

# Social Media Marketing: Twitter Basics

A series of Social Media Webinars.



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Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

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- Tweets are limited to 140 characters
- Share pictures and video

# Twitter Terms

- Mention: Once you've signed up and chosen a Twitter username, you and others can mention an account in your Tweets by preceding it with the @ symbol, eg: "Glad your new boat arrived @JoshAChiles"

# Twitter Terms

- Retweet: When you see a Tweet by another user that you want to share, click Retweet below it to forward it to your followers instantly.

# Twitter Terms

- Message: If you want to privately Tweet to a particular user who's already following you, start your Tweet with **DM** or **D** to direct-message them, eg: "DM @JoshAChiles what is your order number?"

# Twitter Terms

- **Hashtag:** Users often prepend # to words in their Tweets to categorize them for others eg: "Check out our new products for the Fall <http://t.co/link2> #fallsale" Think of hashtags as the theme of your Tweet. Users can then click on a hashtag to see other similarly-themed tweets and find yours in search.

# What Can I Do On Twitter?

- Share: Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!

# What Can I Do On Twitter?

- **Listen:** Regularly monitor the comments about your company, brand, and products.

# What Can I Do On Twitter?

- Ask: Ask questions of your followers to glean valuable insights and show that you are listening.



# What Can I Do On Twitter?

- Respond: Respond to compliments and feedback in real time.

# What Can I Do On Twitter?

- Reward: Tweet updates about special offers, discounts and time-sensitive deals.

# What Can I Do On Twitter?

- Demonstrate wider leadership and know-how: Reference articles and links about the bigger picture as it relates to your business.

# What Can I Do On Twitter?

- Establish the right voice: Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your *voice* as you Tweet. How do you want your business to appear to the Twitter community?

# Why Should I Use Twitter?

- Participating in Industry Conversations. Dealers, manufactures and consumers can be in the same conversation.

# Why Should I Use Twitter?

- Building Brand Awareness

# Why Should I Use Twitter?

- Reaching out and engaging with your target audience.

# Why Should I Use Twitter?

- Online Reputation Management



# Why Should I Use Twitter?

- SEO Boost - driving traffic to your website

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# How Do I Set-up A Twitter Account?

# Thank You ;)

If you have any questions, feel free to ask.

You can contact Josh by...

Email: [Josh@StartEngaging.com](mailto:Josh@StartEngaging.com)

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