

Simple Marketing Now Guide

10 Tips for Getting Started With Twitter

- 1 **Set up your profile.** Include – ideally – a photo of yourself. Succinctly describe your interests and background. Include keywords relevant to your interests. Add a link to your website, blog or LinkedIn profile for more information about you. If you use a company logo, identify your name in the profile.
- 2 **Twitter handle** = what your username is on Twitter. It's preceded by @
Twitter language:
 - '@username' is a tweet directed specifically to another Twitter user.
 - 'RT' means 'ReTweet' and refers to repeating another's tweet because you admire/appreciate/find it relevant and want your followers to benefit from the content.
 - You can DM [direct message] another Twitter user if you both follow one another.
 - '#' symbol is a way to tag or identify Tweets that are related. It's referred to as a hashtag.
- 3
- 4 **Publish a 'tweet':** Twitter allows you 140 characters for publishing a succinct message to your followers.
- 5 **Keep your tweets to fewer than 120 characters** if you want others to retweet you. That leaves 20 characters for others to include a Twitter handle, a comment or even a hashtag.
- 6 **Twitter Best Practices:**
 - Respond back when people interact with you via @ or RT
 - Don't autopost automatically to Twitter from Facebook or LinkedIn.
 - No hard sell. For every tweet about yourself, issue 7 tweets about others.
 - Add value. Don't spam. Be focused on your topic in what you publish.
- 7 **Start following others.** Use WeFollow to identify people in your space that you might want to follow. Follow people whose tweets you enjoy.
- 8 **Follow back.** You'll receive an email notification of new follows. Check out their profiles to make sure they are real people; if yes, follow them back.
- 9 **Create lists.** Add new people you follow to a list [e.g., dog lovers, marketing mavens] that you create. Follow others' lists.
- 10 **Keep two browser tabs open:** one for twitter.com/username and one for search.twitter.com. On your [Twitter.com/username](https://twitter.com/username) page, be sure to monitor the @Mentions tab so you can acknowledge.

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