

e-BIZ

TIPS FOR MARKETING YOUR BUSINESS

SOCIAL MEDIA MARKETING:



INTRO TO TWITTER

Twitter is a short message communication application that allows you to send messages (tweets) up to 280 characters to others who follow you. This micro-blogging tool is similar to other social media, but is unique in that short messages appear as a customized, continuously flowing stream of news. These quick exchanges of information and real-time conversations are viewed on your computer or mobile device (more than 80% of Twitter users login via mobile devices). There are 330 million active users on Twitter, posting an average of 500 million tweets every day (2017).

As an interactive direct marketing tool, the benefits of Twitter include driving traffic to your website and finding new customers (Hubspot); influencing public opinion (Rojas, Bollen & DiGrazia, 2013); listening (CEO.com); getting instant feedback and providing customer support (Social Media Examiner).

QUICK TIP

To improve your search engine optimization, be sure to include keywords in your bio that reflect your business. A few keywords positioned in an accurate way will help improve your business's search visibility. hubspot.com

GETTING STARTED

Set up your Twitter account at <https://business.twitter.com>

- Select your username (also referred to as a Twitter handle), which will appear next to all of your tweets. This is how people will identify you on Twitter. If your exact business name is not available, choose a similar name for consistency, but avoid using punctuation and keep it short. Twitter limits your username to 15 characters. Your account will appear as **<https://twitter.com/username>**. Start with one account and create additional handles after you become familiar with the basic Twitter features and functions.
- Upload images
 - In the profile section of your account is a round image (company logo or your headshot), which appears next to every tweet you send. The second image on your profile is the header photo, which appears stretched across the top of your profile page.
- Complete your profile with a brief bio or business summary, website, location, and any elements that create and reinforce your consistent online presence.
- Choose whether you want to keep your tweets public (the default account setting) or to protect your tweets (manually approving each person who may view your tweets). If your account is private, only people who follow you can retweet you.

Start following others, such as your business partners, suppliers, and customers; industry media and organizations; other businesses in your neighborhood; your competition; your professional network; and other influencers with whom you want to be affiliated. Following means you subscribe to receive their tweets in your timeline.

GETTING STARTED (CONTINUED)

- Follow leaders in your industry and community. Many include a Twitter link on their websites and blogs.
- Go to search.twitter.com (or the magnifying glass image on the mobile app) and use keywords associated with your business to look for related hashtags (#) and topics that are associated with similar businesses. You can also explore through advanced search:

<https://twitter.com/search-advanced>

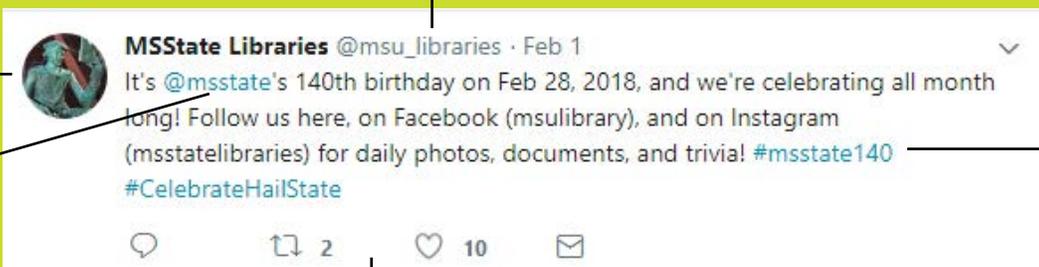
- Use the Who To Follow suggestions from Twitter to find similar accounts to follow.
- On the mobile app, go to the search page and click on the icon in the top right corner to find friends and see suggestions of who to follow. Click the follow button next to each account to follow.
- Review your list of followers and look at who is following them and who they mention in their tweets.
- Follow hashtags at events. Who is tweeting using the hashtag and who else are they mentioning?
- To segment users by specific groups, create your own lists or subscribe to lists created by others. Go to your own Lists page by clicking your profile picture in the top right corner of the page (top left on the mobile app) and selecting Lists on the drop down menu. You cannot send or direct a tweet to members of a list, for only those members to see. Lists are used for reading tweets only.

<https://help.twitter.com/en/using-twitter/twitter-lists#>

- Become familiar with the types of information tweeted by others.

Start tweeting messages to those who follow you.

- To tweet, click on the  symbol and type your message (tweet) in the white box, "What's Happening?" Tweet content should be valued by your followers. This can include timely news, helpful tips or fun facts; special offers; interesting photos, short videos, or gifs; links to resources; spotlights on customers, employees, or suppliers unique insights or quotes; a question with the link to the answer; or invitations to join a discussion or event.
- You can include a link to any web content, photo, or video. You can take a photo with your phone and instantly upload it to Twitter. Tweets with photos get twice the response and including media makes tweets more engaging.
- @Reply is a public message that shows your response in the tweet stream (timeline) of everyone who follows you and the person who tweeted. It also appears on the @connect (mentions) page of the Twitter user.
- A Retweet (RT) is a reposted or forwarded tweet from another user. You can retweet a tweet from another account and it will appear on the timeline of those who are following you.
- A Direct Message (DM) is a private message you send to another Twitter user. You can click on the envelope icon to send and view Direct Messages.
- The optimum time you get the best engagement on Twitter is weekdays between 11a.m. and 3p.m.



The image shows a tweet from MSState Libraries (@msu_libraries) dated Feb 1. The tweet text is: "It's @msstate's 140th birthday on Feb 28, 2018, and we're celebrating all month long! Follow us here, on Facebook (msulibrary), and on Instagram (msstatelibraries) for daily photos, documents, and trivia! #msstate140 #CelebrateHailState". Below the text are icons for reply, retweet (2), like (10), and direct message.

Callouts in the image point to the following elements:

- Profile Photo**: Points to the profile picture of MSState Libraries.
- Mention**: Points to the @msstate handle in the tweet text.
- Hashtag link**: Points to the #msstate140 and #CelebrateHailState hashtags.
- Handle**: Points to the @msu_libraries handle above the tweet text.
- Options to reply, retweet, like, or direct message**: Points to the interaction icons at the bottom of the tweet.

GETTING STARTED (CONTINUED)

Create a following

In addition to tweeting great content that others retweet and like, build a strong following by:

- Incorporating Twitter into your online and offline marketing.
- Adding Twitter buttons to your website to help your visitors share content and connect with you on Twitter
<https://help.twitter.com/en/using-twitter/add-twitter-share-button>
- Embedding a Twitter timeline on your website or blog
<https://help.twitter.com/en/using-twitter/embed-twitter-feed>
- Adding your Twitter @username in your printed promotions, packaging, and signage.
- Recognizing and thanking others in your tweets by using @mention to reference other Twitter users.
- Creating hashtags around a topic or event (see more in the 'Things to Know' section).
- Launching a contest that asks followers to contribute so that your Twitter feed becomes a mix of tweets you've created, as well as replies and retweets. Be sure you are aware of Twitter's contest rules and restrictions:
<https://help.twitter.com/en/rules-and-policies/twitter-contest-rules>
- Exploring Twitter Ads. Use promoted tweets for targeted communications. Use promoted accounts to be featured in search results and within the Who To Follow section.
<https://business.twitter.com/en/twitter-ads.html>

THINGS TO KNOW

- Tweets now allow 280 characters, but still try to keep them succinct.
- **Timeline, Twitter feed or Twitter stream** are terms referring to tweets as they appear.

- The **Home** tab is where you view tweets from the people you follow.
- The **Notification** tab is the place to see the interactions with those who have followed or mentioned you, retweeted, or liked one of your tweets.
- The **Moments** tab provides trending topics based on your location as well as curated moments that many people are tweeting about.
- The **Profile** section includes quick access to your tweets, photos, followers, those who you follow, your lists, your settings and more.
- The **Message** tab is where you can see your Direct Messages and send new ones.
- **Hashtags** - The symbol # on Twitter is a hashtag used to aggregate the conversation surrounding a topic or event. Create a hashtag by combining the # symbol with a short word, acronym, or phrase to use as a tag within tweets. Do not use spaces in hashtags. Before starting a new campaign search Twitter to be sure #yourtopic has not already been used. Within a tweet, the hashtag you created will appear in blue, allowing anyone to scroll over it, click on it and see a page for the hashtag. If your hashtag is brand new it should be the only tweet on the page. Now, every time you or someone else includes your hashtag in a tweet, it will be added to the page. You can tag your tweets with hashtags that already exist to link yourself with a particular topic. Although hashtags started with Twitter, they can be used across multiple social media programs.
- **Likes** (formerly Favorites) is a feature that you could use to collect positive tweets about your company.
- Links shared on Twitter are automatically shortened with a <http://t.co> link. Anyone with the link will be able to view the content on Twitter. You could also use outside resources such as <http://goo.gl>, <https://bitly.com>, <http://tinyurl.com> to shorten and share your links through email and other social media programs.

THINGS TO KNOW (CONTINUED)

- If you want to selectively include your location information with your Tweets, you can enable this feature:
<https://help.twitter.com/en/using-twitter/tweet-location>
- Twitter added the Tweetdeck app, for you to better manage, filter and keep up with the topics and accounts that matter to you most. This puts tweets into columns and allows you to schedule tweets
<https://help.twitter.com/en/using-twitter/how-to-use-tweetdeck>
- There is an 'in-tweet' button that you can use to report abuse. For a complete list of Twitter rules:
<https://help.twitter.com/en/rules-and-policies/twitter-rules>
- Additional tools you may choose to use include Hootsuite.com, statuspeople.com, and other Twitter-certified partners
- Social media continues to incorporate new technologies, features, and benefits. Work with others in your company, industry and network to make the most of your owned, earned, and paid marketing communications. To stay current with Twitter, review their blog <https://blog.twitter.com/> and follow Twitter or specific hashtags.

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RESOURCES

Twitter for Business:

<https://business.twitter.com/>

Hashtags:

<https://hashtags.org>

Social Media Examiner:

<https://www.socialmediaexaminer.com/tag/twitter-marketing/>

<https://www.socialmediaexaminer.com/how-to-use-twitter-for-business-and-marketing/>

<https://www.socialmediaexaminer.com/twitter-marketing-resources/>

Ohio State University Extension, Maps & Apps program:

<http://go.osu.edu/mapsandapps>

Hootsuite: Twitter Marketing

<https://blog.hootsuite.com/twitter-marketing/>

Omnicores

<https://www.omnicoreagency.com/twitter-statistics/>

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