

Lauren Dugan

TWITTER 101

EVERYTHING YOU NEED
TO KNOW ABOUT
TWITTER MARKETING



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FINANCIAL TIMES

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TWITTER 101: EVERYTHING YOU NEED TO KNOW ABOUT TWITTER MARKETING

You can use Twitter as a low-cost, low-risk marketing tool and be the next Mozy, Kogi BBQ or Zappos.com. All it takes is creativity and dedication—and the marketing tactics outlined in this book.

Twitter 101: Setting Up Your Account to Attract the Right Followers

Setting up a Twitter account is a simple process; optimizing it takes a bit of work. It isn't enough to just *have* a Twitter account, you have to brand it, focus it and make it shine.

How to Create a Twitter Account

Step 1: Visit [Twitter.com](https://twitter.com). On the home page, fill out the “New to Twitter” section, including your full name, email and password. Hit “Sign up for Twitter”.

Step 2: On the following page, confirm your password, read Twitter's Terms of Service and choose your username.

NOTE: Your username is one of the two most important pieces of identification on Twitter, along with your profile picture. It will accompany every tweet you send and is used by other Twitter users to talk to you.

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Give your username some thought rather than settling on one that you come up with in the spur of the moment. You can choose almost anything as your username, but I recommend using your company name, a brand or product name, or your personal name.

Your username can be changed, but changing it may confuse followers who are used to referring to you by your old username—so try to choose a good one off the bat!

Step 3: Take Twitter’s new user tutorial, which will walk you through the basics of what a tweet is, how to follow accounts and how to fill out your profile. This takes all of 60 seconds and is a great crash course for anyone completely new to Twitter. Don’t skip it!

How to Optimize Your Twitter Account

Congratulations, you’re now on Twitter!

But before you get excited and start tweeting, you have four items on your “to-do” list:

1. Upload a photo
2. Fill out your bio
3. Add a link
4. Customize your background

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These four elements make up your Twitter profile, and it is vitally important that you complete them before you dive into Twitter. They will help you brand your business and create immediate recognition among your followers whenever you send out a tweet.

Profile Picture

The profile picture you choose to represent your brand on Twitter is not only the first thing people see when they visit your profile page, but it is also attached to every tweet you send out. Along with your username, it is the most visible piece of information about you on Twitter.

I recommend choosing one of two types of profile pictures when optimizing your profile: a logo or a headshot.

Headshots work best for accounts run by a single person. If you are the CEO of your company and you'll be doing the majority of the tweeting, using your headshot will create trust and accountability between you and your followers.

A logo is a good idea for accounts that are tweeting on behalf of a company. If you have a company logo, using this as your profile picture will help create cohesive branding on Twitter as well as continuity between Twitter and any other web properties, such as your website or Facebook page, where you display your logo.

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Remember to keep your profile picture professional, clearly visible and on-message for your brand.

Bio

You only have 160 characters to tell the Twitter-verse what your business is all about, so use them wisely!

Your Twitter bio should do three things:

1. Target your audience
2. Explain the value you offer
3. Answer the question “Why am I on Twitter?”

Keep your bio targeted, use keywords related to your niche and be as clear as possible.

Link

Twitter allows for a single link to be included in your profile, so make it count! If you have a Facebook page, a blog or a company website, put that in this field. Don't leave this area blank, as it's a great way to get Twitter followers to take action over on one of your other web properties.

Background

Lastly, you have the option to customize your Twitter background. I highly recommend you use Photoshop (or get a designer to do it for you) and create a custom background that is branded for your business. It should have the same color scheme as your logo or company colors and can include information such as your company website, a logo, any other Twitter account associated with your brand and basic company information.

For more information on how to properly size and position your Twitter background, please see this resource from Banyan Branch:
<http://bit.ly/lb7ICf>

Your Twitter Lingo Cheat Sheet

Twitter has some pretty unique terminology that you won't find anywhere else on the social web. Here's your Twitter cheat sheet so you can talk about hashtags and retweet with the best of them.

Direct Message (DM)—A private message sent via Twitter that only you and the recipient will see. The user you want to send a DM to must be following you.

Favorite—You can “Favorite” a tweet, which saves it in a folder to view later and lets the you know you liked the tweet.