

Twitter Guide



Introduction

Twitter is very different from the other social media platforms out there; it is known for its publicised conversations in 280 words or less.

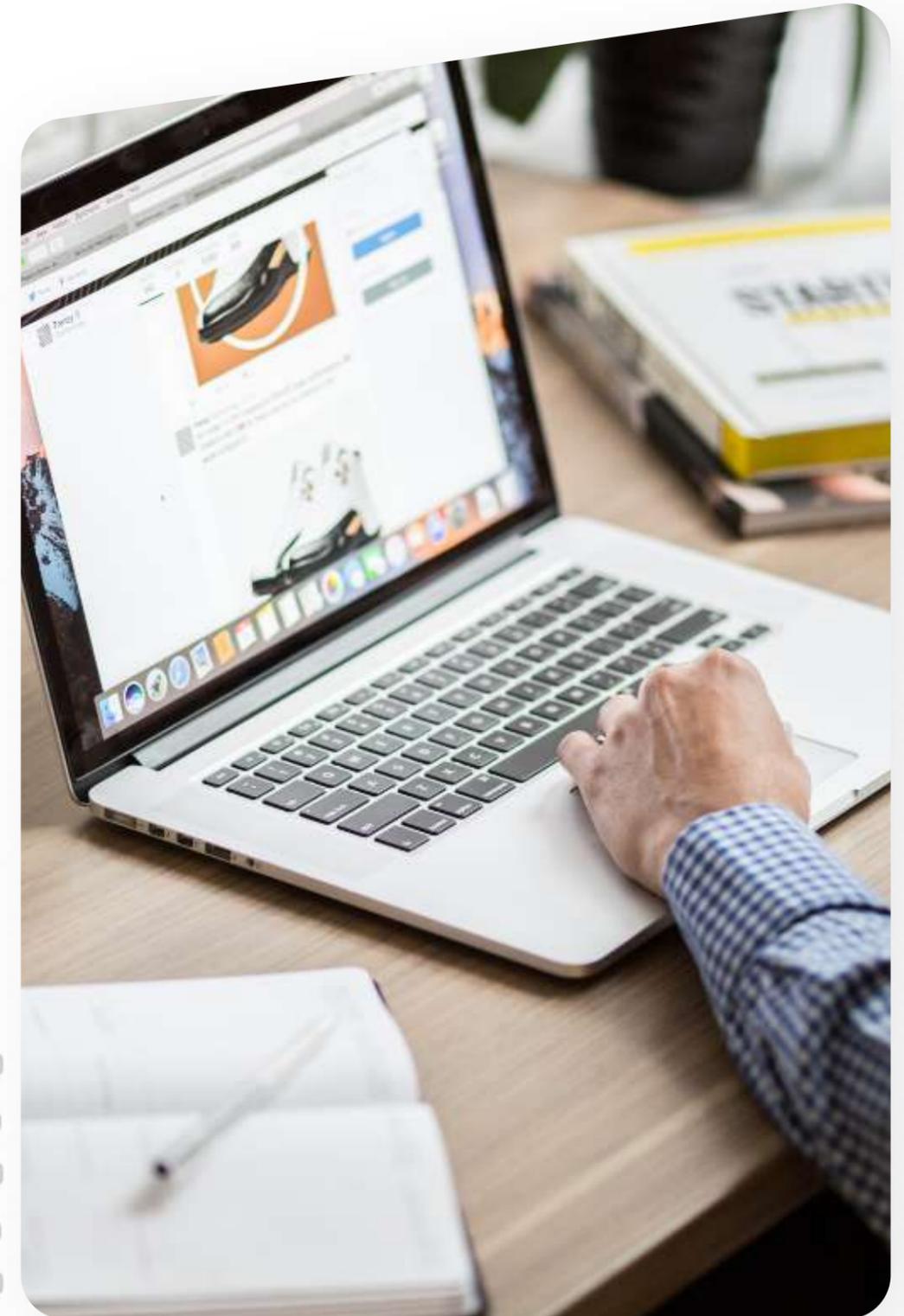
This is still a powerful channel that you can leverage to broaden your audience and increase your customer's base.

There are plenty of benefits of using Twitter for your business such as staying in the know of what's going on around the world

regarding your business, fetching information on competitors and the market in general, promoting your brand by building a strong organic following, leveraging the power of advertisements and more.

Twitter proves to be one of the most immediate methods to connect with your business's follower base.

You don't know where to start? Follow the guide!



01

Twitter users should be able to identify your business through your username

Using the name of your company is the best way to go about it so that your Twitter profile shows up when people search for your business over the net.

Make sure to also complete your profile after setting a good handle name. This includes uploading your company logo as the profile picture, uploading a header image that speaks about your business, a bio of about 160 characters, a link to your website in the URL section and the location of your business (if you have more than one, then put the location of your headquarters).



Tip: If your business name has been used, that can be quite frustrating but if your company name is a registered trademark, Twitter has a policy for trademark infringements.

Important! Do not set your account to private. Sometimes Twitter automatically sets your profile to private, thinking you're a personal account. You need to verify that it is public or else your tweets exposure will be limited.

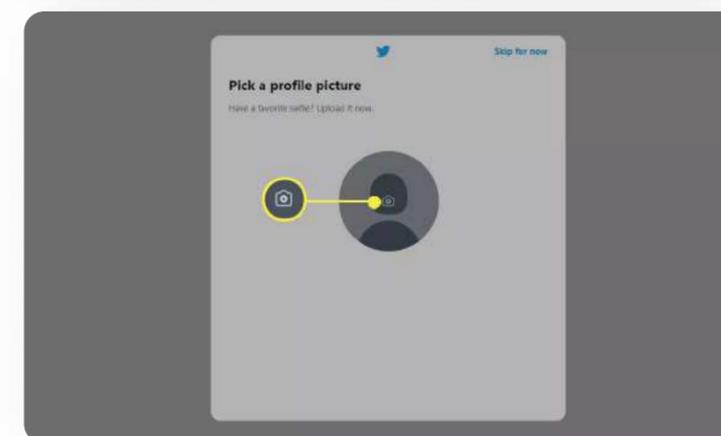
Step 1 of 5 Next

Create your account

Name
SaraMetricool 13/50

Email
sara@metricool.com

[Use phone instead](#)



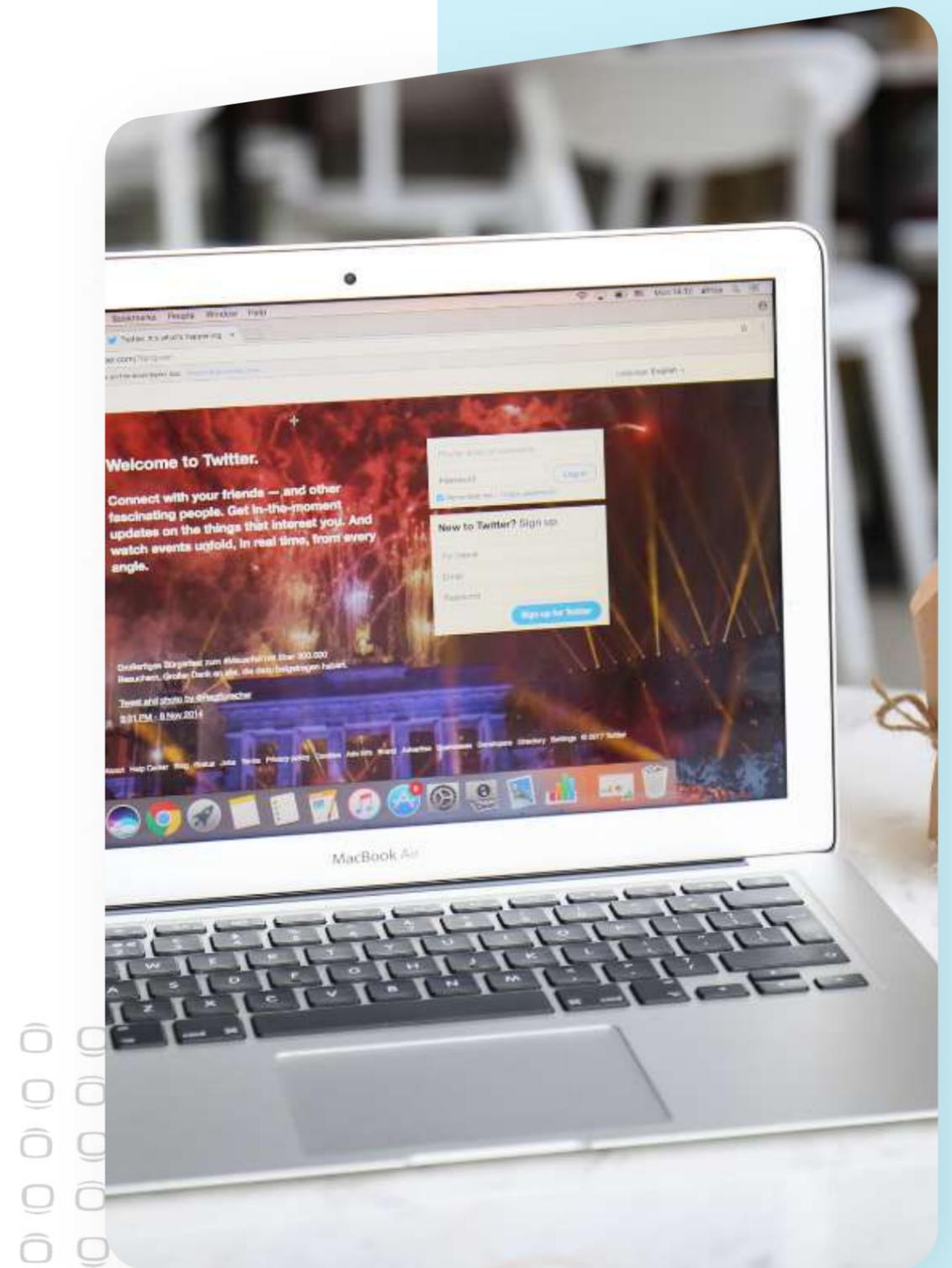
02

Follow people and other companies in your industry

It is essential to keep in touch or build relationships with people and businesses at the very top of your industry. Give them a follow and chances are, they might follow you back too!



Tip: Make sure that the amount you're following is never more than the number of followers you have. It is important to monitor your Twitter performance at least once a week to keep this in-check.



03

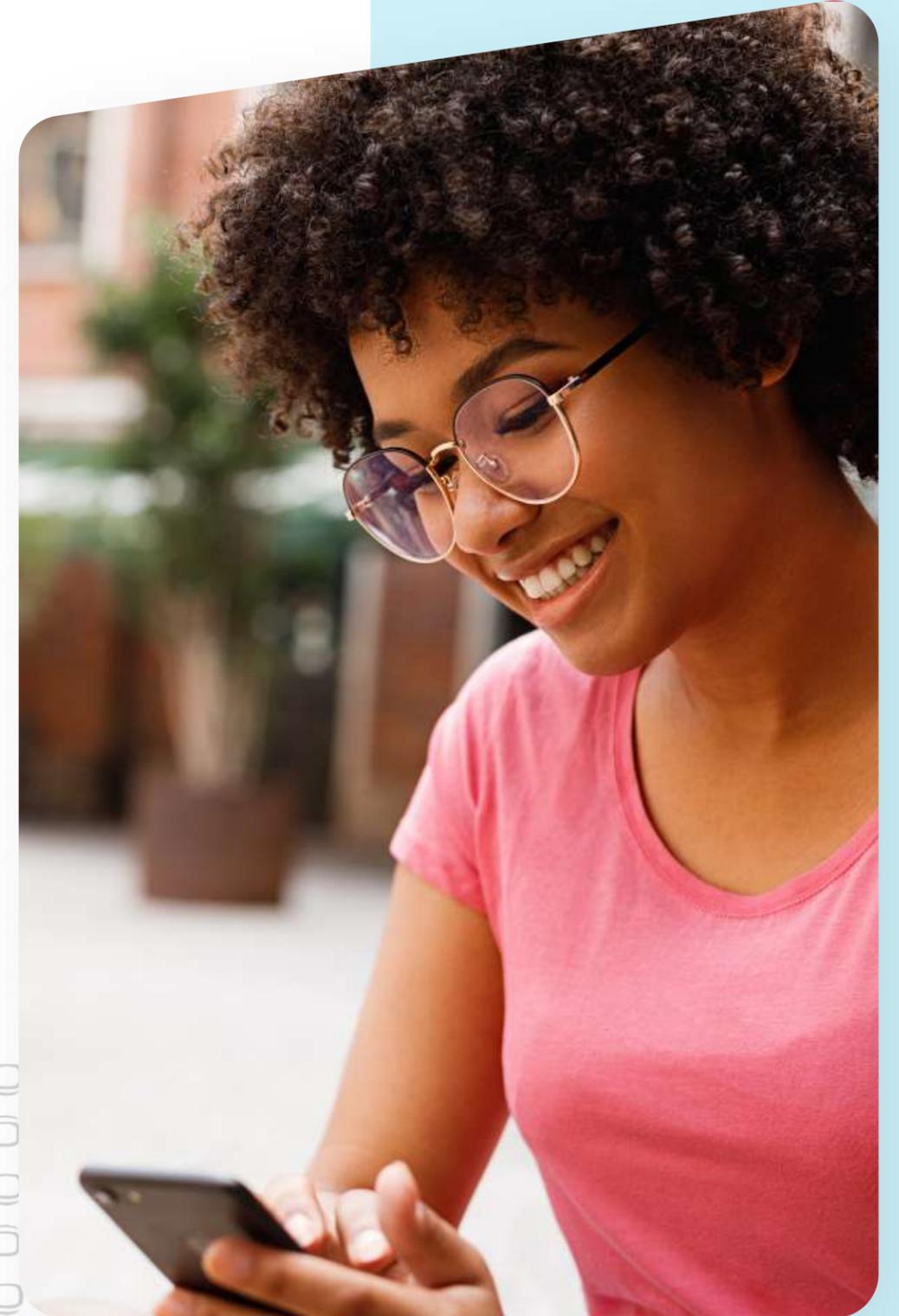
Don't only tweet about selling your products and/or services

If you constantly sell or even talk about your business, chances are that you might get unfollows. Twitter is where you can get personal, share some behind the scenes, fun facts, keep up with the latest events and more.

When you're sharing tweets, don't forget to get visual for higher engagement. When you have only 280 characters to work with, a picture becomes worth a 1000 words. [Twitter also allows you to add GIFs:](#) according to a study by Twitter on 3.7 million users, those who used GIFs gained 55% more engagement than those who did not.



Tip: Make sure the videos that you're adding to the tweet are optimized for phone and tablet.



04

Do not use more than 2 hashtags per tweet

As you know, a Tweet has a word limit of 280 characters. That is quite less but it also means that you need to make use of all the letter spaces available.

Another reason why too many hashtags is not recommended is because it can make the tweets harder to read, putting your audience completely off and disinterested.

Create your own hashtags too, they prove to be very impactful and help reach new audiences who share the same interests.



05

Like (Favorite) and Retweet tweets!

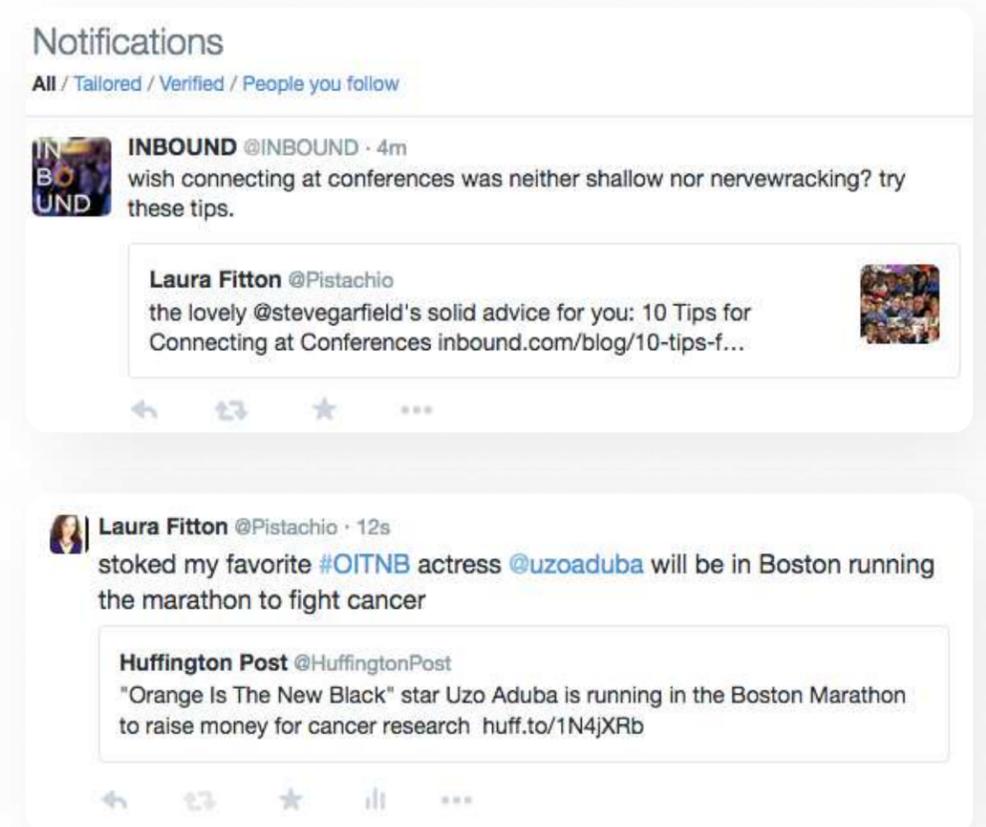
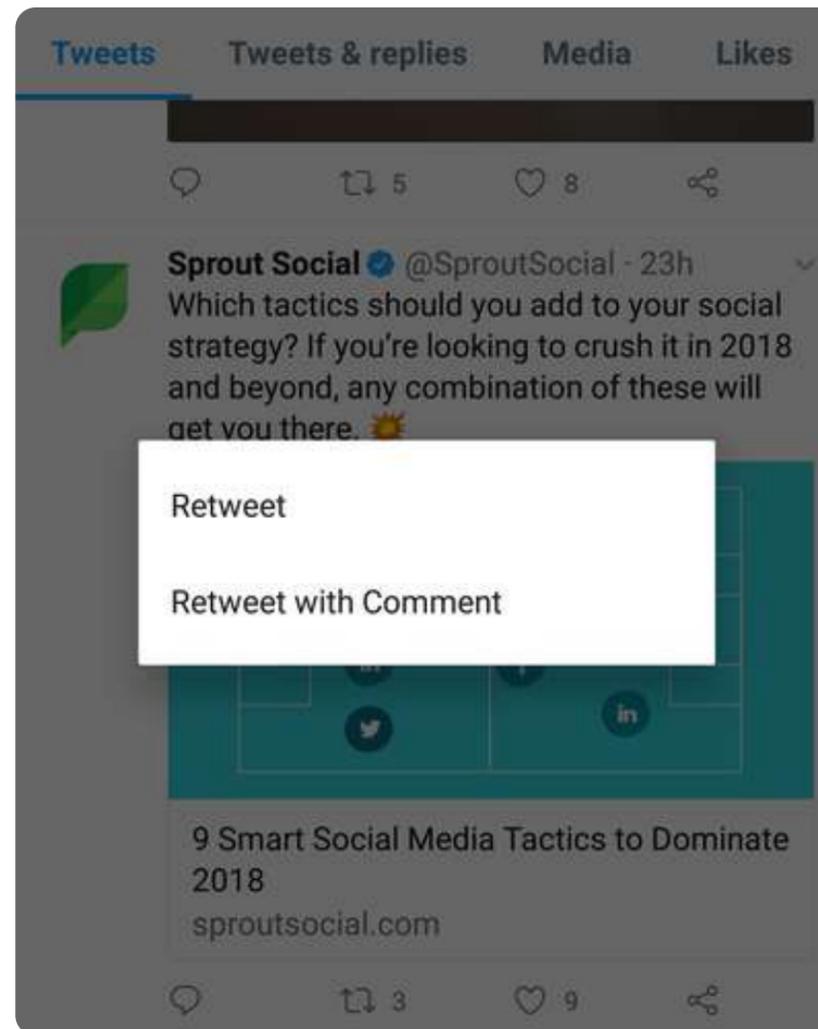
Retweet means to reshare another user's tweet on Twitter. It is one of the most essential ways to avail oneself of existing content to help grow your company and also, of course, your Twitter engagement!



Tip: Ask your employees who have a Twitter account to like/retweet certain tweets. This is because retweets act as recommendations which help the company to build new connections as well.



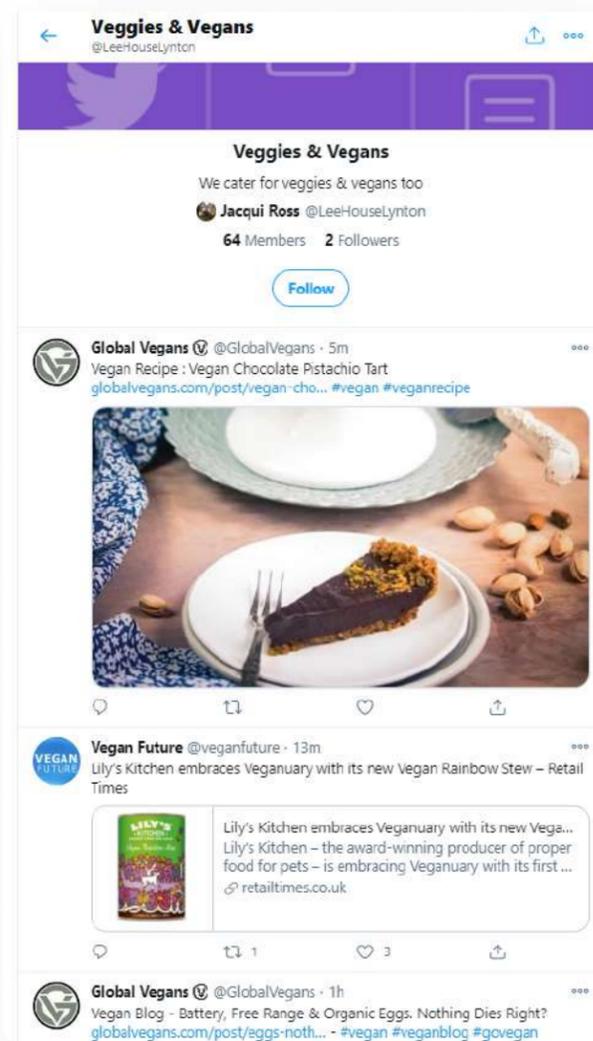
Tip: Use 'Retweet with comment' when you want to retweet a tweet from another user. This way you can take things further and add your comment on it as well.



06 Curate your profile by using the 'Lists' feature

If your business has been using Twitter for a while, chances are you have millions of conversations happening all at once. This can be confusing for your new followers who might want to zero in on conversations that they are interested in. List is a helpful tool that curates the feed and helps tune into certain conversations.

Twitter allows a user to create up to 1,000 lists and the tweets in the lists are arranged in a chronological order, unlike the main twitter feed. This makes it easier for the viewer to follow the issues as well as the current updates on the list topic.



07

Be original, show some personality along with consistency

Twitter is mainly used to chat publicly with your followers and customers. In fact, most customers give feedback or make complaints either through Twitter or Facebook.

It is important for you to reply back to these consistently, in the same tone and manner – on all social media platforms. It is challenging when many people are handling the social media accounts, but it is essentially important to train the team well.

Tweets don't have to be formal; you are allowed to be bold, funny or edgy! Users love brands that can connect to them on their level.



Tip: Don't sound robotic and most importantly, never tweet the same thing over and over again. When apologizing, use a different line every time so it sounds sincere.



08 Use Polls on Twitter

Unlike Instagram and Facebook where you have the options of Stories, Lives, Q&A feature, MCQs, stickers and more, Twitter allows very few options for creative engagement. Twitter has a feature called Polls which is great if you are looking to engage your audience.

These polls prove to be helpful (and provide quick insights) when you're gathering opinions, customer preferences and feedback.





Don't oversaturate your followers

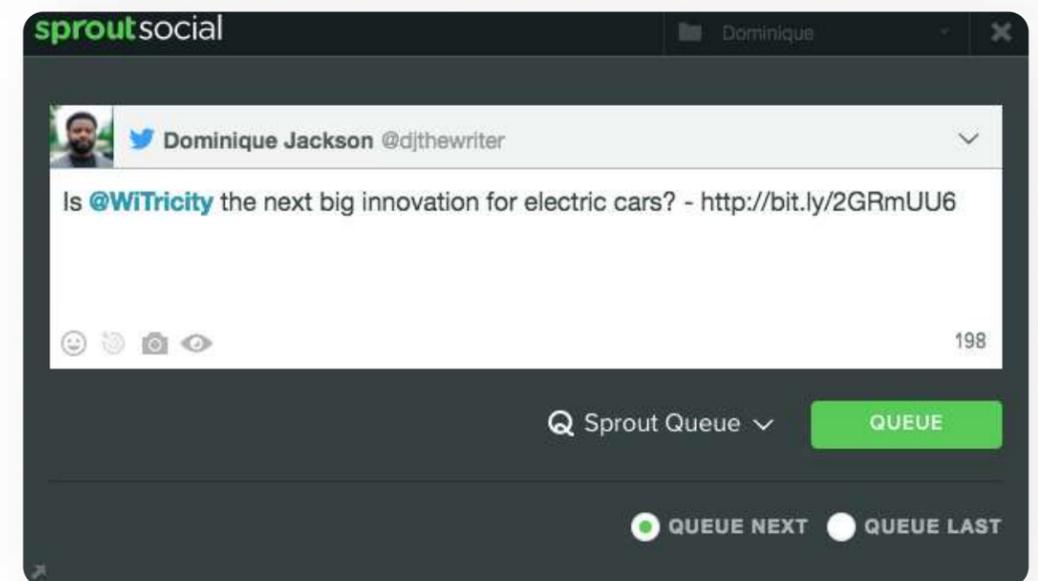
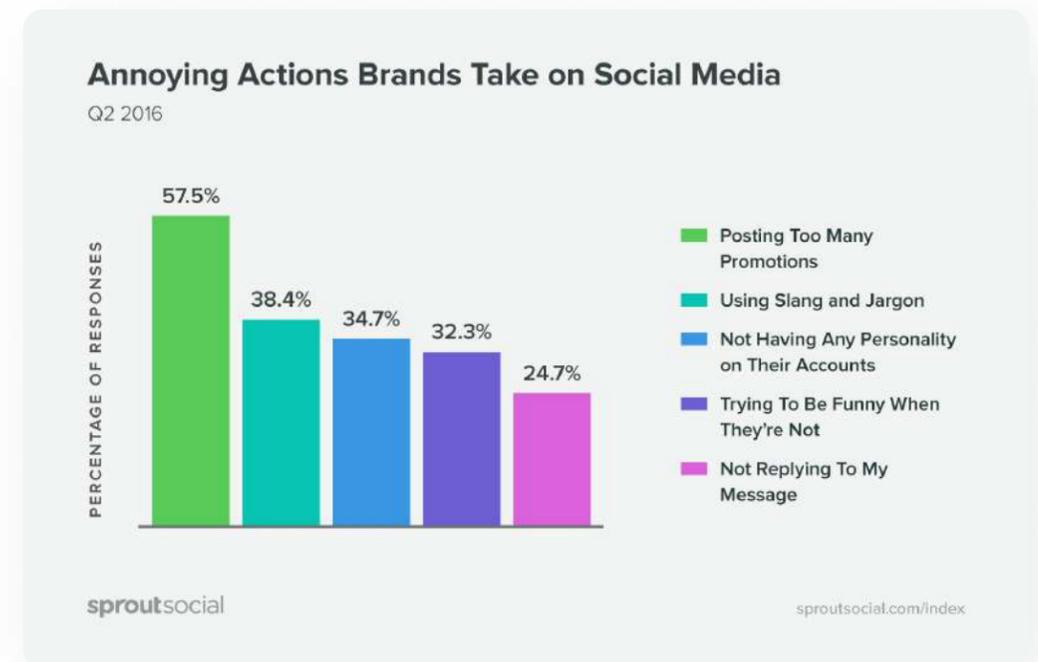
While it is crucial to tweet frequently, don't go overboard. This can annoy the audience and make them unfollow you. A great way to know when you're too active is to check your engagement. If it is dropping, it is a sign to take a step back.

While you don't want to over-tweet so to speak, it is important to jump onto relevant trending topics. There are a number of companies on Twitter that tweet to support social movements and causes.

 **Tip:** If you're having a conversation with a user through public tweets, you might want to move the conversation to the inbox.

 **Tip:** You can even optimize your blog post in the tweets and add a little personal touch instead of just copy-pasting the title.

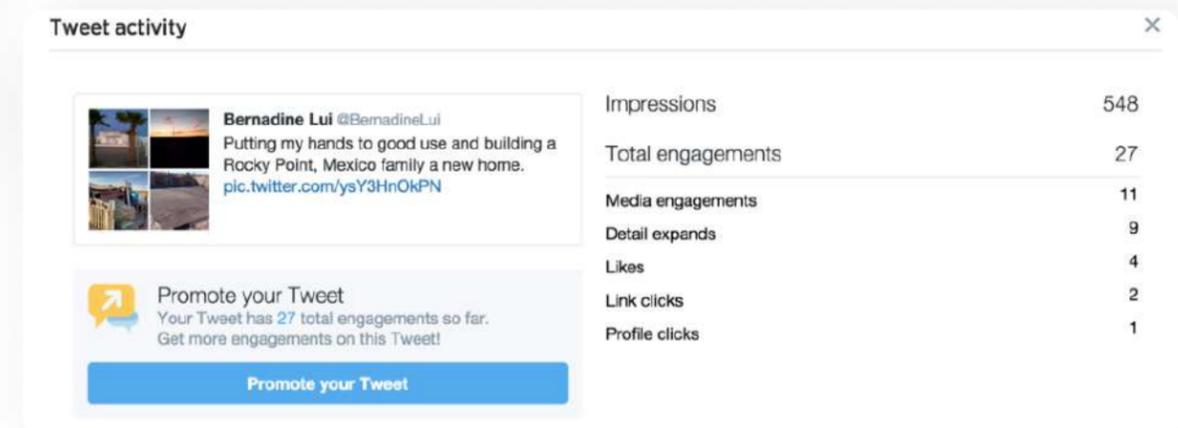
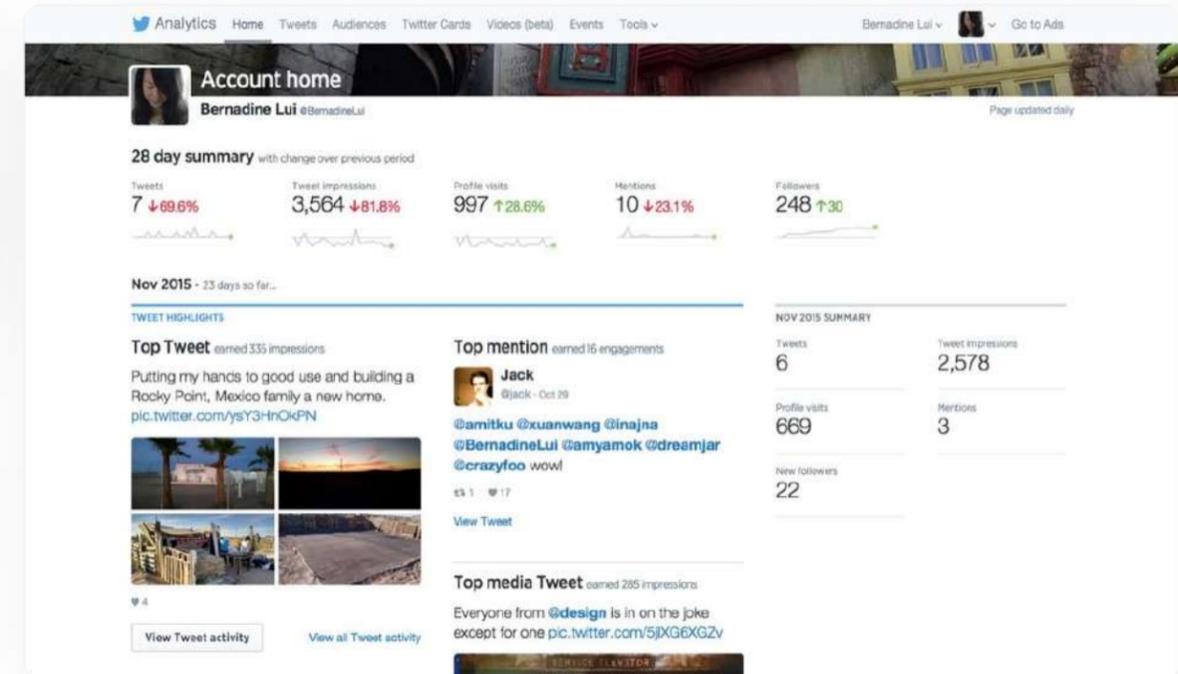
 **Bonus Tip:** Contrary to oversaturating your followers, if you barely post – that is an issue too. If you don't have enough time in your hands to post regularly, automate your tweets. This can be done by scheduling tweets in advance (before the week starts or once every two weeks).



10 Make decisions using data analytics

Make sure to check out your Twitter analytics to track your performance and improve your strategy.

There are a couple of ways in which you can gain insights from Twitter: Tweet impressions, the engagement rate, your top tweet per month, how many followers your account gained in the past 30 days, number of people who visited the profile and from which source, mentions in the past 30 days (with and without adding @), views per video, etc.



Conclusion

We're done! We hope our tips will help you brush up the basics of tweeting. Twitter is indeed a very interesting platform to increase your brand awareness, but it has some codes that all businesses should know before they start using it. As the use of Twitter is

decreasing due to the increasing popularity of Instagram and Tiktok, we advise you not to limit your channels to Twitter. But this is definitely a powerful platform to use alongside the others!

