



twitter 101



A SPECIAL GUIDE

The primary audience for this deck is intended to be businesses but it can be useful for anyone

For a more detailed Twitter 101 and case studies, please visit business.twitter.com/twitter101

Why Twitter?

- Everyday, millions of users create, share and discover ideas on Twitter
- Users also find great value in connecting with businesses of all kinds on Twitter to:
 - **Share their experiences, both good and not so good**
 - **Provide feedback on recent events or launches**
 - **Discuss product ideas**
 - **Learn about exclusive deals or offers**
 - **Get customer service**

A few of many Twitter success stories

- Twitter users follow **Dell Outlet** for exclusive deals on electronics—and have driven more than \$3M in sales through Twitter
- Ice cream eaters in New York give local chain **Tasti-D-Lite** marketing feedback via Twitter—and sometimes get surprise dessert deliveries
- Coffee drinkers in Houston choose **CoffeeGroundz** for the personal relationships they've built on Twitter—and the shop's Twitter-based ordering

To read more, go to business.twitter.com/twitter101/cases

How does it work?

- Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces.
- The messages (also known as tweets) are public, and you decide which accounts you want to receive messages from
- Twitter works equally well from your desktop or mobile phone

To read more, go to business.twitter.com/twitter101

Before you dive in

- If you want to spend time listening first, you don't need an account to search at search.twitter.com
 - Try searching for your company and a few key topics in your field
- Listening can help you get a sense of how you want to engage on Twitter

Getting started is easy

- Signing up for an account takes just a few minutes
- To help people recognize and trust your account, fill out your profile completely and include a picture



To read more, go to business.twitter.com/twitter101/starting

Follow relevant accounts

- Following somebody means you've subscribed to their tweets
- To find people talking about your company or topics in your field, use search.twitter.com
- When you find a good candidate, look under their picture for the **Follow** button
- You can also choose to interact without following an account, just send them a tweet



Post tweets

- People like tips, links to interesting stories and blogposts (they don't have to be about your company), exclusive deals and a good sense of humor.
- People like the human touch and will appreciate posts with your thoughts and experiences more than you think
- They also like it when you say hi, respond to their questions, comments, praise, complaints and jokes

Key terms...

- To **follow** somebody is to subscribe to their messages
- A **tweet** is an individual message
- A **DM** or direct message is a private message on Twitter
- **RT** or **retweet** is to repost a valuable message from somebody else on Twitter and give them credit
- **Trending topics** are the most-discussed terms on Twitter at any given moment

...and some special lingo

- **@username** is a public message to or about an individual on Twitter
- A **hashtag**—the # symbol followed by a term and included in tweets—is a way of categorizing all the posts on a topic
- **Shortened URLs.** To fit links into the short messages, Twitter shrinks some URLs down automatically

To read more, go to business.twitter.com/101/learning

Best practices

- Build relationships on Twitter
 - Listen for comments about you
 - Respond to comments and queries
 - Ask questions
 - Post links to things people would find interesting
 - Retweet messages you would like to share
 - Use a friendly, casual tone
 - Don't spam people

Best practices

- Leverage the real-time nature of Twitter
 - Ask questions, float ideas, solicit feedback – and expect fast feedback most of the time
 - If you've launched a product, new store or new campaign, search Twitter for comments
 - Respond to customer service issues quickly
 - Engage in discussion on a tricky public issue your company is dealing with

Best practices

- Measure the value of Twitter
 - Before setting up measurement tools, focus on the quality of your engagement: do a gut-check of how things are going
 - Try to analyze the quality of feedback and topics of discussion, you may find this changing over time
 - Keep a tally of questions answered, customer problems resolved and positive exchanges held
 - When offering deals on Twitter, use a unique coupon code or separate landing page

To read more, go to business.twitter.com/101/best_practices

For more info and feedback

- [Twitter 101](#), Twitter's guide for businesses, includes ideas, tips and terrific case studies.
- For feedback
 - If you are using Twitter in a cool way please [let us know](#)

