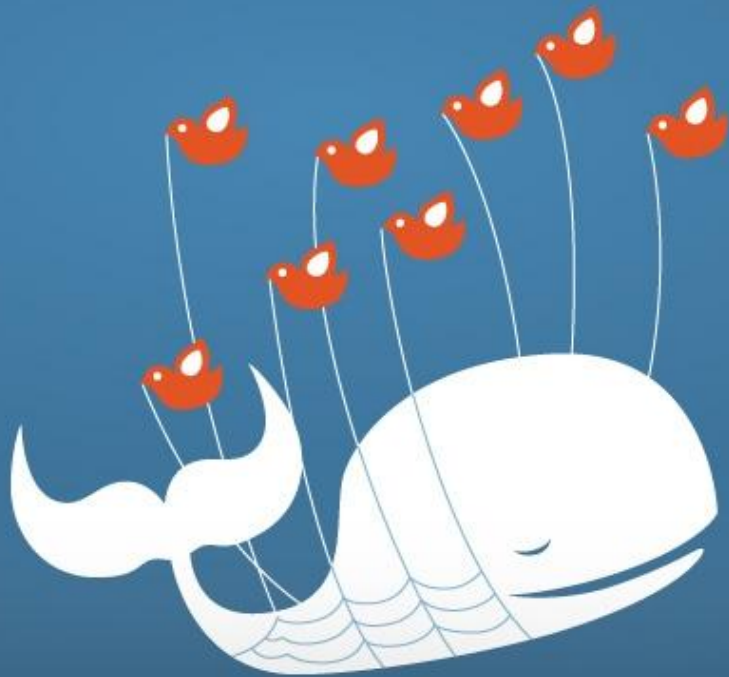


Twitter For Business



Karilee Orchard
twitter.com/karileeo



What is Twitter?

Twitter is a global conversation taking place in chunks of no more than 140 characters.

Twitter says their mission is:

To give everyone the power to create and share ideas and information instantly, without barriers.

Twitter Main Screen

The screenshot shows the Twitter main screen with a blue header. At the top, there are navigation icons for Home, Notifications, and Messages, followed by the Twitter logo and a search bar labeled "Search Twitter". On the right side of the header, there is a profile picture and a "Tweet" button.

The main content area is divided into three columns:

- Left Column:** A profile card for Karilee Orchard (@karleeo) with 1,425 tweets, 13.7K following, and 18K followers. Below it is a "Trends" section with a "Change" link. The trends list includes: #RollUpTheRim (Promoted by Tim Hortons), #ThePeopleOJSimpson, #BeforeFacebookI, #IowaCaucus, #teenwolf, #GroundhogDay, and Valentine's Day.
- Middle Column:** A "What's happening?" section with a camera icon and a link to "View 16 new Tweets". It contains four tweets: Pauly Parker (@PaulDWMC) about a YouTube video, Wendy McClelland (@wendyweb47) about atheists, Brandy Butler (@iamBrandyButler) about career advice, and Tee (@teetag48) about Groundhog Day 2016.
- Right Column:** A "Who to follow" section with a "Refresh" and "View all" link. It lists three accounts: alex (@Exist_Alex), Curbed NY (@CurbedNY), and Apartment Therapy (@Ap...). Below this is a "Find friends" section and a footer with copyright information and links for About, Help, Terms, Privacy, Cookies, Ads info, Brand, Blog, Status, Apps, Jobs, Advertise, Businesses, Media, and Developers.

Why You Want Twitter

1. You get an excellent incoming link to your website (SEO)
2. You get a way to reach potential clients worldwide
3. Your content can be exposed to more viewers via Twitter (with links!)
4. You can consider it free advertising, even if you participate very little

Setting Up Your Account

- To create your twitter account, simply go to <http://twitter.com>. You'll need an email address.
- You will need to select a user name that isn't already taken. This may be your company name, your first and last name, your first name, a keyword, or any alias you choose. I encourage you strongly, if you're using Twitter for business purposes, to use your real name or your company's real name.

Setting Up Your Account

- Add a brief description of yourself or your company (your Bio), including some carefully-selected keywords, the URL to your website (including http://), and images.
- Photo: 400 x 400 pixel size. The maximum file size allowed is 700k. JPG, GIF, PNG formats are acceptable.
- Cover Photo: 1500 x 500 px. 3mb max.

Twitter Facts

- As of 2015, Twitter claims 320 million active users, 80% of whom are on mobile at least some of the time.
- Over 300 billion tweets have been shared since Twitter launched in 2006.
- Roughly one fifth of Americans with internet access have Twitter accounts.

Twitter Facts

- Over a third (37%) of Twitter users will buy from a brand they follow.
- The average time spent on Twitter monthly is 170 minutes.
- 500 million tweets are sent per day.
- About 56% of active users actually tweet. The rest just lurk.

Twitter Facts

- The average number of followers per account is 208.
- 58 percent of the top brands in the world have over 100,000 Twitter followers.
- About 34% of marketers are able to successfully generate leads through Twitter.
- 7 in 10 small businesses have a Twitter account.

Twitter Best Practices

- Use attractive graphics that match your brand
- Use image tweets. Tweets containing image links have 5x higher engagement rate. Tweets with images get 18% more clickthroughs, 89% more favorites and 150% more retweets.

Twitter Best Practices

- Tweet regularly. Accounts that don't tweet get unfollowed more often (but you can cheat with the Tweetily Plugin for WordPress)

Tweetily AutoTweets

W Outcome Marketing Coaching, Consulting... 0 + New SEO Delete Cache

- Dashboard
- Posts
- Media
- Links
- Pages
- Portfolio
- Comments
- Contact
- RelatedPosts
- Theme Options
- Premise
- Landing Pages
- Member Access
- Appearance
- Plugins
- Users
- Tools

Tweetily - Tweet WP Posts Automatically by - [Flavio Martins](#)

If you like this plugin, follow [@flavmartins](#) on Twitter to help keep this plugin free...FOREVER!

[Follow @flavmartins](#) 35.6K followers

karileeo
Vancouver, BC

You're Connected! [Click here to deauthorize.](#)

Next Tweet coming in:

6	36	0
Hours	Minutes	Seconds

Tweet Content: What do you want to share?

Additional Text: Text added to your auto posts.

Additional Text Location: Where you want the added text.:

Include Link: Include a link to your post?

Twitter Best Practices

- Don't put links in every tweet
- Don't only tweet your own stuff – tweet and retweet other people's too
- Recycle tweets
- The best time of day to tweet for a retweet is between 10 and 11 pm EST.

Twitter Best Practices

- Ask people to retweet. Asking people to retweet gets 12 times more retweets. The abbreviation RT is about 10 times higher, and spelling out Retweet gets 23 times more retweets than average.
- Use action words like download. Using action words will get you about 13 times more clickthroughs.

What to Tweet

- Comments on what you're doing, when it's somewhat interesting
- Personal observations and thoughts
- Questions and requests for help
- Humor (careful with this one)
- Links to articles and blog posts you've created
- Personal messages to other Tweeters, like "Happy Birthday" or congratulations, when appropriate
- Quotes (sparingly please)
- Local events

What to Tweet

- Upcoming specials and promotions
- Great deals at other companies
- News events
- Useful or interesting blog posts
- Company announcements
- Tips and Tricks
- How To's
- Support for charities and causes you care about
- Contests and giveaways

Finding People To Follow

- <https://web.crowdfireapp.com>
- <https://www.twellow.com>
- <http://tweepi.com>

Twitter Tools

- It's helpful to have tools that allow you to do things like pre-scheduling tweets. Many people do a months worth at a time.
- <https://www.socialoomph.com>
- <https://manageflitter.com>
- <https://tweetdeck.twitter.com>
- <https://hootsuite.com>

How To Get Unfollowed

- Unrelentingly Try To Sell Junk
- Post Nothing But Links
- Repeat The Same Links (URLs) Over And Over
- Repeat Identical Tweets Relentlessly
- Don't Post Tweets At All

How To Get Unfollowed

- Autopost Dozens Of Tweets Per Day, Every Day
- Post ONLY quotes
- Never Reply To Or Retweet Anyone
- Retweet Constantly – Don't Do Anything Else
- Post Links to Malware

5 Steps To Build Your Twitter

1) Follow 20-50 new people daily in your target demographic

This is easy with a tool like **Crowdfire** – use Keyword Follow to search for a keyword such as “writer” or “Nanaimo”.

2) Tweet 1-5 times each day, with information of interest to those people. Remember you can pre-schedule.

5 Steps To Build Your Twitter

- 3) Follow every person who follows you.
- 4) Twice per week, “Unfollow” spammers and other “**Twits**” who aren’t of value to you or your followers, as well as people who don’t follow you back.
- 5) Post lots of interesting images. Check out <https://shareasimage.com> to help you create better social media images.

Questions?

Any questions?

You can download this presentation at
<http://outcomemarketing.com/twitterinfo> for
the next couple of weeks.