the original post if you are following that account. If you are not, it will appear in their notifications.

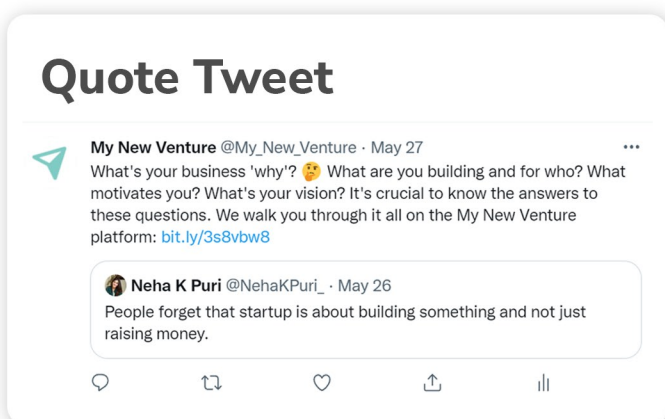
There are two ways to share tweets onto your timeline: **Retweet and Quote Tweet.**

Simply retweeting them leaves no comment. A quote tweet allows you to post a comment that will appear above the post you are sharing to your profile.

Retweet



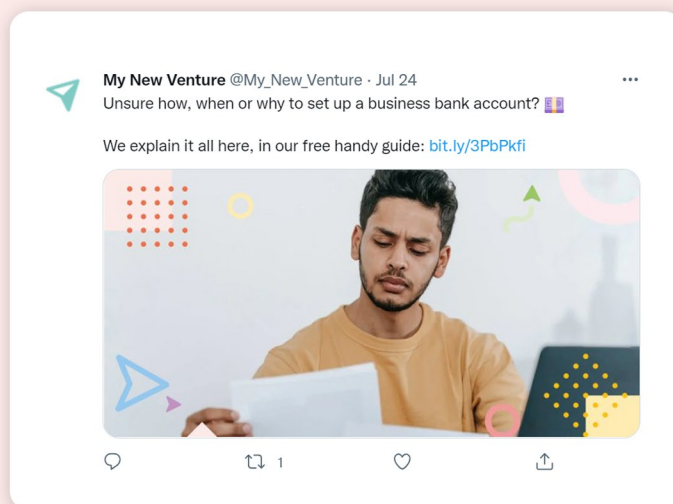
Quote Tweet



Growing Your Audience

Links

Tweeting a link to relevant content is a great use of Twitter. Guides, data and blogs that add value have a proven track record of success in gaining new followers and increasing engagement levels.

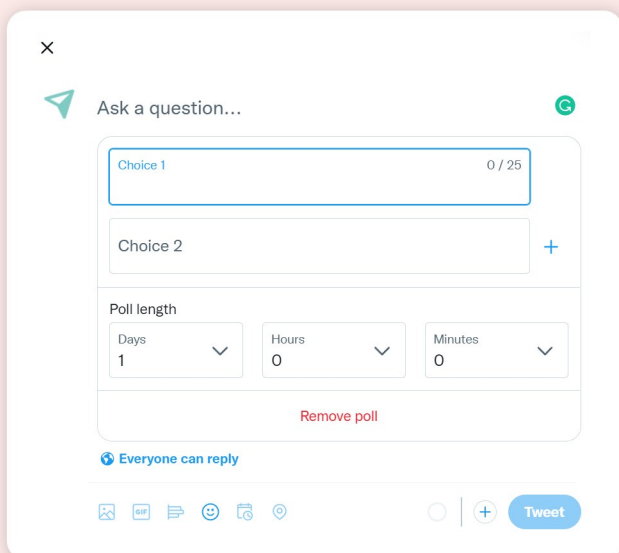


Polls

You can host polls on your profile for your followers to respond to. Simply tap 'Tweet' and then 'Poll'.

Set up how long you want the poll to run for and pin it to the top of your profile to encourage entries.

Once the poll has finished, everyone who entered gets a notification to see what the end result was. This is a great way to encourage engagement.



#Hashtags

Twitter users tag content they want to share with **#hashtags** to make it searchable and to join conversations. Twitter hashtags typically emerge organically in response to world events, popular culture and politics.

Top hashtags over recent years include **#Covid19**, **#Tokyo2020** (thanks to the Olympics), **#bitcoin** and **#internationalwomensday**. You can quickly see what's trending by going to the Explore page, followed by 'Trending'.

Other tweets use hashtags, such as **#mondaymotivation**, to attract specific audiences and followers.

You may wish to consider a hashtag strategy for your business to help increase your reach. You could even establish your own hashtags, for example **#MyNewVenture**.

← Trends

Trending
Billionaires
17.8K Tweets

Trending
Shopify
7,394 Tweets

Business and finance · Trending
#VentureCapital

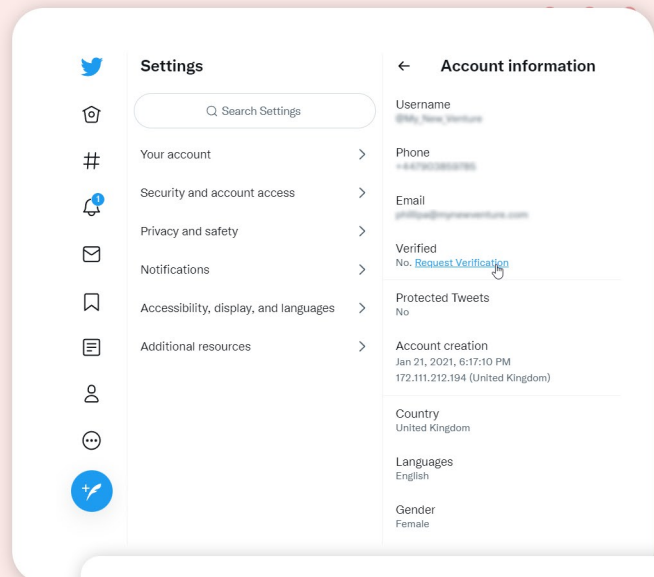
Trending in United Kingdom
new london
9,074 Tweets

Trending
Brittney
79.3K Tweets

Trending in England
Pewdiepie
38.5K Tweets

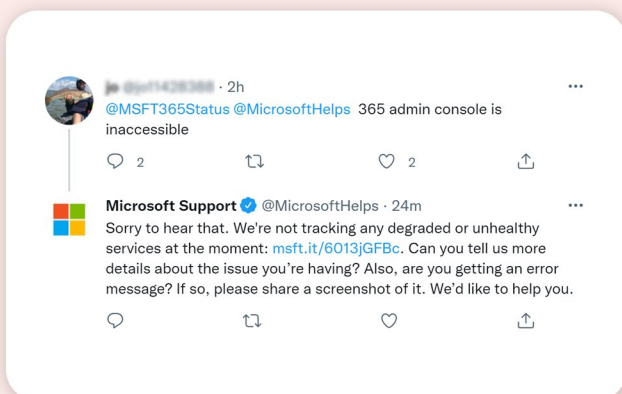
Verified Badges

Identity is generally not tightly policed on Twitter. Many people use aliases and nicknames. To protect users from deception, notable accounts including celebrities and politicians, have a blue tick next to their profile. This indicates they have undertaken steps to verify their identity. You can apply for your account to be verified too, if you feel you have a presence that might attract copies, parodies or deception.



Customer Service

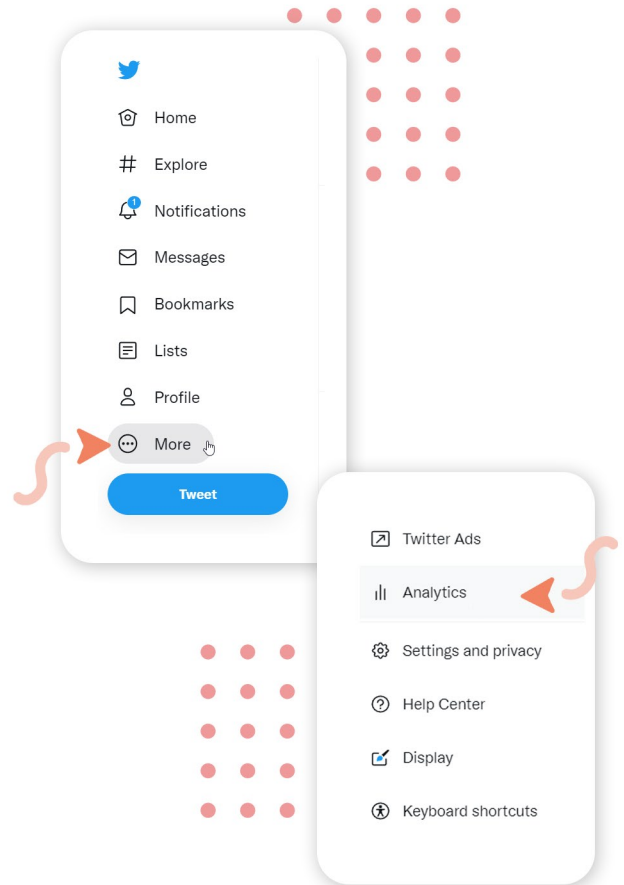
The public nature of social media means you need to monitor your account and respond professionally in a timely fashion, to any requests from customers. Do it well, and you can strengthen your brand. Do it badly, or not at all, and the results will be there for everyone to see.



Twitter Insights

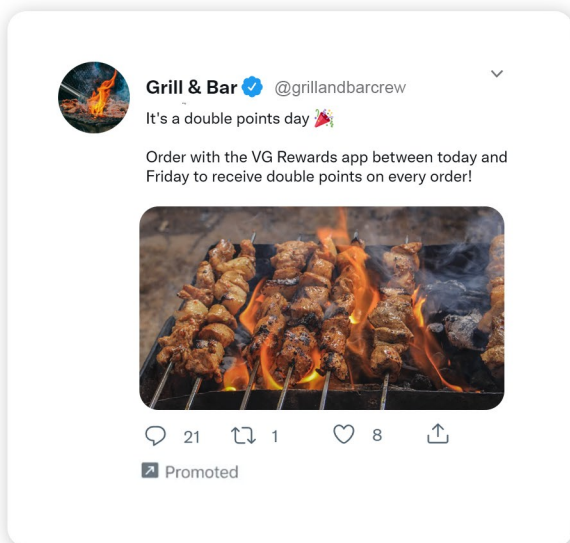
You can track your performance through Twitter's own analytics tool. Once logged in on a desktop or laptop, go to 'More' and then click, 'Analytics'.

Here you will be able to see a number of statistics around monthly audience and engagement. It's an easy way to check you are heading in the right direction.



Paying for Twitter Ads

Twitter is a free service to end-users, funded by a sophisticated network of advertising. If you think your business might benefit from a wider Twitter presence, you might find paying for Twitter ads worthwhile. You only pay for clicks you achieve within a set budget so it can be very cost-effective for small businesses.



Summary

Despite controversy and its reputation for hosting political arguments, Twitter has earned a place in many users' day-to-day lives. Many brands use it to raise their profile and communicate with their customers.

Results will depend on how much time and effort you put into finding or creating high-quality, relevant content. The use of #hashtags will allow you to explore the latest topical issues and contribute value.

