

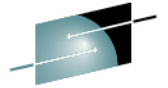
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BYOC : Twitter for Business – An Introductory Guide

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Topics -- Twitter for Business

- **What is Twitter?**
- **Optimizing your profile**
- **Using Twitter for business**

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New Rules of Inbound Marketing

- **Twitter is one of the most powerful social networks for your business**
- **For the purposes of this discussion we'll talk about how to get started using Twitter to achieve business goals**
- **Effective marketing must adapt to consumers' new behavior by creating marketing campaigns that *pull people in* to their business. This strategy is called inbound marketing**
- **Inbound marketers offer useful information, tools, and resources to attract people to their business**
- **While also interacting and developing relationships with consumers on the web. The three key inbound marketing tools are blogging and content creation, search engine optimization, and social media marketing**



Twitter is one of the ways to get a message out

- Quite often, people's gut reaction to Twitter is, —No one needs to know what I'm doing, or —I don't care what other people are doing
- In a business context, Twitter is a useful communication tool that allows you to interact with people around the world in three different ways:
 - 1. Send a short message to a bunch of people publicly
 - 2. Send a short message to a specific person publicly
 - 3. Send a short message to a specific person privately



Twitter is also a “micro blog”



- **Twitter is also referred to as a "micro-blogging service"**
- **That means posting short updates limited to 140 characters or fewer**
- **Why? Originally, this character limitation was implemented to make Twitter compatible with mobile phones and text messaging**
- **Now, it's a useful characteristic that allows users to receive rapid-fire, concise information from many, many people**

Some basics of the Twitter vocabulary

- **Twitter Handle: Also known as a username. This is the name selected to represent yourself on Twitter**
- **To Follow: To subscribe to someone's updates on Twitter.**
 - **Do this by clicking the Follow button on that specific person's Twitter page**
 - **Found at <http://twitter.com/USERNAME> (Insert the specific person's username into the URL, like http://twitter.com/SHARE_EDC)**
- **When following someone, their updates will be displayed on your Twitter homepage**



Some basics of the Twitter vocabulary (continued)

- **To Follow Back: Subscribing to the updates of someone who has recently started following you**
- **In Twitter's notifications settings, you can indicate whether you'd like to receive an email alert whenever a new person follows you receive**
- **In the email, there will be a link to that person's profile.**
- **Clicking the link, allows you to check out who they are and decide to follow them back or not.**
- **It is not required to follow everyone back, but many people like to**



Some basics of the Twitter vocabulary (continued)

- **Follower:** A person who has subscribed to receive *your* updates. You can view your total number of followers on your Twitter profile page
- **Update:** Also known as a tweet. Each update can be no longer than 140-characters. You can post an update in the white text box under —What's Happening?
- **@Reply:** A public message sent from one Twitter user to another by putting @USERNAME anywhere within the body of the tweet
- **Direct Message (or DM):** A private message sent from one Twitter user to another by either clicking the —message link on their profile or typing D USERNAME
- Think of it as Twitter's version of an email/inbox



Some basics of the Twitter vocabulary (continued)

- **Twitter Stream:** A list of a person's real-time updates. Every time an update is posted, it goes into your Twitter stream, which is found on your account page also at <http://twitter.com/USERNAME>
- **Tweet-Up:** An event specifically organized for Twitter users to meet up and network, usually informally
- **Hashtag (#):** A Twitter tagging system used to aggregate the conversation surrounding an event, topic, or theme. Hashtags can easily be created by combining a # with a word, acronym, or phrase (#IBM) and used as a tag within tweets.
- **Retweet (or RT):** To repeat what someone else has already tweeted. People do this if someone has said something especially valuable and they want their own network to see the information too.
- **Example: Retweet @USERNAME:** Check out this new hardware

Some basics of the Twitter vocabulary (continued)

- **Twitter Lists: Public lists that any Twitter user can create**
 - **Twitter Lists generate Twitter streams that include specific Twitter users**
 - **Example: One list IBMELLIS has created displays tweets from IBM employees who tweet:**
<https://twitter.com/#!/list/IBM/IBMHDW>
- **Trending Topics: Displayed on the right-hand side of your Twitter homepage,**
 - **Trending topics are words, phrases, or hashtags that are popular (trending) on Twitter at a given time**
 - **These can be organized by location and are updated in real time**
- **Promoted Tweets: Tweets that have been supported and promoted by paid marketing efforts**
 - **Think of them as the pay-per-click of Twitter**

Twitter is a relationship-building and relationship maintenance tool

- **Create buzz around upcoming events**
- **Help individual employees act as liaisons to the business**
- **Promote other content you've created, including webinars, blog posts or podcasts**
- **Generate sales leads for your business**

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Get started with Twitter!

- **The first thing you'll need to do is get signed up for an account!**
- **Before signing up, decide whether you want a personal or a business Twitter account**
- **Both are good for a company to have, but each serves different purposes**

A Company account represents the company as a whole

- With this kind of account you can:
 - **Keep your customer base up-to-date on your events**
 - **Promote recent blog articles or news**
 - **Update your consumers about products/services**
 - **Give real-time updates at conferences and events**
 - **Offer customer service and support**



A Personal account is Used by an individual employee at the company

This account type is more personalized and can be used to talk about non-company related things, and is better for direct relationship building. Use this type of account to:

- **Act as a liaison to the public for your company**
- **Update people on what you're working on**
- **Share tidbits about your area of competence**
- **Expand your company's network and make connections**

Building a new Twitter account

- For the purposes of this presentation the steps are for creating a personal account
- Setting up for a company account works almost exactly the same
- The username for the account should be the name of the company
- The picture and profile should reflect company information
- Content of its updates should not include individual or personal information
- To get an account, go to <http://ww.twitter.com>
- Click the Sign Up button

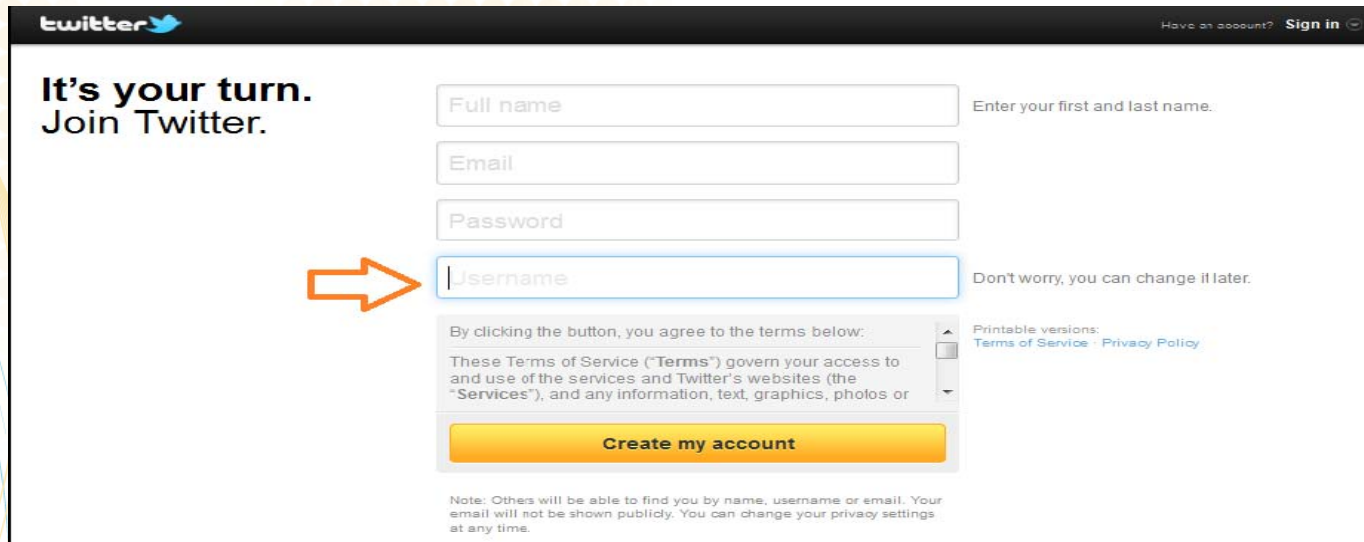
Basic Information collection



The image shows a screenshot of the Twitter sign-up page. At the top left is the Twitter logo. In the top right, there are input fields for 'Username' and 'Password', a 'Remember me' checkbox, a 'Forgot it?' link, and a 'Sign in' button. Below the Twitter logo is the heading 'Follow your interests' and a sub-heading 'Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.' There is a search bar with the text 'Search Twitter' and a magnifying glass icon. On the right side, there is a section for 'New to Twitter? Join today!' with three input fields: 'Full name', 'Email', and 'Password'. Below these fields is a yellow 'Sign up' button with an orange arrow pointing to it.

- **Clicking this button will bring you to a page where you will select a username and password**
- **The username is very important**
- **This name will be how people refer to you on Twitter and potentially how people will acknowledge you if you ever meet any of your Twitter followers offline.**
- **Think of the username as your personal brand name**
- **That's how important it is**

Thoughts on your Twitter Name



twitter Have an account? Sign in

It's your turn.
Join Twitter.

Full name Enter your first and last name.

Email

Password

Username Don't worry, you can change it later.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, photos or

Printable versions:
[Terms of Service](#) [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

- 1. Your full name (JamesDean)
- 2. A variation of your name (JDean)
- 3. A combination of your name and your company (CompanyJane)
- 4. A combination of your name and your industry (MarketingJane)

Tips on creating a Twitter Name

- **Making your Twitter username as close to your name as possible will make it easier for people to recognize you at offline**
- **Sometimes people will even put their Twitter handles on their nametag at events to avoid confusion**
- **Using your real name on Twitter helps you look like a real, authentic person if someone stumbles upon your profile**
- **If you will be the only person representing your company on Twitter—and you do not plan to make a company Twitter account—why not use the third option, and make your username a combination of your name and company? Don't feel obligated to do this; you will have the opportunity to indicate the company you work for in your profile (explained in the next section).**

Considerations for Twitter names

- **Don't make your Twitter handle something completely random (TigerMan)**
 - This is a lost branding opportunity for you and your company
- **Don't use numbers (Joanne123). Unless there is a reason for the specific numbers, it looks juvenile**
 - It also conjures the old AOL chat room days
 - It gives you the appearance that you aren't putting thought into your username, and it looks unprofessional
- **Don't use an underscore (PR_Max).**
 - Using an underscore won't hurt you, but be aware that it generally is never done
 - You'll be at risk of seeming unaware of the social norms

1 **Interests** → 2 Friends

Find users by name or topic

Search

Select the topics you are interested in. Find a few people you want to hear from, then follow them.

Art & Design · Books · Business · Charity · Entertainment · Family ·
Fashion · Food & Drink · Funny · Government · Health · Music · News ·
Science · Sports · Staff Picks · Technology · Travel · Twitter

- After you choose your username and click —Create my account
- Twitter will launch a screen that gives you the option of choosing people to follow based on your topics of interest
- Skip this step, you can pick up topics of interest later
- Move on to personalize your profile first and start tweeting 4

Additional contacts

- **The next step in the Twitter setup process will ask you to check if any of your email contacts are already on Twitter**
- **This is not a required step, so feel free to skip it if you desire**
- **If you have Gmail, Hotmail, Yahoo, AOL, or LinkedIn accounts, you can check to see if anyone you know is already signed up for Twitter, which can be useful when searching for people to follow**
- **If you *do* decide to check, be aware that Twitter will ask if you'd like to invite these contacts to Twitter**
- **This will send a message all your contacts**
- **Only do this if you want to**

Basic Personalization

- Now that you have your account
- Personalize it
 - **It is important that you personalize your account before you begin interacting with and following people**
 - **Before you add your information, your account will look inactive**
 - **If you start following people without a personalized profile, your chances of being followed back will decrease dramatically**
 - **Other users may even mistake you for a spammer, which is definitely not something you should shoot for**
- Your profile is the place where you can reference your company, your blog, your location, and interests

Basic mechanics of the profile

- **Click the —Edit Your Profile on your profile page**
 - **Found at <http://twitter.com/USERNAME> (insert your Twitter handle in place of USERNAME)**
- **The first order of business is your picture, also commonly referred to as your avatar.**
- **It's very important to put a face to your name.**
- **In this step, click on the Browse button**
- **Select a nice recent photo from your files to represent you**
 - **Don't use a picture of your dog or a cartoon character**
- **If you're creating a company Twitter account, use the company logo**

Customize Your Twitter Background

- Free tools mean the barrier to entry to use a platform like Twitter is low
 - **This low barrier attracts spammers and other less than reputable people.**
 - **As a business that wants to use Twitter to drive revenue, you have to take your presence to the next level**
- Customizing the actual background of your Twitter profile is a significant step in bolstering your credibility and educating new and potential followers to the content and products your business provides

Steps for a more professional-looking Twitter background

- **Understand Your Brand on Twitter – Before you can create a custom profile, you first must decide what you are trying to communicate to people on Twitter**
- **Beware of the top tool bar –Twitter has a toolbar at the top of the page that is 40 pixels tall. Be aware of this element when creating a design for your Twitter background, and be sure to leave head-room for the toolbar**
- **Design for Minimum Monitor Sizes – The left-hand side of the Twitter profile is prime real estate for a company logo, company description, or important links. However,**
 - **It's important to note that the dimensions of the left- and right-hand columns are fluid and change with the size of the user's browser window.**
 - **Design for smaller monitor sizes in an effort to keep all design elements in full view**
 - **Designing for larger size monitors might result in elements being partially cut off on some users' screen**
- **Don't Tile Backgrounds – Due to the columns layout, background images should be one image instead of tiled**
 - **One core image is better at handling the transitions from the columns on the page**

What to tweet about?

- An Observation: **Tweet about what you're doing, thinking or feeling.**
- What You're Reading: **Post a link to an interesting blog post or news article.**
- What You're Watching: **Post a link to a cool video from Hulu or YouTube.**
- What Events You're Attending: **Share a link to the next conference you plan to attend.**
- Your Content: **Post a link to your most recent company or personal blog article.**
- Someone Else's Content: **Post a link to someone else's blog article as a helpful resource.**
- Chat With Someone: **Direct messages to other Twitter users using an @ sign.**
- Retweet What Someone Else Has Tweeted: **Retweet (using `_RT` or `_Retweet` at the beginning of the message**
 - **Or clicking Twitter's Retweet button) to repeat to your followers what another user has tweeted**

Tweeter BEWARE!

- Remember that everything you say is public!
- Don't say anything you wouldn't say at a networking event
- Even if you delete a tweet, it might still be archived on the internet with the potential to get found

Following People

- Use Twitter's "Who to Follow" Feature: **Twitter offers its own —Who to Follow tool**
- **Access by clicking the link in your Twitter toolbar**
- **Choose a few of Twitter's highlighted topics or search using keywords to find and start following interesting people relevant to your business and industry**
- Twitter Search <http://search.twitter.com> is a free resource that is a search function helps to find people who are tweeting about specific topics
- Follow Hashtags (#) at Events: **At many events, the organizer will establish and publicize a hashtag (e.g. #SHARE), so anyone tweeting at the event can tag their tweets with the hashtag. Use Search.Twitter.com to follow tweets using the hashtag**

Following Don'ts

- Don't follow too many people at once:
- **Best practice is to follow no more than 25-50 people a day, because there will be a time gap between following people and when they follow you back**
- **If your profile says you are following 2,000 people and only 30 followers have followed you back so far, it appears that 1,970 of the people you followed chose not to follow you back.**
- **This unfavorable ratio won't help boost your credibility and may:**
 - **Negatively affect people's decisions to follow you.**
 - **Therefore, give your followers some time to follow you back**
- Don't follow hundreds of people at once and remove all who don't follow you back:
 - **Although many people do this in order to have a valuable ratio (or more followers than people you're following), it is artificial network building and not a best practice**

Getting people to follow you

- Make your tweets useful resources so people need you
- **You are what you tweet**
- **People will want to follow you if they think they will get value from your tweets**
- **Avoid making your Twitter account a purely promotional tool.**
 - **Would you subscribe to a newsletter if it didn't have anything useful to say?**
- **What specialty knowledge do you have that you can share?**

Direct Messages

- It is also possible to send someone a private message on Twitter
- These are called direct messages or DMs, and can basically be described as Twitter's version of email
- Send a direct message by either visiting that person's profile and clicking the message link on the right-hand side of the user's profile or by beginning your tweet with D USERNAME and then including your message
 - Example: D EllisIBMzCA Do you want to meet tomorrow?
- This will be a private message that won't be viewable in the public Twitter stream
- You can set up your notifications to receive an email with the direct message, and it will also go into the Messages tab in the Twitter toolbar.
- You can only DM people if you follow them and they follow you back, and you're still only allowed 140 characters per message

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Promoting a Brand

- Use the Twitter “Favorites” feature as a list of company testimonials. **When you hover your mouse over an individual tweet in your Twitter stream, a few options appear including the option to Favorite the tweet**
 - **When you click the little star that appears, it turns yellow, and that tweet gets added to your —Favorites tab**
- **As you track what people are saying about your tweets in Twitter Search, add the positive tweet to your Favorites**
- Use Twitter to promote events, webinars, and campaigns
 - **Tweetups are a great way to get to know your Twitter community offline.**
 - **The next time your company holds an event, tweet about it!**
 - **Best practice is to send people directly to an event sign-up page**
- **During the event, people often use the hashtag while live-tweeting**
 - **Tweeting what they see/hear in real-time**
 - **The hashtag will tag and aggregate the event’s tweets, building an online conversation around the event**

Establishing Yourself with Tweets

- Use Twitter to promote new tools
 - **Twitter users love new toys, especially if they create some sort of outcome, grade, or analysis of the person using the tool**
 - **Make the results of your tool/grader as easy to tweet as possible**
 - **Perhaps you could add a —Tweet this grade function**
 - **Make sure your tool is as easy to share as possible!**
- Establish yourself as a thought leader in your industry.
 - **Tweet about useful resources and thoughtful tips,**
 - **You and your company will eventually develop thought leadership,**
 - **People will consider you an expert in that particular area**

Using twitter for lead generation

- Create a dedicated Twitter landing page
 - **One of the most valuable parts of your Twitter profile is the link in your company's profile.**
 - **Instead of simply pasting in the URL of your homepage, take the time to create a new page on your website specifically targeted toward visitors from Twitter.**
 - **This Twitter landing page could be a variety of things.**
 - **It could be an introduction to your company, an offer for a piece of lead generation content, or other relevant content.**
 - **The important thing to remember is that some aspect of this:**
 - **Twitter landing page should support lead generation**
- Tweet links to landing pages
 - **While most of your Twitter followers probably aren't ready yet for a demonstration of your product, they are likely ready for some of your thought leadership lead generation content.**
 - **Send out links to landing pages on Twitter for offers that support general education for your followers. Something like —Free Ebook: [Insert Industry] Mistakes to Avoid will work beautifully!**

Optimize tweets for social searches

- Use SEO keywords. **This may seem like a simple step but few companies take the time to think about the keyword focus of their tweets.**
 - **Not only is focus important, but so is integration**
 - **You should have a keyword strategy as part of your search engine optimization strategy. It is important to integrate these keywords not just in your website and blog content, but also into your tweets**
- Ask for retweets. **Search engines are looking to see what content spreads through social media, because that can often be a strong measure of credibility of the web page linked to within the tweet**
 - **One way to get your tweets to spread is to, within the tweet, simply ask your followers to retweet the message**
 - **These types of tweets generate 4x more retweets**

Summary

- **Make sure your profile is customized**
- Consider what you're going to say there are only 144 characters available to you
- **REMEMBER that all you say is PUBLIC and may not be deletable!**
- Give thought to your handle it is your brand
- Events are a great way to build a following
- Advertise events and include a direct link

Information Sources

- Tweet Support <https://support.twitter.com/>
- **How To Tweet The Same Information Without Looking Spammy**
 - <http://basicblogtips.com/how-to-use-twitter.html>

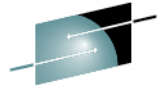
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