

TWITTER FOR BUSINESS



BUSINESS WONDERLAND.CO.UK

WORKBOOK ONE: WHY USE TWITTER
TWITTER GLOSSARY

Why use Twitter for you business?

Twitter is a great platform for small business owners to connect with customers, a new audience, network and pitch to the press.

As of January 2019, Twitter has over 300 million daily users.

Popular goals for being on Twitter are:

- Generate leads and sales
- Increase brand awareness
- Customer support channel

Determining your marketing goals will help you decide if Twitter is a good platform for your business and help you evaluate your performance on this platform.

Some other great reasons for being on Twitter include:

- Conversations are in real time
- Reach is easy
- It's an open platform, so you can see everyones conversations
- A great opportunity to find editors and journalist to get your business into the press
- Network with others
- Connect with industry leaders

First things first

First thing you need to do (if you haven't already) is to get a Twitter account by going to twitter.com and get a user name for you business.

Create a user name as your business name and try if possible to get the same user name across all of your social media accounts. If the name isn't available you will need to get a little creative. Put a full stop in, a hyphen or underscore. I recommend NOT using numbers in your user name as it look spammy, also if you use a zero people will be unsure if it's a zero or an "o". This will make it different for people to find your account.

Twitter glossary

The Twitter glossary includes vocabulary and terminology used to talk about features and aspects of Twitter.

@

The @ sign is used to call out usernames in Tweets: "Hello @twitter!" People will use your @username to mention you in Tweets, send you a message or link to your profile.

@username

A username is how you're identified on Twitter, and is always preceded immediately by the @ symbol. For instance, Twitter Support is @Support.

Bio

Your bio is a short (up to 160 characters) personal description that appears in your profile that serves to characterise your persona on Twitter.

Block

If you block a Twitter account, that account will be unable to follow you or add you to their Twitter lists, and you will not receive a notification if they mention you in a Tweet.

Direct Messages (DM)

Direct Messages are private messages sent from one Twitter account to another account(s). You can use Direct Messages for one-on-one private conversations, or between groups.

Follow

Subscribing to a Twitter account is called "following." To start following, click or tap the Follow icon next to the account name on their profile to see their Tweets as soon as they post something new. Anyone on Twitter can follow or unfollow anyone else at any time, with the exception of blocked accounts.

Follow(s)

A follow is the result of someone following your Twitter account. You can see how many follows (or followers) you have from your Twitter profile.

Follow count

This count reflects how many people you follow and how many follow you; these numbers are found on your Twitter profile.

Follower

A follower is another Twitter account that has followed you to receive your Tweets in their Home timeline.

Geolocation, geotagging

Adding a location to your Tweet (a geolocation or geotag) tells those who see your Tweet where you were when you posted that Tweet.

Hashtag

A hashtag is any word 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.

Header photo

Your personal image that you upload, which appears at the top of your profile.

Home

Your Home timeline displays a stream of Tweets from accounts you have chosen to follow on Twitter.

Like (n.)

Liking a Tweet indicates that you appreciate it. You can find all of your likes by clicking or tapping the Likes tab on your profile.

Like (v.)

Tap the heart icon to like a Tweet and the author will see that you appreciate it.

Mention

Mentioning other accounts in your Tweet by including the @ sign followed directly by their username is called a “mention.” Also refers to Tweets in which your @username was included.

Notifications, notifications

The Notifications timeline displays your interactions with other Twitter accounts, like mentions, likes, Retweets and who has recently followed you. If you request it, we send notifications to you via email, SMS, or through the Twitter for iOS or Twitter for Android apps.

Pinned Tweets

You can pin a Tweet to the top of your profile page to keep something important to you above the flow of time-ordered Tweets.

Profile

Your profile displays information you choose to share publicly, as well as all of the Tweets you've posted. Your profile along with your @username identify you on Twitter.

Profile photo

The picture that appears next to each of your Tweets.

Protected Tweets

Tweets are public by default. Choosing to protect your Tweets means that your Tweets will only be seen by your followers.

Reply

A response to another person's Tweet. Reply by clicking or tapping the reply icon next to the Tweet you'd like to respond to. A direct reply count is displayed next to the reply icon of a Tweet, and indicates the total number of replies the Tweet has received.

Retweet (n.)

A Tweet that you forward to your followers is known as a Retweet. Often used to pass along news or other valuable discoveries on Twitter, Retweets always retain original attribution.

Retweet (v.)

The act of sharing another account's Tweet to all of your followers by clicking or tapping on the Retweet button.

When using Twitter via SMS, these commands allow you to access most Twitter features with simple text keywords. [Learn the Twitter text commands.](#)

Timeline

A timeline is a real-time stream of Tweets. Your Home timeline, for instance, is where you see all the Tweets shared by your friends and other people you follow.