

# TWITTER FOR BUSINESS



BUSINESS WONDERLAND.CO.UK

WORKBOOK FIVE: TWITTER CHAT HOURS

## **What is a Twitter chat?**

A Twitter chat is where a group of Twitter users meet at a pre-determined time to discuss a certain topic, using a designated hashtag for each tweet contributed.

Twitter chats are usually recurring and on specific topics or location to regularly connect people with these interests.

A host may or may not ask questions to prompt responses from participants and encourage interaction among the group. Chats typically last an hour.

## **Why join in a Twitter chat?**

Twitter chats provide a chance to network with others. Grow your followers, increase engagement and make connections.

There are a couple of reasons why you would want to join in a Twitter chat:

1. Learn about a particular subject.
2. Promote your products or services.
3. Network with others in your niche or area.

With Twitter chats, you have the ability to directly connect with other individuals who are specifically interested in the same topics you're interested in. This makes it a great way to cultivate online friendships and to network with people in your industry.

## **How to join in**

1. In the search bar type in the name of the Twitter chat hashtag  
e.g #woofwoofwednesday
2. Ensure that you select latest to see the latest tweets with that hashtag on
3. Include the hashtag for the Twitter chat hour on every tweet
4. Network and talk to others

## Help with joining in a Twitter Chat

There are a few things that will help you when joining in with a Twitter chat.

The first thing is if the Twitter Chat hour allows you to promote your products or services then you can schedule a few so you can concentrate on networking.

You can use scheduling tools such as Hootsuite, Tweetdeck, Buffer, PostPlanner, MeetEdgar.

Joining in a Twitter chat hour can be a little chaotic. So in order to help you a little you can use Hootsuite or Tweetdeck. In both, you can create columns where you can see the twitter chat feed, your notifications, messages and home feed. This is best viewed on a desktop.

What Twitter chat hours can you join in to help promote you business, learn more in your industry and network with people in your area?