



# Our Top 10 Twitter Tips

**MONITOR**

# Top 10 Twitter Tips for Businesses

Social media is no different to anything else you do in business, you must have a plan! Starting with a clear plan will set you up for success and help avoid wasted time and mistakes.

So you've set up a Twitter account, uploaded a beautifully designed banner image and followed a few people of interest but don't know how to give your social presence a kick start, these tips will help to get you started.

These easy to digest social media tips can be put in place today...



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- ## 1 Choose the right platform(s)

The first ones that spring to mind are often Facebook or Twitter but you must consider your goals, your content, your audience and your schedule, then decide on which platforms best suit you.
- ## 2 A picture says a thousand words!

People always engage more with pictures. Whilst text allows you to convey key messages, images, GIF's, quotes and cartoons allow you to really showcase your personality.
- ## 3 Stay away from controversial topics.

Unless you're extremely brave, stay well clear of topics that may provoke unwanted attention. Social media is a social space so should be kept light hearted.
- ## 4 Get involved in trends.

Social media is one platform where jumping on the bandwagon isn't seen as a negative thing. Staying relevant is a good way to keep the attention of your busy audience.
- ## 5 Don't forget to #hashtag.

The almighty hashtag is not to be overlooked. Whilst hash tagging every other word isn't recommended, including key words can help the right people to find your business.

## 6 Know your audience.

One of Twitter's useful tools allows you to explore they interests of your followers. Taking advantage of this can really help you to perfect your tone of voice.

## 7 Reach out.

Social media is about engagement, take the time to start conversations with people. Whether it be customers, suppliers or partners, two-way communication is great.

## 8 Have an opinion.

Whilst you don't want to come across as a know it all, it's important your audience see you as a knowledge leader. Sharing relevant news and insight with a brief comment summarising your thoughts can go a long way to achieving this.

## 9 Share, share, share.

It's unlikely you will convert a lot of your leads on a social platform, you need to push people to a website or webpage where they can be converted using unique and engaging content.

## 10 Report, review and reflect.

Analytics allows you to review the all-important stats. Taking a look at these on a regular basis will help to understand what's working and what could be improved.