

TWITTER FOR BUSINESS



BUSINESS WONDERLAND.CO.UK

WORKBOOK THREE: TWITTER FEATURES

Hashtags

A hashtag is any word(s) or phrase immediately preceded by the # symbol. When you click or tap on a hashtag, you'll see other Tweets containing the same keyword or topic.

A hashtag is any word(s) or phrase without spaces.

People use hashtags to organise conversations and make it easier to find all content related to a given topic / news / event / tv programme

Hashtags are a great way to get more exposure for your business on Twitter.

They are also a great way to connect with other Twitter users. When you use hashtags within your tweets other users who search that hashtag will see your tweet.

It's best to use no more than three hashtags per tweet, otherwise it look spammy and the tweet also becomes hard to read.

What hashtags could you use in your tweets that will help attract your idea client?

Do some research over on Twitter. Look to see what hashtags, accounts that are similar to you are using. Be sure to research if they are popular or not. There is no point added a hashtag to your tweet that only a few people use.

Direct Message

Direct message or DM is where you can send another Twitter user a private message.

Auto DM's

A lot of Twitter users automate a direct message when you follow them. auto DMs often get pegged as the most loathed type of tweet there is.

Unless you do them really well then I recommend you resist sending an auto DM. For me it comes across as spammy and reminds me of the cold callers you get as you are sitting down for dinner. Take the time to say hello to them in a tweet instead. Or if you are getting results and I mean a lot of results by sending auto DM's then carry on.

Private conversations and group conversations

You can start a private conversation or create a group conversation with anyone who follows you. Anyone you do not follow can send you a Direct Message if: You have opted in to receive Direct Messages from anyone or; You have previously sent that person a Direct Message.

Anyone in a conversation can send Direct Messages to the group. Everyone in a group can see all messages, even if everyone doesn't follow each other.

In group conversations, anyone in the conversation can add other participants. Newly added participants won't see the prior history of the conversation.

Enabled settings

Some accounts, particularly businesses on Twitter, have enabled a setting to receive Direct Messages from anyone. You can send a Direct Message to these accounts even if they don't follow you.

In both group and one-on-one conversations, you cannot be in a conversation with an account you block.

If you have the receive messages from anyone setting enabled, incoming messages from people you don't follow will appear as "Requests" in the Messages tab. New group conversations that you're added to by people you don't follow will also appear in Requests.

Entering the conversation, you will be asked to either Delete or Accept the message. Accepting the message will allow you to engage with the person, and will move the message to your inbox. Please note that they will not know you have seen the message until you have accepted their request.

Deleting the message will remove it from your inbox. Deleting a message will not prevent that account from sending you messages in the future. You will always have the option to block the account or report the conversation.

Advanced Search

What is advanced search?

This is one of Twitter's best features. This feature allows you to customise your search results to people, subjects, phrases, words, location and much more.

How to use the advanced search

- 1 Enter your search into the search bar on twitter.com.
- 2 At the top of your results page, click More options and then click Advanced search.
- 3 Fill in the appropriate fields to refine your search results (see below for some helpful tips).
- 4 Click Search to see your results.

Or simply go to this url: <https://twitter.com/search-advanced?lang=en-gb>

Using Advanced Search:

1. All of These Words

Enter one or more words to find Tweets that contain (in no particular order) those terms. You're also able to insert one or more phrases here, too, by indicating the start and end of each phrase with quotations (e.g. "dog walker" "dog groomer").

2. This Exact Phrase

This field is limited to one phrase and you don't need to put quotations around your phrase (Twitter does that for you). This can be a helpful field to search for quotes or full names.

3. Any of These Words

Each word or phrase (using quotations) you enter is separated by an "OR" when the search query is performed.

For example, if you're searching for brand mentions on Twitter, you can use this field to not only find Tweets with your Twitter handle but with your company name and website as well. Twitter searches aren't case sensitive.

4. None of These Words

This field is easy to overlook, but it's a good one. Whatever term or phrase you put here will remove Tweets from your results that contain that word or phrase.

Effective uses of this field would be to filter out Tweets that contain a competitor's

name or promotional hashtag or there might be some confusion (perhaps you're looking for “dog walk” but not “dog walker”).

5. These Hashtags

Search for hashtags within in this field, although you can search hashtags from other fields as well.

6. Written In (Language)

Surface only Tweets that are written in one of the many language options

7. From These Accounts

Find the username of one or several accounts and enter it here with or without the "@" sign.

8. To These Accounts

Again, just enter the username of one or several accounts is needed.

9. Mentioning These Accounts

Again, simply enter the username of one or several accounts.

Find Tweets by Location Using Advanced Search

Enter either the name of the location, which could be the full address or just the city, postal code or country, or geocode. Cities that share a name, however, will turn up results from both cities. Results will be from inside a 15-mile radius of the location.

How to Find the Geocode of a Location

There are a few ways to find the geocode of a place, but a reliable one is to search for the place on Google Maps and pull the latitude and longitude out of the URL.

See Tweets by a Date Range

This feature makes it really easy to search for Tweets either before or after a date or between two dates.

Other

Other

Select: ☐ Positive :) ☐ Negative :(☐ Question ? ☐ Include retweets

There are a few final search options

1. Focus on Questions Only

If you do customer support, this is a handy option. On top of your search terms, check the "Question ?" box to surface only Tweets that are asking a question.

2. Find Happy and Sad Tweets

Often called the Tweet sentiment, you're able to expose only Tweets that contain a happy :) or sad face.

3. Include Retweets

Other

Select: ☐ Positive :) ☐ Negative :(☐ Question ? ☐ Include retweets

Twitter lists

Lists allow you to organise Twitter accounts into groups. You can create a Twitter list for anything- location, industry type, event.

Why create at Twitter list?

If you only have a short amount of time to network and engaged with people of Twitter then Twitter lists are a great way to block out the noise. You can click on to a Twitter list and see what the people in that list are tweeting about or have retweeted.

For example I have created a list for the people who join in my Twitter chat hour [#woofwoofwednesday](#). I can click on that list and interact with them straight away rather than going through my news feed.

People do not have to follow you in order to be added to a list.

If the list is private you can not see who is in the list but if the list is set to public you can see who is in the list.

Naming your Twitter List

If you are creating a list be sure to think of a really good name for your list and if possible flattering. Do this whether your list is private or public. When you add people to a list they get a notification to say that you have added them and they will see the name of the list.

I want to let you know that this is not like a Facebook group. You will not get notification by being on the list.

Go to the lists tabs on the left hand side of your page, click on it and then the + create list button. You can then add as many lists as you like. Please note that the name of the lists are public but you can make the list private so that no one can the members of your list.

Not sure what to create a Twitter List on? Here are some examples:

1. Influencers in your industry

Networking and interacting with influencers will help you get noticed on Twitter.

Build a relationship with them, don't spam or constantly tag them in tweets/photos.

2. People you engage and chat with

This is a great way for maintaining a strong Twitter presence. Engaging on Twitter is King.

3. Events

List people you have met at events or an event that you are attending.

This allows you to build a relationship with other Twitter users before the event and allows you to continue communicating after the event is over.

4. Twitter Chats

If you participate in Twitter chats you understand how fast paced the conversations are. The people that join in the twitter chat are engaging so carry on the conversation after the Twitter Chat hour is up!

Twitter Poll

Twitter users love expressing their opinion and what better way to get their opinions? By using the Twitter poll function.

To create a Twitter poll:

Click the Tweet button and then the poll button.

Add in your question at the top and fill in your answers options. You can have up to four different answer options.

Poll lifespan

Twitter polls have a lifespan of up to 24 hours or as little as 5 minutes. To change the poll length go to the bottom of the poll and click on the blue highlighted “1 day”.

Who can see the votes?

Votes for Twitter polls are anonymous. Once someone has voted on a Twitter poll they will see the results as they currently stand. You are only able to cast one vote on a Twitter poll which is great as you can't get one user casting several votes.

Promote your poll

If you want to promote your poll you can pin it to the top of your timeline (see getting started section of this course on how to do this)

How can you use a Twitter poll for your business?

1. Products/ service feedback

Ask your followers who have purchased your products/service their opinions

2. Market research

Get if you want to launch a new product or service

3. Ask opinions