

# TWITTER FOR BUSINESS



BUSINESS WONDERLAND.CO.UK

WORKBOOK FOUR: WHAT TO TWEET

## **Tweets ideas for your business**

Below are eleven tweets ideas for your business.

Use the ideas below to get inspiration and thoughts on what you think your audience would enjoy seeing from your account.

### **1. Tips**

Tips are great to tweet and usually do really well. What tips could you share with your audience? What would they find helpful or interesting?

### **2. Events**

Let you audience know what events you are attending. Whether as a exhibitor, speaker or attendee.

Find the hashtag for the event and include it in your tweets.

You can share photos of your stand, a photo/video of you speaking or share your take away/tips from the event.

### **3. Blogs**

You spend a lot of time creating and writing your blogs. So be sure to tweet out your blogs on a regular basis.

By tweeting out your blog, it is helping to drive traffic to your website.

### **4. Promotions/offers**

Let you audience know if you have a special offer or sale happening. Post photos/ videos of the products or services that are including in the promotion/offer.

### **5. Work in progress**

Work in progress is a great way to show off your products.

Show people how you are creating a new product, the stages of painting, grooming a dog or making a piece of jewellery.

## 6. Behind the scenes

Who doesn't love to see behind the scenes of a business? I know I do!

It makes people feel part of your business. Share how you send out your items, on a photo shoot, cleaning up the gym etc.

## 7. Testimonials

If you have happy customers then be sure to share that with your followers. Create an image or video to share your testimonials.

## 8. Industry news

If there is any current news in your industry that you could share with your audience?

Anything that you think your audience would be interested in or a topic for discussion.

## 9. Products/services

Don't forget to share the products and/or services that your business provides. People want to know what you offer.

## 10. Graphics/memes/quotes

Share graphics, memes and if appropriate quotes to your audience.

Ensure that memes are relevant for your audience. Keep quotes and graphics on brand. They are a great way to get people to engage with you and tend to have a high retweet rate.

## 11. Videos/Gifs

Gifs are short videos that loop over and over. They are a great way to add some fun to your tweets. Twitter has an integrated Gif search so you can always find a relevant Gif for your tweet.

Videos are doing really well on Twitter right now. 82% of Twitter users watch video content on Twitter with 90% of the video view on mobile devices.

Videos on Twitter help drive engagement and native video uploading onto Twitter drives more engagement than third party platforms/apps.