

# Twitter Basics

## Carson Valley Chamber of Commerce

May 15, 2013

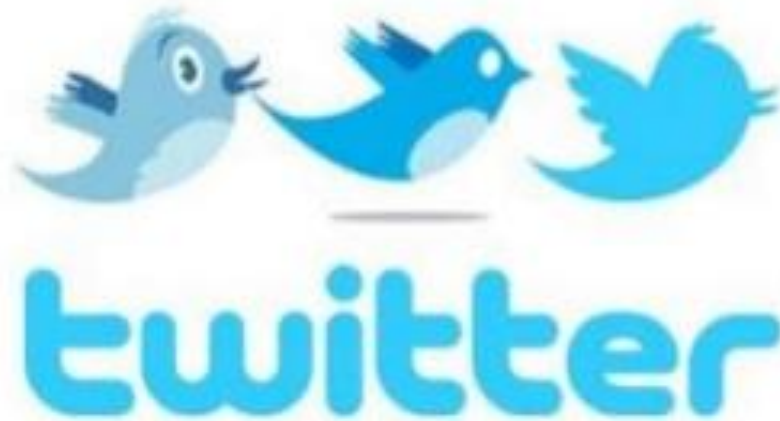
# Twitter and your business:

- \*What?

- \*So what?

- \*Now what?

## Focus on the basics



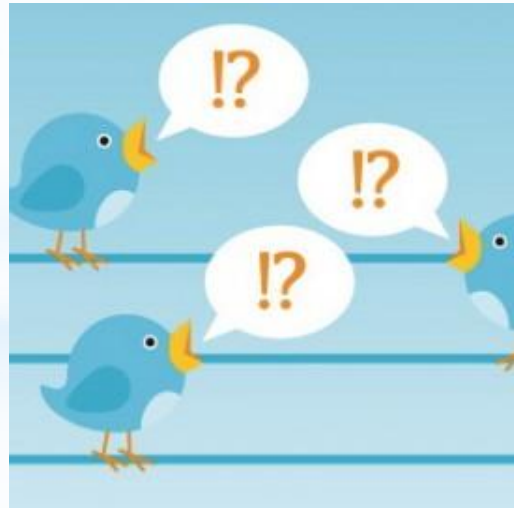
**Twitter** is a social media site that allows you to get real-time information from the people that are in your network. Twitter is an important social media platform as it has **500 million active users** and grows **5,000-10,00** join every day.

# Twitter is a great place to start adding social media to your business' marketing mix:

- \*Efficient (cost-effective and doesn't take much time)
- \*Track conversations about topics relevant to your company or brand
- \*Integrates with other social media
- \*Puts your business on a mobile platform

# Hone your message

Twitter makes you communicate your brand in 140 characters or less. Less is more and short, punchy content is key.



# Getting started

## Make a plan:

- \* How will you use Twitter? Make sure everything you do circles back to your business' goals.
- \* Who's your target audience on Twitter?
- \* What resources do you have for Twitter (time, money, staff)?
- \* How will you monitor Twitter?
- \* How will you tell your customers that you're on Twitter?

# Claim your Twitter account

## Create your Twitter account:

- \* Connect your account to your business email account or one that is checked often.
- \* Your account's name should clearly reflect your company or business' name.
- \* Create a username that's 15 characters or less that's relevant to your Twitter profile.
- \* If your business is on other social media, be consistent with usernames and profiles.



## Ready, set, tweet!

- \* Share your business' upcoming events
- \* Provide business updates or news
- \* Tweet useful tips
- \* Retweet from others
- \* Share links from your website or newsletter

Shorten links with free tools:

Bit.ly

TinyURL.com

# Tweet tweet!



## Build your Twitter network:

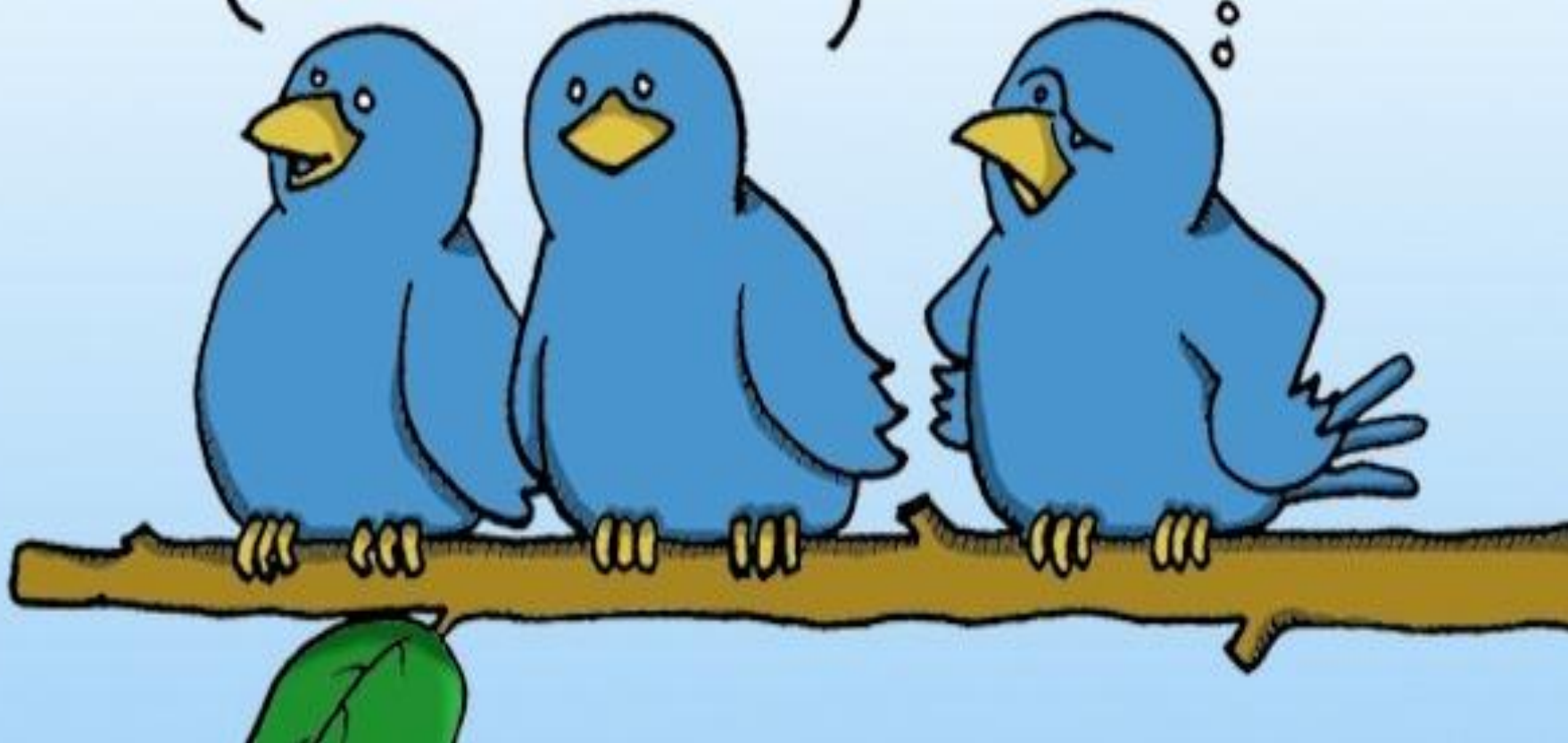
- \* Use the search bar in Twitter to find and follow businesses that are relevant to yours.
- \* Connect with local resources, like The Record-Courier, Chamber of Commerce that share timely updates. Who do THEY follow?
- \* Integrate your Twitter profile with your website, newsletter and email signature.
- \* Research relevant topics that are points of conversation on Twitter.



Chirp!  
Chirp!

RT @birdnextome  
chirp! chirp! << LOL  
#funnybirdnoises

Wtf!??



# OMG! @#@#@!!!!

## Hashtags (#)

- \*Track topics across Twitter, like #TED, #Nevada, or #Cycling.
- \*Look for conversation hashtags you can tie into your tweets, like #ThrowbackThursday or #FollowFriday

## Social Tagging (@)

- \*Connect your tweets with another Twitter account, “I learned about Twitter today during the @CarsonValleyNV Chamber’s awesome luncheon.”
- \*Tag other Twitter profiles in your posts to grow followers.

# Best Practices

- \*Think of Twitter like a dinner party and leave religion and politics out of your tweets.
- \*Create tweets that resonate.
- \*Keep everything short and sweet!
- \*Tweet often.

# Thank you!

We're here to help with all your online marketing and social media needs.

Contact Shannon Burns at the Record-Courier  
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