



Twitter for **Your Business**

A GUIDE TO GET STARTED

blog.uk.twitter.com | [@TwitterUK](https://twitter.com/TwitterUK) | [#LDNlocal](https://twitter.com/hashtag/LDNlocal)

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A successful Tweet for help



On February 24th 2011, The Big Green Bookshop in North London tweeted "Please help" to their followers. The Tweet linked to a blog post which explained that if business continued at the same pace, they would have to close their doors in nine months. Before they knew it, @BigGreenBooks was the third most discussed topic on Twitter in London. Upon hearing the story, the local community, new friends in the publishing world, and bookshop fans in America came together to not only rescue the store, but to make sure it thrived.

According to co-owner Simon Key, **"Twitter was the most effective means of getting the message out, and the response was indescribable."**

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Read the full story at blog.uk.twitter.com or visit stories.twitter.com for more inspiring stories like Simon's.
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Put Twitter to work for your business

A Tweet is a powerful tool. Every week billions of Tweets flow through Twitter about every imaginable subject. A wide variety of people, organisations, businesses — big and small, local and international — all use Twitter to make their presence known.

This guide is intended to help small business owners, like you, understand how to use Twitter better. Twitter can help your company connect with customers, amplify your message and ultimately grow.

We'll show you how in these four chapters:

1. THE NUMBERS

Your customers are already talking about you on Twitter. Don't miss the opportunity to be a part of the conversation. Learn more about how they're using Twitter and the types of Tweets they look for from brands and organisations.

2. GET STARTED

Getting started is easy. In this section, we take you through Twitter's homepage and explain how to set up a profile and connect with users. Refer to our 'What is a Tweet?' guide to understand all of the components that make up a Tweet.

3. ENGAGE YOUR AUDIENCE

Customers respond to brands that stand for something — tweet about your ideas, principles and passions to draw them in. Your followers represent your most loyal customers, make sure to acknowledge and reward their Tweets about you.

4. AMPLIFY YOUR IMPACT

The more people who talk about your business on Twitter, the more followers (and customers) you'll get. Focus on activities that promote your @username and watch your business expand.



1

The numbers

Your customers are already talking about you on Twitter. Understanding what they're saying and why users follow businesses will help you build better, more lasting relationships.

PEOPLE ARE ALREADY TWEETING ABOUT YOU

WHAT USERS WANT TO HEAR FROM YOU

TWITTER ON THE GO: THE SMALL BUSINESS ADVANTAGE



People are already tweeting about you

Whether you're active on Twitter or not, people are talking about you, your company and the space that you operate in.

USE SEARCH TO FIND OUT WHAT THEY'RE SAYING

Go to search.twitter.com to search for your product or business name and see what people are saying specifically about you.

You can also search for keywords and hashtags associated with your business and category (e.g. London cafes) to gain valuable insights about your consumers and similar businesses.

There are millions of users in the UK, and 140 million active users worldwide.

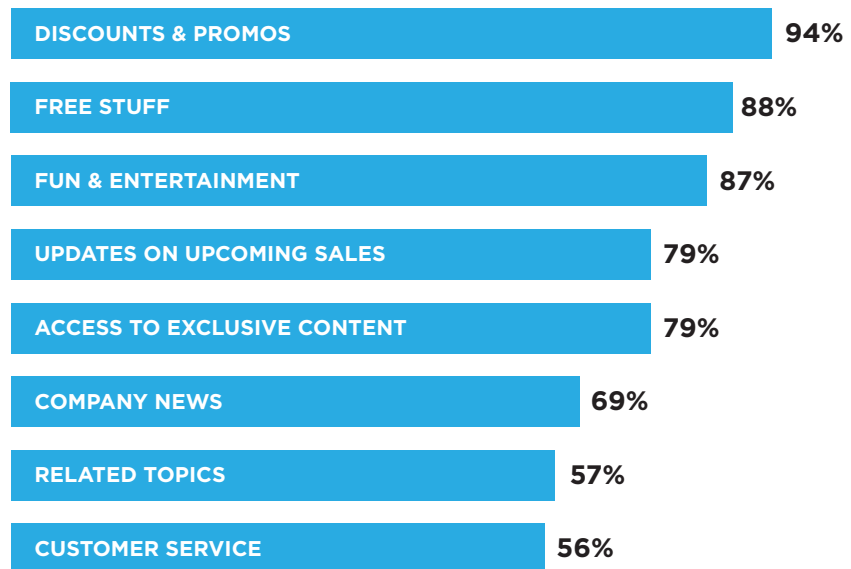
If you're new to Twitter, we recommend using search to learn from other users and businesses, before diving right in. You'll quickly see which Tweets generate a strong response and what content will be most engaging and interesting to users.



What users want to hear from you

Understanding why users follow brands on Twitter will help you better engage your followers.

These are the reasons they listed:



Source: Compete 6/13/11, "Four Things You Might Not Know About Twitter"

Users follow brands and organisations for lots of reasons, including promotions, entertainment, exclusives, and customer service. We recommend experimenting with different types of Tweets to see what works for your business, and what doesn't.



Twitter on the go: The small business advantage

GO MOBILE

**More than half of our
users access Twitter from
mobile devices.**

Users are increasingly accessing Twitter from their mobile devices.

This growing trend represents a real opportunity for small, nimble businesses, like yours. By monitoring what users are saying in real time, you can respond in a way that is both timely and helpful.

For example, if a user Tweets about a long waiting time at a restaurant around the corner — why not tweet back, offering them a table at yours?



2

Get started

Understand how Twitter works so your business can actively and effectively join the conversation.

WELCOME TO TWITTER

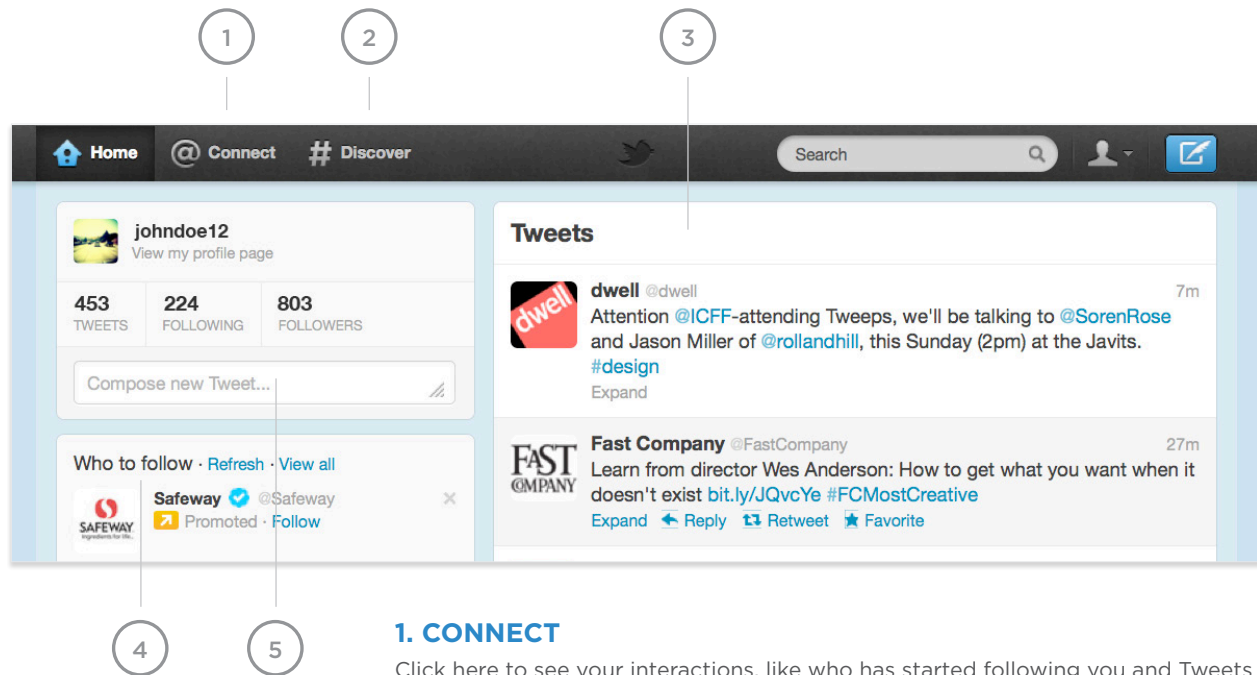
WHAT IS A TWEET?

SET UP YOUR PROFILE



Welcome to Twitter

Twitter is an open, public, information network. Use the functionality on the homepage to access the information you're looking for faster.



1. CONNECT

Click here to see your interactions, like who has started following you and Tweets which mention your @username.

2. DISCOVER

Visit this area to see which topics are 'trending' in your location and get a sense of what stories people are talking about globally.

3. TIMELINE

Your timeline displays Tweets from users that you follow, in the order that they are posted.

4. WHO TO FOLLOW

Twitter accounts suggested for you are displayed here. These accounts are based on who you follow and more. Clicking "view all" will bring you to a page with the option to 'find friends' from other networks (e.g. gmail) or 'browse categories' to find users by specific interests.

5. COMPOSE NEW TWEET

Start typing your 140 character message directly in this box.



What is a Tweet?

A Tweet is a message posted on Twitter, consisting of 140 characters or less. Tweets are the building blocks of your communications and prove the power of saying more, with less.



1. USERNAME

A username, or handle, is always found at the beginning of a Tweet.

2. MENTION

If you want to mention a user or brand in a Tweet, to give them credit or call it to their attention, simply include their @username and it will appear in their Connect tab. Like any other Tweet, this will be visible to all of your followers.

3. LINKS

Including links in your Tweets is a great way to drive your followers to more information about what you've tweeted. To help you save space, any link that you paste into the message box will automatically be shortened to 19 characters.

4. HASHTAG

A hashtag is any word, or phrase, beginning with the # symbol. People use hashtags to organise conversations, making it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term.

5. REPLY

Click 'reply' to respond to a Tweet. When you reply, your response is public, and will show up in your timeline and the timeline of the person you replied to. Note: your Tweet will also be visible to people who follow both of you. Replying to a Tweet is a nice way to build relationships with your followers.

6. RETWEET

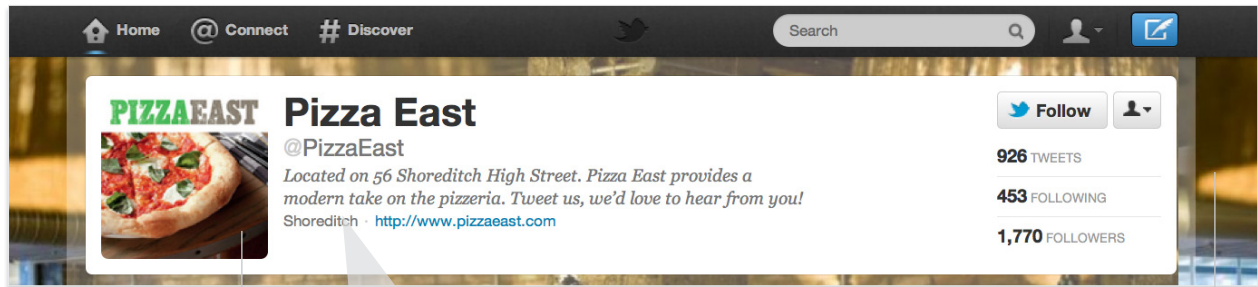
See something you like? Retweet it! Retweeting will repost the message to all of your followers. This is a great way to thank a customer for saying something nice about you, or endorse a comment that you agree with.

A direct message (DM) is a private message. You can only send a DM to individuals you follow who also follow you.



Set up your profile

Your profile says a lot about your business. Your name, summary and profile picture should all work together to tell your story.



Choose a profile image that shows the best face of your business. Pizza East uses an image combining a pizza and their distinctive logo.

Pizza East

@PizzaEast

Located on 56 Shoreditch High Street. Pizza East provides a modern take on the pizzeria. Tweet us, we'd love to hear from you!

Shoreditch · <http://www.pizzaeast.com>

Include a link to your website. Also consider including your opening times and phone number.

Write a clear and informative summary that describes your business, products or services. Make sure customers know where to find you by providing your address and location.

Use a relevant and eye-catching background. Pizza East uses a photograph of their restaurant.



3

Engage your audience

The right content and behaviour converts people into customers, and turns customers into advocates.

LISTEN FIRST

FIND YOUR VOICE

RESPOND, REACT & RETWEET

MAKE IT A HABIT

A WEEK ON TWITTER

TWEET SOMETHING SHARABLE



Listen first

Use advanced search to limit the results to a location.

Search keywords associated with your business.



Select People results to see a list of accounts that match your search.

Follow and learn from other businesses.

FOLLOW AND LEARN

When you first join Twitter, it's tempting to start tweeting right away. But before you begin, it's a good idea to follow and observe businesses similar to yours to see what they're doing well, and learn from their mistakes.

'To follow' someone means that you are subscribing to their stream of Tweets, and will automatically receive their Tweets in your timeline. When someone follows you, your Tweets will show up in their timeline. Twitter is very flexible - you don't need to approve people who want to follow you and you don't need to follow them back. However, you will likely want to follow back most of the people who follow your business. This acknowledges them and enables them to send you direct messages.

As described on page 6, use Twitter's search functionality to gain insights about your customers and get inspired by what people are already saying.



Find your voice

Twitter is an informal environment. Users respond best to a friendly and conversational tone of voice.

BE YOURSELF



Riding House Cafe @RidingHouseCafe

We are a yr old, what a ride (sorry). Huge heartfelt thanks to every single guest we have served. You are brilliant. Let yr 2 begin! X

Too often, businesses are overly formal on Twitter. People respond best to friendly, conversational Tweets. When you're tweeting, write in a casual and friendly tone and don't be afraid to let your personality shine through.

GIVE THEM SOMETHING MORE



Nude Espresso @NudeEspresso

To our gluten free posse out there - peanut butter cookies! Only at #sohosquare! Get in fast or get out!!! pic.twitter.com/Fqm6oxeQ

Hide photo



Use Twitter to convey insights and information about your company that your customers can't find elsewhere. Give them a reason to keep checking back.



Respond, react & retweet

Your followers represent some of your most interested customers, treat them accordingly.

BE RESPONSIVE



Reply when people tweet about you. Favourite and retweet positive messages, and make sure to thank those who are praising you. All of these actions will help you build stronger relationships with your followers – turning them into loyal customers.

Promptly address any critical Tweets about your business. Some conversations need to be taken offline. If there is too much back and forth between you and a customer, or the exchanges become too specific for your timeline, ask the follower to send you a direct message (DM) with contact information so you can communicate further by phone or email. Negative comments handled well can convert someone from a disgruntled customer to your biggest fan.

TIP

Download Twitter for your mobile device at twitter.com/download so you can respond to your customers in real time and on the go.

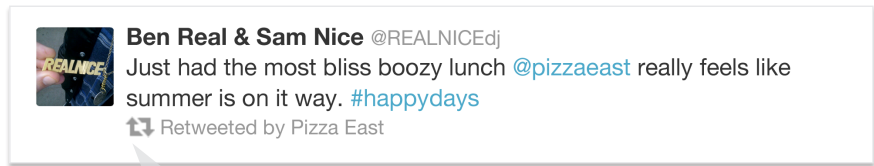


Make it a habit

TWEET DAILY

Small ideas work as well as big ones for tweeting. You might retweet someone, thank a customer or talk about what's happening in your community.

People wonder how often they should tweet, but there isn't one "right" answer. Tweeting every five minutes might be too often and tweeting only weekly is very likely too infrequent. At first, make a goal to tweet once a day. Over time, you'll see what works best for the amount of content you want to share and for your particular business.



Ben Real & Sam Nice @REALNICEdj
Just had the most bliss boozy lunch @pizzaeast really feels like summer is on it way. #happydays
Retweeted by Pizza East



Retweeted by Pizza East

Just because Twitter happens in real time, it doesn't mean you can't look ahead. Think about your important upcoming events — product launches, holidays or seasonal events — and see how you can incorporate Twitter into your plans.

TIP

Follow reporters and news outlets that cover your topics, and retweet their relevant comments and insights. Not only will you provide interesting content to your followers; some of those reporters will follow you back.



A week on Twitter

It's possible to plan ahead on Twitter. Here are examples of how you might engage customers over the course of a week.

MONDAY

Special promotions

SPECIAL PROMOTIONS



Nude Espresso @NudeEspresso

Free cup of coffee when you buy a bag of freshly roasted beans from one of our cafes x

Launch special Twitter-only promotions to your followers. Tweet an offer code that unlocks a discount on your website at checkout, or tweet a secret word that customers can mention to get a discount when they visit your business. Offer a free download to your followers who retweet your offer.

TUESDAY

Behind the scenes

BEHIND THE SCENES

WEDNESDAY

THURSDAY

FRIDAY



Riding House Cafe @RidingHouseCafe

Truffle tasting, poor us. @ Village East

[instagram.com/p/JUyqApMQjO](https://www.instagram.com/p/JUyqApMQjO)

[Hide photo](#)



**Running a promotion?
Go to support.twitter.com
to check out some of our
best practices.**

Tweet behind-the-scenes videos or photos that provide access to information that your followers can't get any other way.



MONDAY

TUESDAY

WEDNESDAY

Helpful tips

HELPFUL TIPS



Delta Faucet @deltafaucet

Need to clean your showerhead or faucet? Just use a 50/50 solution of white vinegar and water. bit.ly/xklJHS

Create a regular series of Tweets that are informative or surprising. If you're a chef, tweet recipes or kitchen tips. If you have a fashion boutique, tweet ways to match current trends with vintage items.

THURSDAY

Media spotlights

MEDIA SPOTLIGHTS



To Do List @ToDoListLive

@TimeOutLondon Thanks for adding us to your list, we often know about great events when they are just seeds. SEEDS!

pic.twitter.com/1DgiOPuL

View Photo

Highlight positive press stories and news about your company, industry or community that your followers will find interesting. Be sure to mention the @username of the reporter or media outlet when you tweet the story. This provides clear attribution and recognizes the source.

FRIDAY

Focus on your people

FOCUS ON YOUR PEOPLE



kaffeine london @kaffeinelondon

A very busy day today, thank you to all and well done team Kaffeine. If you missed our lamingtons, they are on for next three days or.....

Highlight the people who help run your company by calling out their great work in your Tweets or sharing photos of them at work. Retweet the Tweets that relate to your business.



Tweet something sharable

Understand why people share things to create better Tweets.

Before you write a Tweet, consider how your followers will respond. Will they want to reply, favorite, watch or share that Tweet?

People tend to share positive Tweets that solve a problem, answer a question, entertain or inspire. On Twitter, we see the most retweeted content tends to contain links, photos, videos or quotes. When you tweet something interesting, it has the potential to travel to many prospective customers.

INCLUDE A PHOTO

A descriptive Tweet with a photo will not only get clicks, it will inspire retweets. Think of the words in the Tweet as a setup and the photo as the punchline.

QUESTION + ANSWER

Pose a question in your Tweet and then answer it with a link. For example:

- “What are the top ten reasons that people buy a new car? Answer: *link to a blog post about the subject.*”
- “Who wore it best? Fashion experts explain: *link to fashion website or magazine.*”
- “Improve your golf swing in ten minutes! Here’s how: *link to professional golfer’s tips and tricks.*”

SHARE VIDEOS ON TWITTER

Add a video to a Tweet automatically by including the URL. Links for YouTube, Vimeo and many other services will play directly in an expanded Tweet.

ADD A QUOTE

Inspire your followers with a pertinent quotation from history, literature, pop culture or your own industry. You’ll encourage retweets if you choose a quotation that your followers see as helpful or inspirational for *their* followers.

TIP

Follow people from outside your industry to get ideas about interesting content. Be sure to give writers credit when repeating their content in a Tweet.



4

Amplify your impact

Grow your audience to extend your reach.

PROMOTE YOUR TWITTER @USERNAME

USE YOUR FOLLOWERS TO GET MORE FOLLOWERS

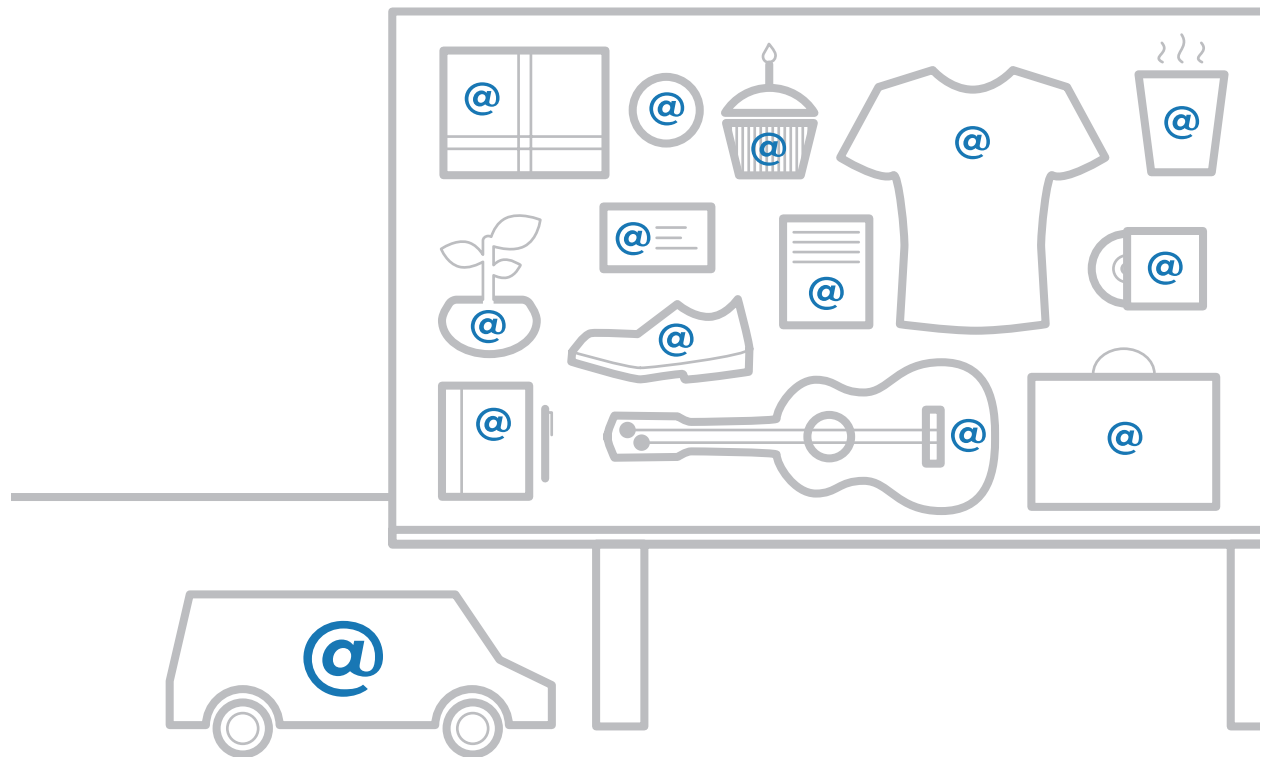
CONNECT WITH LIKE-MINDED BUSINESSES

MEASURE AND INCREASE YOUR IMPACT



Promote your Twitter @username

Increase your number of followers by connecting online and offline experiences.



There are many ways to promote your Twitter @username online and offline: business cards, signage, advertising, delivery vehicles, product packaging, storefronts, email, your website, etc. Anywhere your customers interact with your brand is an opportunity to encourage them to follow you on Twitter.

TIP

Feature your @username on your website and blog. Visit twitter.com/about/resources to download Twitter's logos and see our brand guidelines for use.



Use your followers to get more followers

When your followers retweet your content — or when they tweet about you — they extend your reach to their followers.

OFFER AN INCENTIVE



Create Tweets that encourage your followers to retweet. One simple method is to announce that you'll offer a discount to everyone who retweets your offer, but only if you get a total number of retweets (like 10 or 25).

Offer your customers a reward if they mention your business — a discount, free trial, or extra service — whatever makes sense for your company. It's a good idea to include a link to the terms and conditions of your offer in the Tweet.

If you have a store, ask people show you the Tweet on their phones at checkout. If you sell online, DM the follower with a discount code that you can track at checkout.

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TIP People are more likely to retweet an offer that provides value to their own followers.

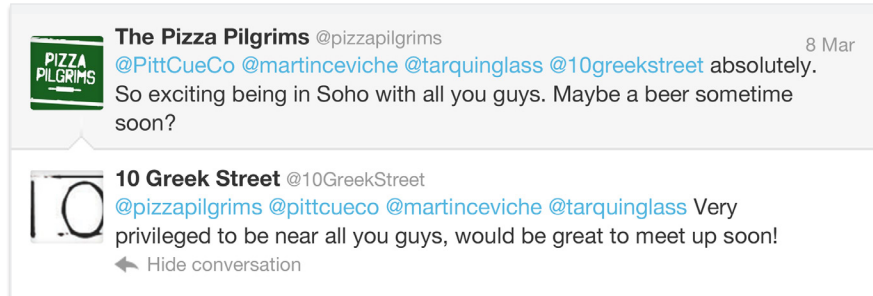
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Connect with like-minded businesses

Affiliating yourself with businesses you admire speaks volumes about your brand.

CREATE A CONVERSATION



Following businesses like yours, and supporting them publicly on Twitter builds brand association in the minds of your followers and will reflect positively on your business. It's also a good way to make sure that you don't miss news or updates that affect your industry. Demonstrate thought leadership by sharing your ideas and great content from your peers with your followers.

Leveraging local pride through shared loyalty programmes and cross-business competitions is a great way to build buzz amongst your wider customer base.



Measure and increase your impact

Test out and monitor different types of Tweets to see which generate the strongest response for your business.

HOW DO YOU KNOW IF YOU'RE SUCCESSFUL?

One common way to track success on Twitter is to look at the growth rate of your follower base. This number shows that you're increasing your audience — and your ability to connect with more customers. But there are other indicators of success to consider:

- See if people are retweeting or favouriting your Tweets.
- Use Google Analytics to see how much traffic is coming from Twitter, which show up as t.co (this is Twitter's link-shortening service).
- Create special Twitter-only promotions to bring in new customers, or bring regulars back more often.
- Finally, ask your customers: Are they following you on Twitter? Do they enjoy it?

By measuring and monitoring your impact on Twitter, you'll develop more effective ways to engage your audience, and ultimately grow your business.

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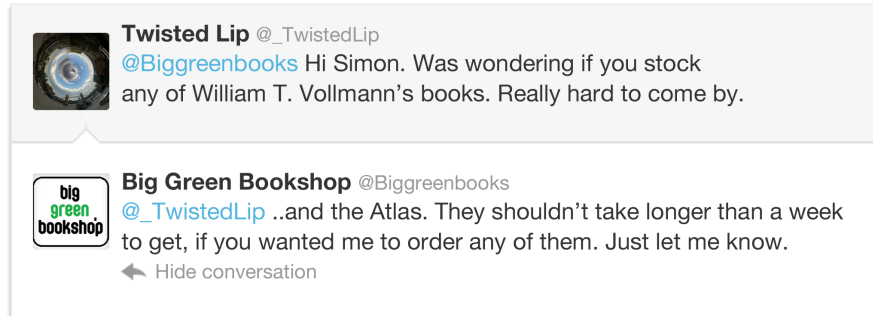
Watch out for the UK launch of Twitter Promoted Products for Small Business. In the meantime, find out more about what's to come at business.twitter.com

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Innovative use of Twitter

PUSH
BOUNDARIES



Businesses across the world are starting to push the boundaries and find inventive ways to engage their followers and connect online and offline experiences. Here are a few examples to inspire you:

- Enable followers to order products and services directly via Twitter
- Manage restaurant reservations and real-time monitoring of customer comments and complaints from the front-of-house iPad
- Build buzz ahead of restaurant and store openings, by broadcasting their @username on signs and windows during construction
- Invite users to 'tweet a coffee' so it's waiting upon their arrival
- Add @usernames to till receipts to encourage customers to start following your business for more information or to send comments about their purchases
- Tweet daily or weekly specials or menu updates
- Feature a customer's Tweet in-store and awarding their creativity with a drink



Ten steps to increasing your engagement levels on Twitter

1. WANT MORE FOLLOWERS? ASK

Set a goal and ask your followers to help you by retweeting your request. Put your @username in-store, on business cards and packaging to prompt more follows.

2. SENSE CHECK YOUR PROFILE PAGE

Make it easy for people to find basic information about your business by including a clear description, address and link to your website in your profile.

3. LISTEN

Use our search feature, or an application like TweetDeck, to monitor what users are saying about you and the space you operate in.

4. RESPOND, REACT, RETWEET

Reacting in real time to comments goes a long way. Ignoring a dedicated follower can turn a relationship sour, while negative comments handled well can convert a disgruntled customer into your biggest fan.

5. TWEET REGULARLY

Once you find a tweeting rhythm that works for you, stick with it. Download Twitter on your mobile device to make it easier to tweet on the go.

6. EXPERIMENT AND MEASURE

Users follow brands for a variety of reasons. Test out and monitor different types of Tweets to see which generate the strongest response for your business.

7. BE HUMAN

Businesses that take a direct, genuine and friendly approach on Twitter see the highest levels of engagement.

8. DON'T JUST SAY IT - SHOW IT

Tweets with photos, videos, quotes or links tend to be retweeted the most. Have a cheeky message board? Share a daily photo to entertain your followers.

9. PROMOTE TWITTER EXCLUSIVES

Feature a promotion to get your followers tweeting about you. Try sharing a discount code that can be claimed in-store or hosting a competition for the Tweet of the day.

10. BE A THOUGHT LEADER

Tweet about your ideas, principles and passions. Connect with like-minded businesses and leaders in your field - and make sure to reference articles and share links about the bigger picture as it relates to your business.



