Introduction to Twitter / X

AWESOME
TECH TRAINING

Housekeeping

- All the attendee mics are muted – you can hear us but we cannot hear you
- This session is being recorded – we will send you a link to the recording and a downloadable copy of the slides after the event
- If you have any questions please use the Q&A function to ask them – we'll cover the questions at the end if we have time otherwise we will follow up with you individually

Who we are

Lorna Walker

Steve Hanlon

Rachel Clinton

Agenda

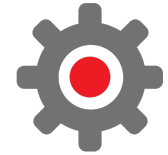
- About Awesome Tech Training
- Why use Twitter / X?
- Getting started on Twitter
  - Setting up an account
  - What makes an effective profile?
- Basics of tweeting
  - What to tweet about
  - Using hashtags effectively
  - Dos and don’ts on Twitter
- Building your Twitter network
  - Following and followers
- Examples of how businesses use Twitter effectively
- Twitter analytics – what’s working and what isn’t?
- Twitter advertising – brief overview
- Questions / discussion

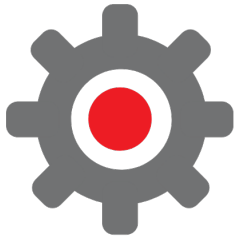
If anything isn't clear…

- Please ask a question!
- There is no such thing as a stupid question

About us

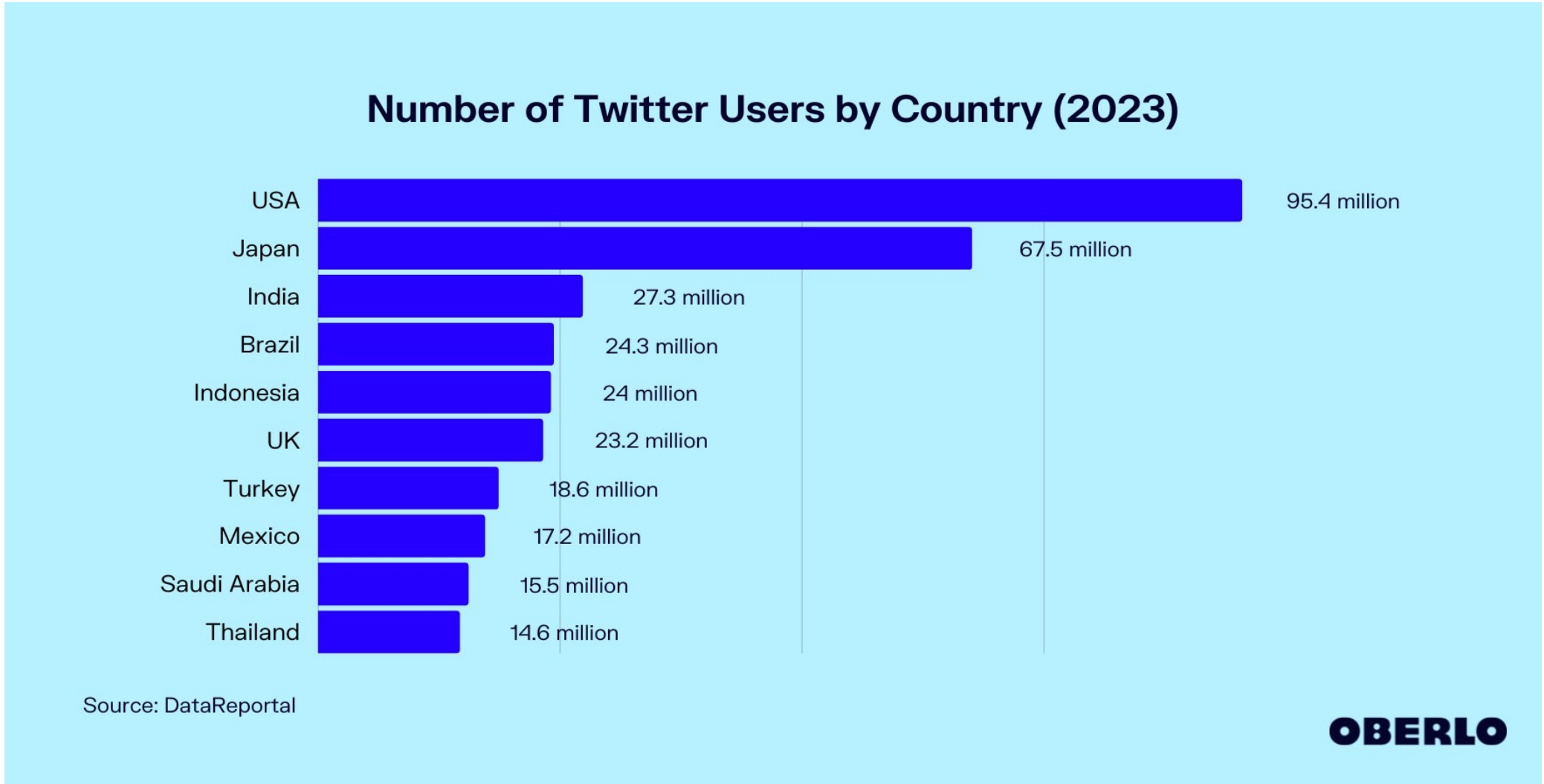
- Our focus is on helping small businesses take control of their own web presence
- Digital marketing advice and support
  - Book sessions by the hour – contact us to talk about how we can help you
- Other webinars
- Discounted sessions and special offers for webinar attendees – details at the end of the webinar





Why Twitter?

Why Twitter?

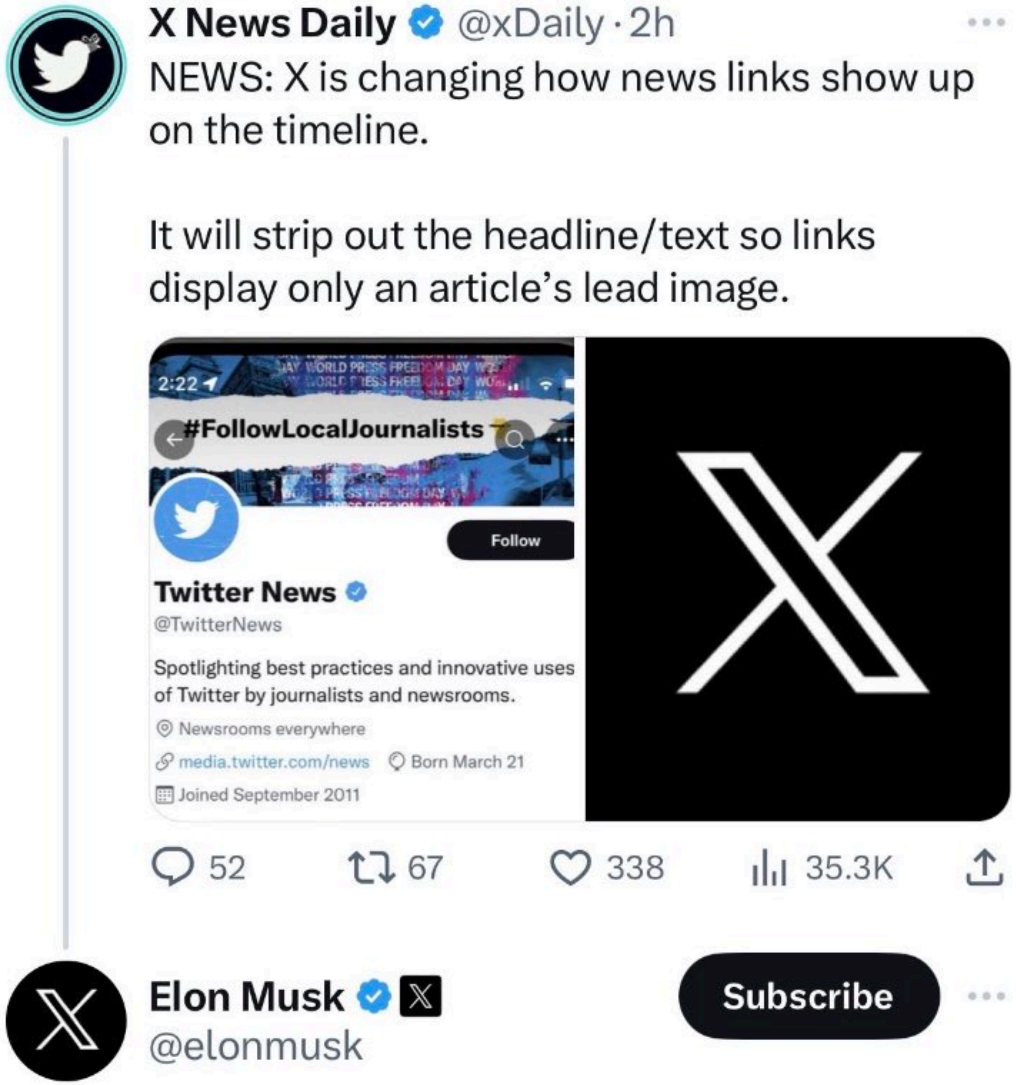

Number of Twitter Users by Country (2023)
USA
95.4 million
Japan
67.5 million
India
27.3 million
Brazil
24.3 million
Indonesia
24 million
UK
23.2 million
Turkey
18.6 million
Mexico
17.2 million
Saudi Arabia
15.5 million
Thailand
14.6 million
Source: DataReportal
OBERLO

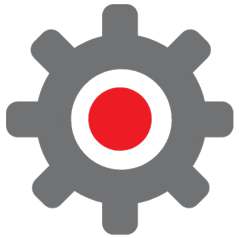
Business uses of Twitter

- Increase brand awareness / drive traffic to your website/ blog
- Create active communities online
- Engage with customers and / or provide customer service
- SEO – tweets are indexed by Google
- Build your personal network - talk to people / make contact / network
- Keep up to date with the latest information in your field
- Market research / find out what people think
- In some fields Twitter is essential (e.g. journalism, politics, digital marketing)

CAUTION

Beware – stuff is changing all the time



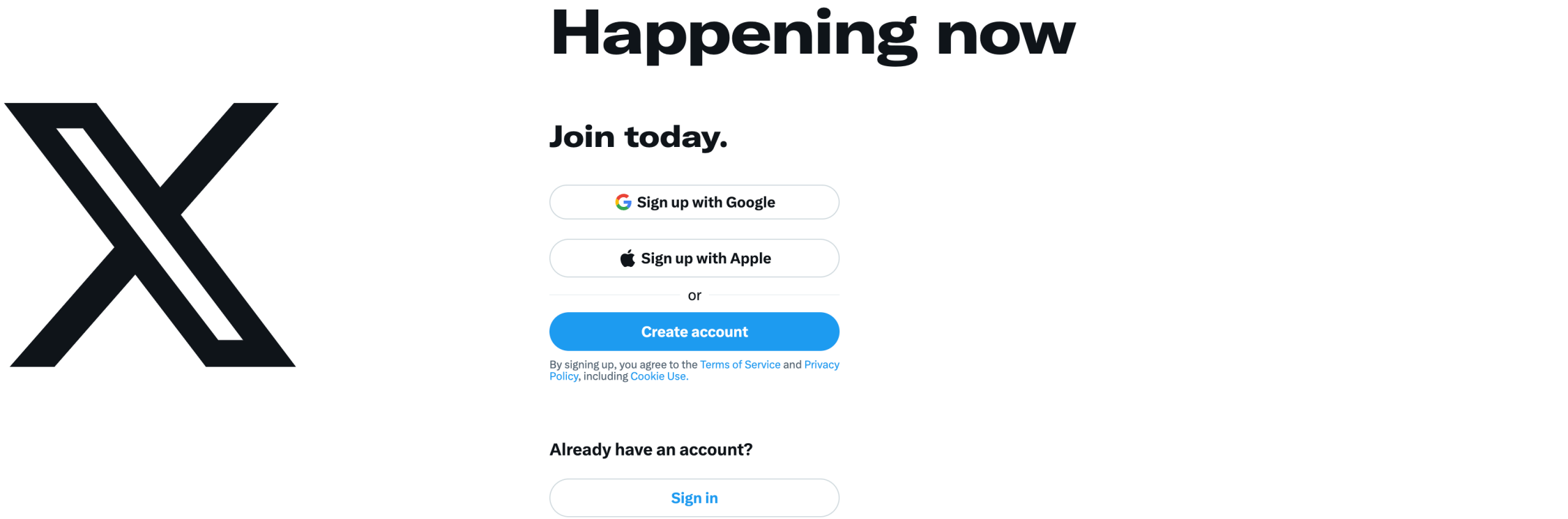


Getting started on Twitter

Should you tweet as your company or as yourself?

- If you're serious about Twitter then you should have a personal account and a business account
- People may search for your company by name so a brand / business account is useful
- Personal account better for engaging with people one-to-one
- Focus the business account just on business activities and news
- Having both keeps your company and you personally separate – important as the company grows
- You can use a brand account for things like customer service that really wouldn't be appropriate from your personal account
- Customers can use Twitter direct messages to communicate with your business
- You can retweet your brand content from your personal account (and vice versa)

Setting up a new account



Setting up a company account

- Same process as setting up an individual account
- You can't associate the same email address with more than one account
- You can't have multiple log ons for the same account which creates security issues (you can for a Twitter Ad account)
- Consider using a social media management tool e.g. Social Pilot, Hootsuite so that your team can tweet without needing access directly to the account
- Or use TweetDeck Teams which allows people to tweet from your account without sharing the password – more information about this here appears only to be available to subscribers now
- Turn on 2FA on the main account login – only be available to people who subscribe to X Premium

The importance of account security – anyone who has access to your account can tweet from it

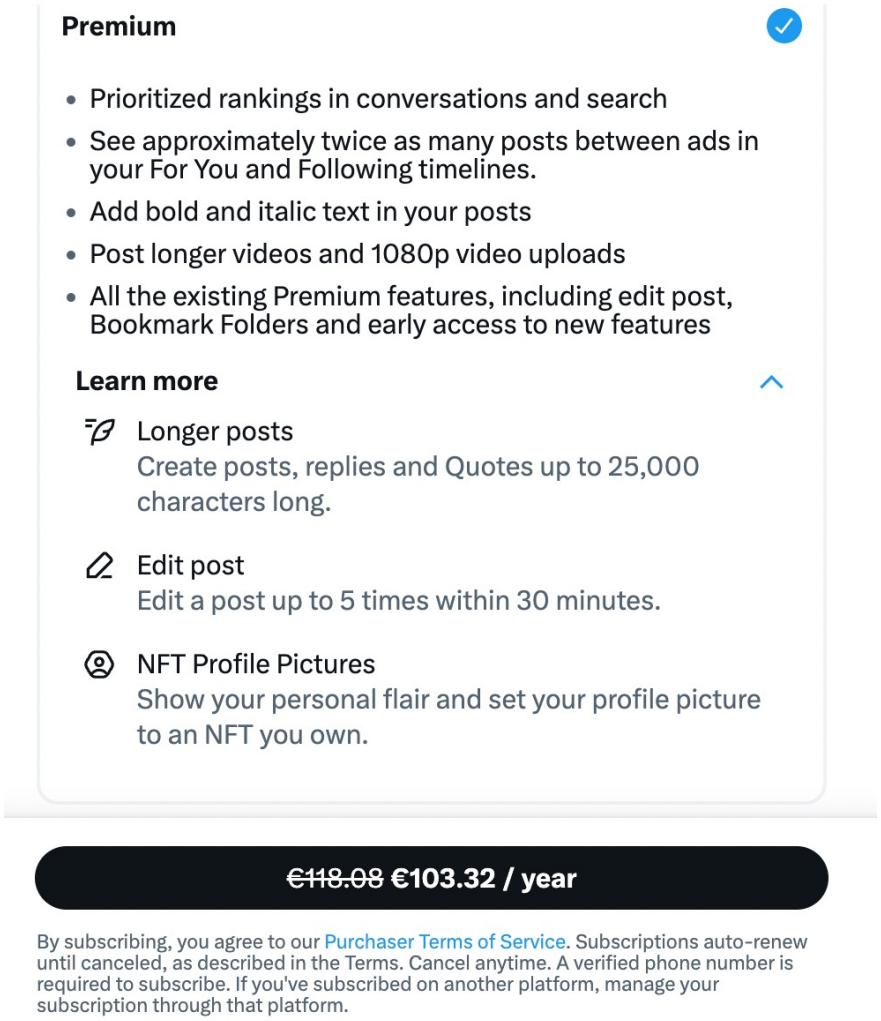
Be careful if you're tweeting from multiple accounts

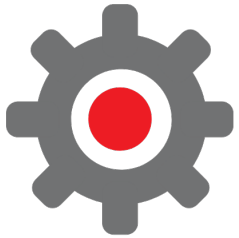
What makes a good Twitter profile?

- Use your real name / company name or as close to it as you can get
- For a company, try and use the same name as you use on your other social networks
- Use a real picture, ideally the same one you use on your other social networks
  - Don't change your picture too often – people remember pictures more than usernames
  - Make sure it's a professional-looking photo or your company logo
- Write a clear bio
  - Some idea of who you are / a bit of personality / what the company does
  - Clear expression of your interests /company background
  - You can use hashtags in your bio
- Include a link to your website
- Consider a custom background
- Point people to other channels if appropriate

X Premium

- Monthly subscription for $8 to get blue tick
- Features available in Twitter Blue
  - Editing your tweets / undo tweet
  - Longer tweets
  - Fewer ads
  - Prioritised ranking in conversations and search
  - Longer video uploads
  - SMS 2FA
- Also Twitter Gold – official business account through Twitter Verified Organisations ($1,168 per month!)
- You cannot run ads on Twitter now unless you have either Twitter Blue or Twitter Gold

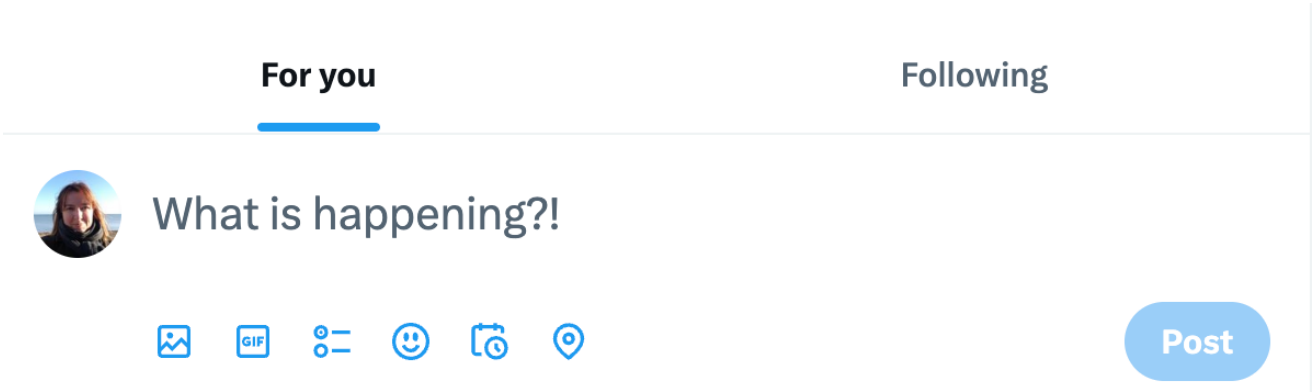


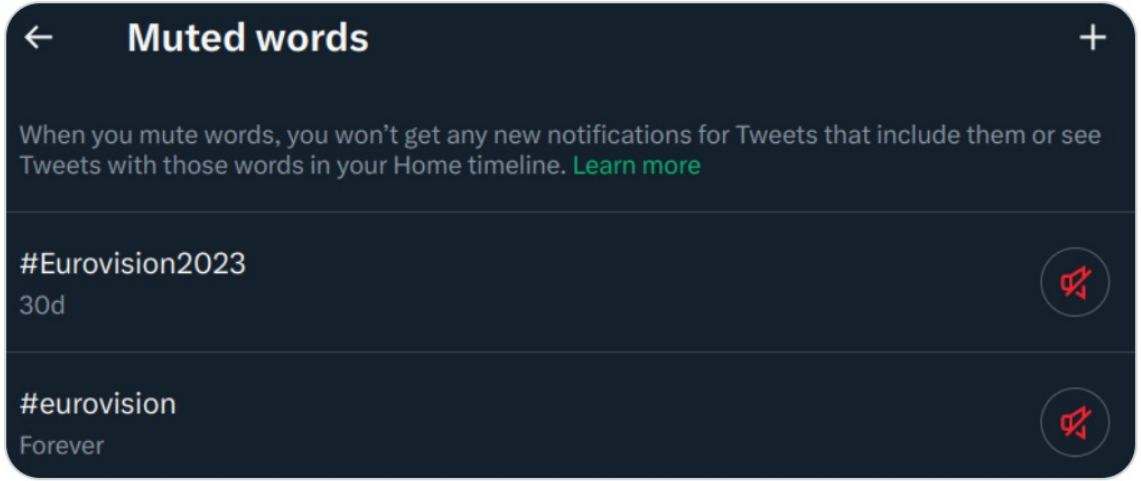


What you see in your Twitter feed

For you / following

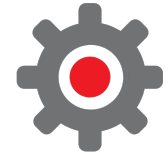
- For you = chosen by Twitter's algorithm
- More likely to see Twitter Blue accounts
- Will see tweets from accounts you're not following (and some that you are)
- Not in chronological order
- Following = chronological list of tweets from accounts you follow
- You can mute words that you aren't interested in - how to do that





Who to follow?

- The value of your Twitter feed is largely determined by who you follow
- Think about following competitors, suppliers, customers, industry figures, trade publications, conference organisers
- Make sure your profile is up to date and looks professional before you start following people
- Following is often reciprocal – if you follow someone they will check out your profile and may then follow you
- It is worth having a few tweets in your account before you start following if you want people to follow you back



How to get followers

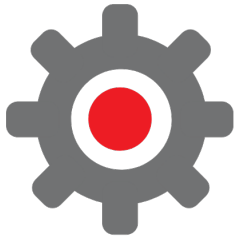
- Make your Twitter feed interesting and relevant to the people you're interested in
- Share other people's content and engage with them directly
- Live tweet from events that you attend using the event hashtag
- Use hashtags but not too many
- You can sync your contacts from your phone
- Invite your customers to follow you

How many people should you follow?

- You cannot follow more than 400 people per day
- Try and keep your number of followers and people you follow roughly the same
- Once you reach 5,000 follows you won't be able to follow anyone else until your number of followers catches up
- If you are following many more people than are following you this makes your account look spammy and Twitter may restrict you from following anyone else
- If you hardly follow anyone then that looks like you're not interested in what anyone else has to say
- You're not obliged to follow everyone who follows you but as a general rule reciprocity is good

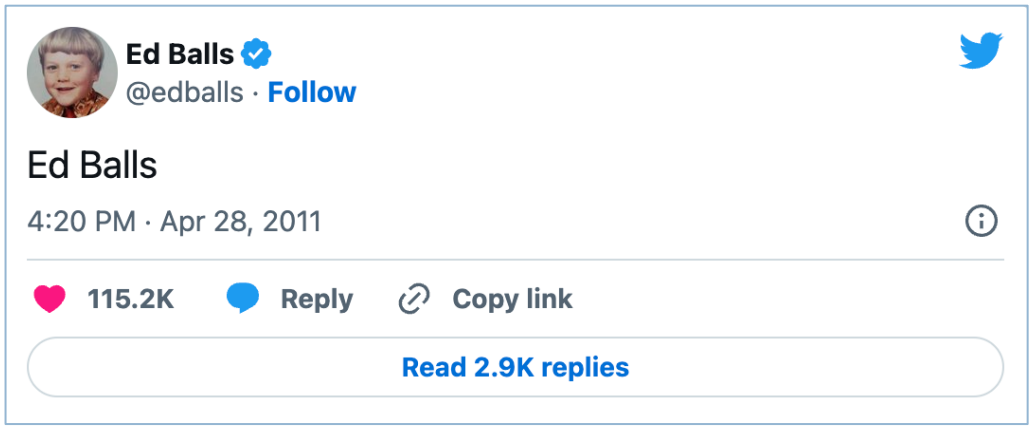
Twitter's rules prohibit...

- Following and then unfollowing lots of accounts to inflate your own number of followers
- Automated following of lots of accounts in a short amount of time
- Duplicating the followers of another account, especially if you automate this
- Using any third party service that claims to add followers
- There is no benefit at all in 'buying followers' or anything else that artificially inflates your follower numbers

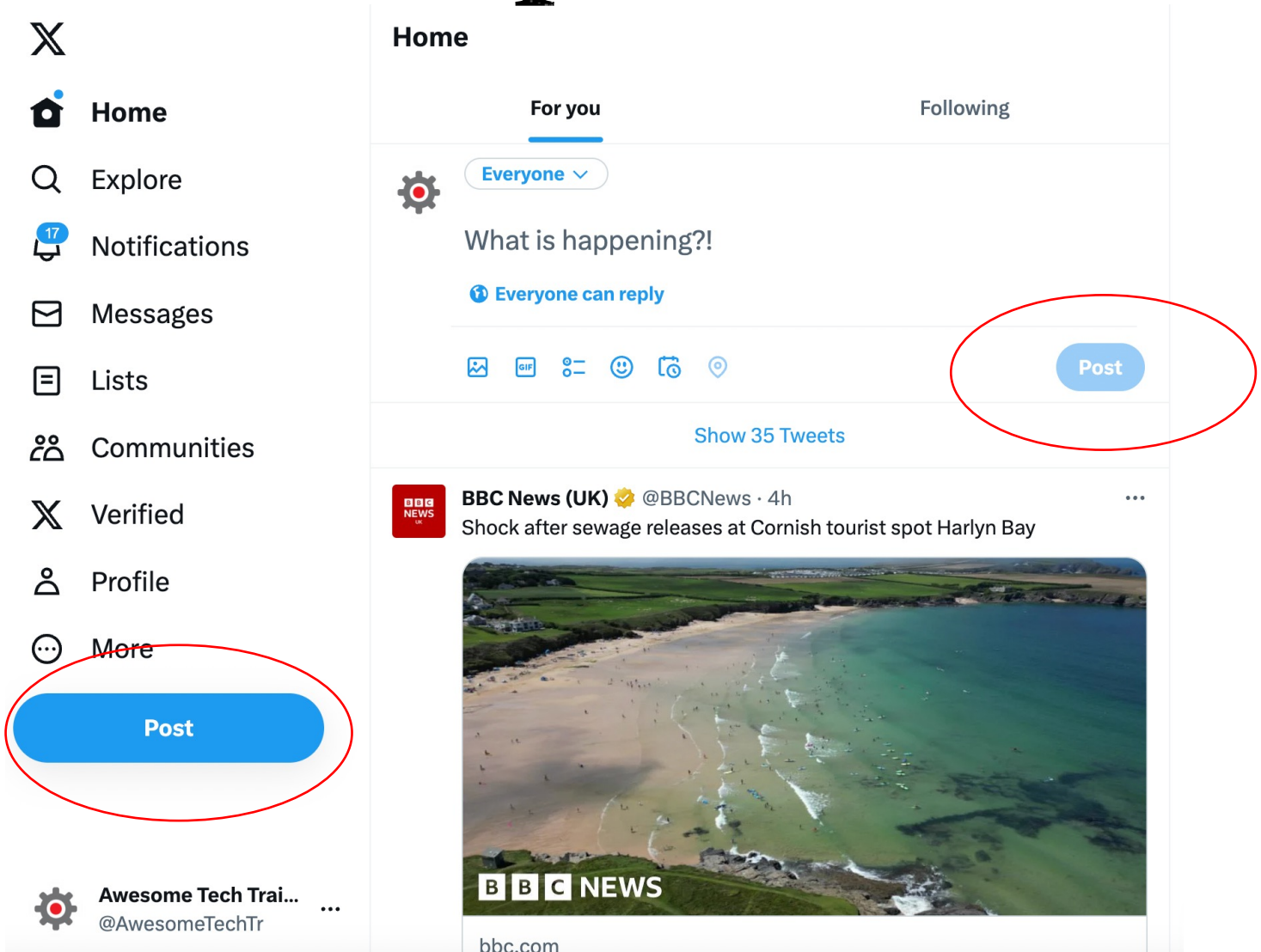


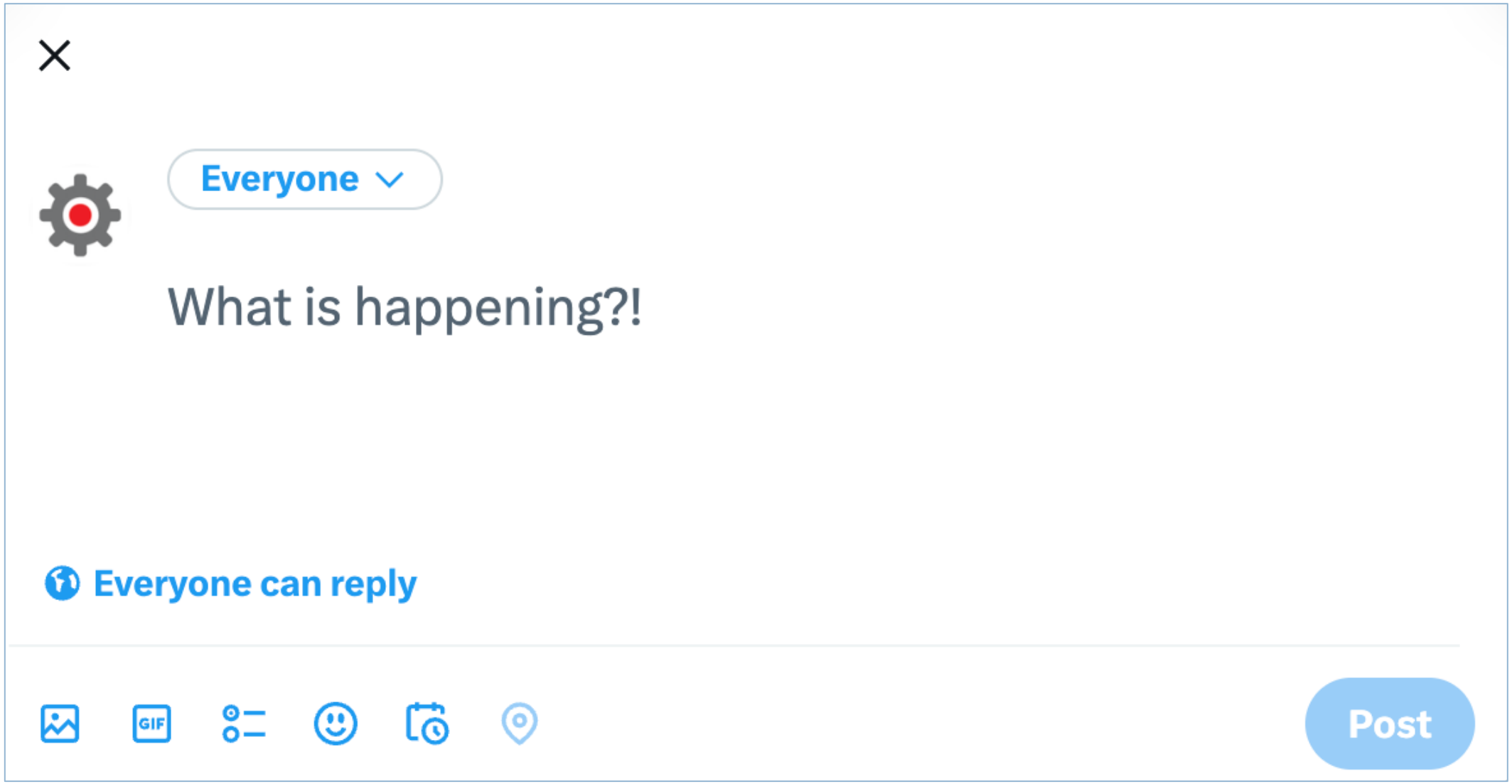
Basics of tweeting

Learn the difference between the search box and the tweet box

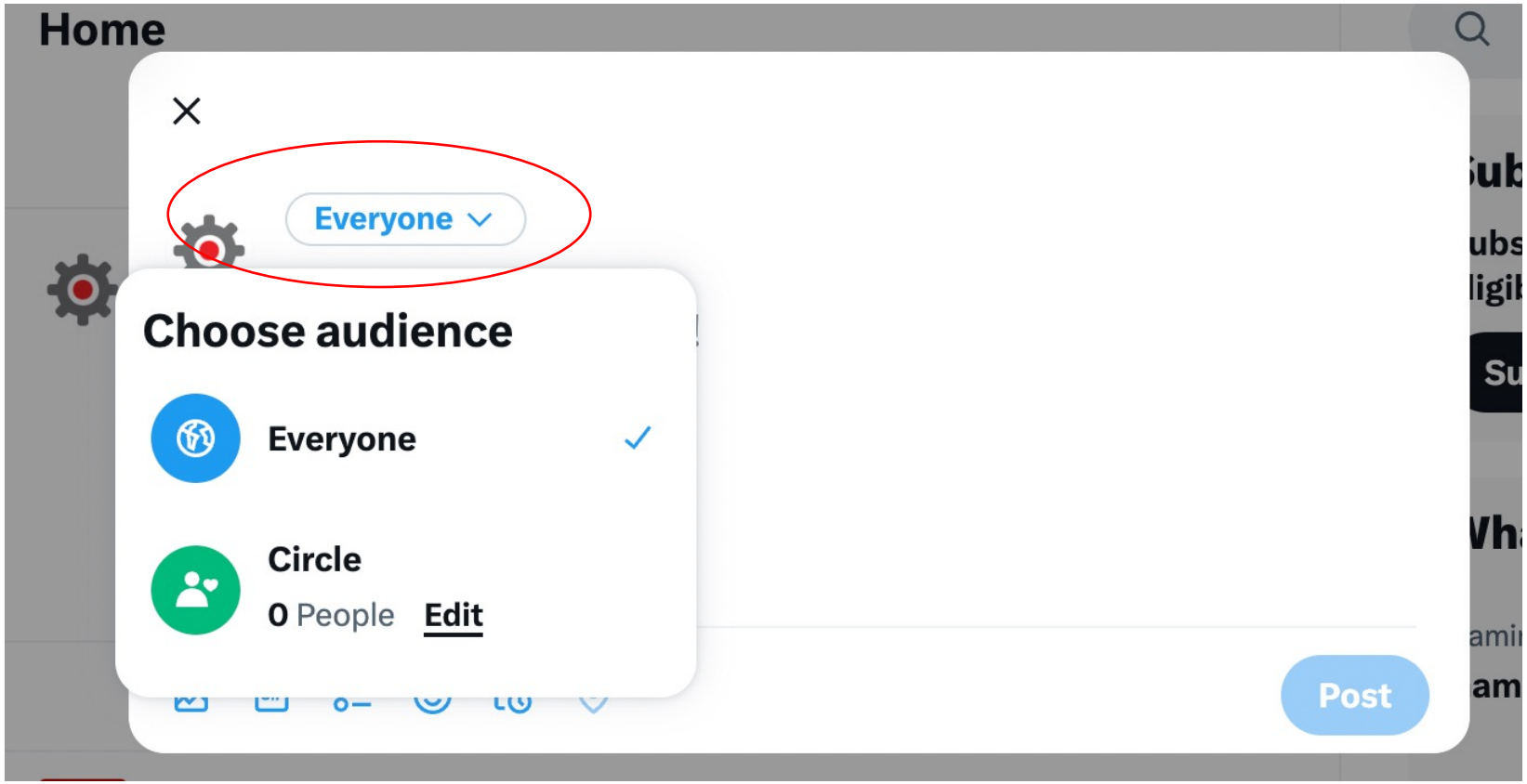


Click the ‘post’ button

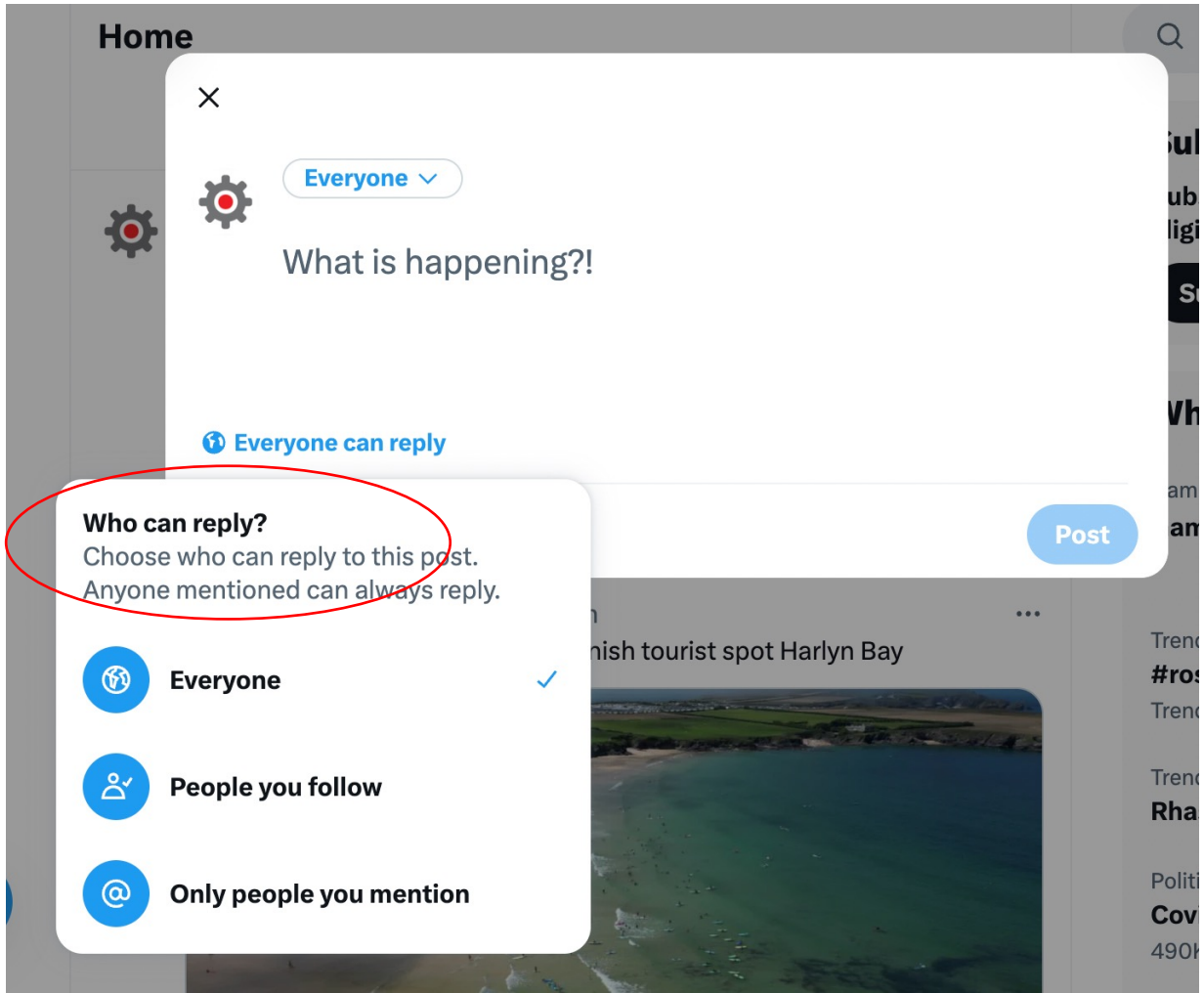



Everyone
What is happening?!
Everyone can reply
GIF
Post

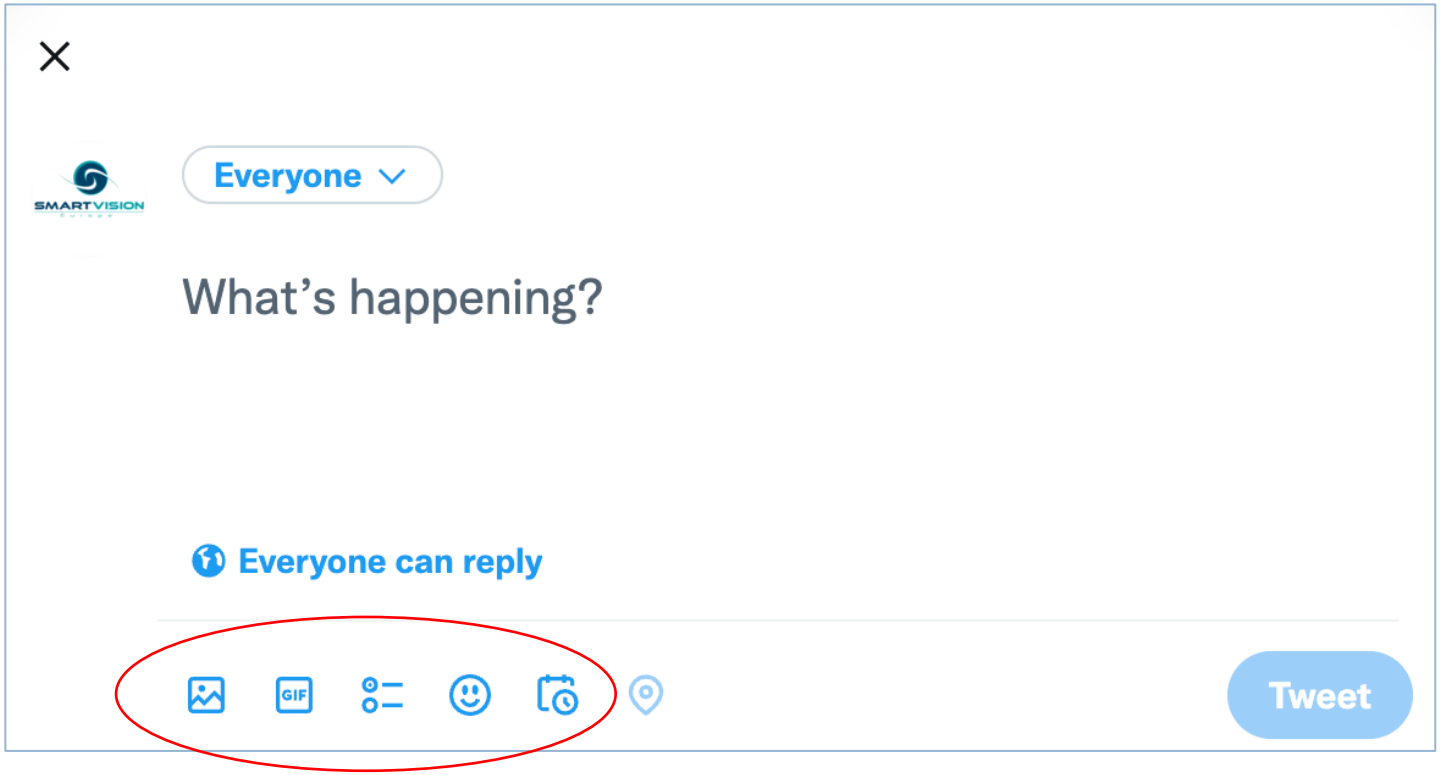
Choose the audience



Who can reply?



Content options



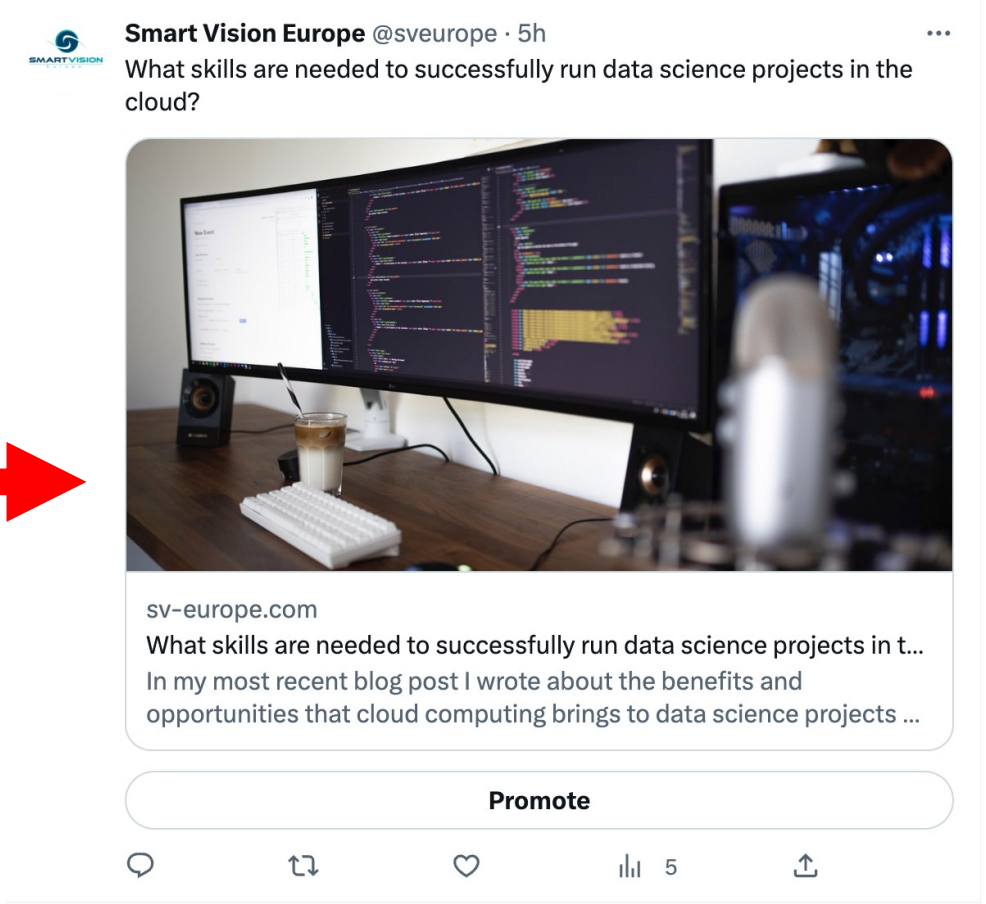
- Add an image
- Add a gif
- Set up a poll
- Include an emoji
- Schedule your tweet

Structure of tweets

- There is a limit of 1,000 tweets per account per day
- A tweet has a limit of 280 characters
- X Premium subscribers have a limit of 4,000 characters
- All links are automatically altered to 23 characters (even if the original URL is less than 23 characters long) and are included in the 280 character limit
- If you're linking to pages on your website make sure each page has a social media title and image set up so they display nicely when tweeted
- BUT Elon Musk has just announced that X will no longer show headlines and other text from news links but just the image so this might have a significant effect on how links to other websites render in the future

What displays in the tweet?

- If you include a link and the page you're linking to has a Twitter card configured then this will (currently!) show in the media preview
- This is determined by the way in which you have set up your website (or the way in which the website you are linking to is set up)
- Advice from Twitter about configuring cards
- You can override the media preview by loading up your own image directly into your tweet
- If you include a link and the page you're linking to does not have a Twitter card configured then you will just see the link text



Possible Twitter interactions

- Comments
- Repost (with / without comment)
- Likes
- Shares

- Tweets can be set so that only people followed or mentioned by the author can reply

Comments and mentions

- People can reply to your tweets with comments of their own
- They can also write their own tweets and mention you in them
- It is good practice to acknowledge these even if you just ‘like’ the comment or tweet
- Interaction on Twitter is a good way to grow your influence
- Don’t ignore negative comments / mentions
- If you get abusive comments / mentions you should report the accounts to Twitter
- Elon Musk has said you will no longer be able to block people on Twitter, only mute them

Good responses to mentions by brand accounts

Carter Wilkerson @carterjwm · 1m
Yo @Wendys how many retweets for a year of free chicken nuggets?
Carter Wilkerson
@carterjwm
Follow
HELP ME PLEASE. A MAN NEEDS HIS NUGGS
1
Wendy's
@Wendys
Replying to @carterjwm
18 Million
4/5/17, 7:32 PM
1 LIKE
Carter Wilkerson @carterjwm · 11s
Replying to @Wendys
Consider it done
RETWEETS
3,430,255
LIKES
899,328
3:38 AM - 6 Apr 2017
36K
3.4M
899K

Teri Doubtfire (she / her) liked

Aldi Stores UK ✅
@AldiUK

cancel the crowns CANCEL THE CROWNS

> **M&S** ✅ @marksandspencer · Apr 25
> To celebrate the coronation of Their Majesties King Charles III and Queen Camilla, we're SO excited to share our limited-edition Coronation Colin! 😻🍆 Who's going to be grabbing one of these ahead of the bank holiday weekend?! 🤗

1:31 PM · Apr 25, 2023 · **3.7M** Views

824 Retweets **126** Quotes **22.9K** Likes **93** Bookmarks

Think before you tweet

BrewDog
@BrewDog

Dear People Of The World,

10 solid gold Punk IPA cans are hidden in Punk 12-packs which will ship from our online shop over the next 4 weeks.

Winners receive a gold can worth £15K, £10k of BrewDog shares & VIP tour of our Brewery.

Good Luck To All: bit.ly/35lZyoC

3:25 PM · Nov 12, 2020 · Twitter Web App

James Watt
@BrewDogJames

Further to the gold can stuff, this was my mistake & because I don't want my mistake to cost our company, team or shareholders anything I am funding the cash alternative for the original 28 winners.

This is the equivalent of over 2.5 years of my BD salary which I will forgo.

How reposts work

- Reposting other people's content is a good way to get started on Twitter
- Including a mix of your own tweets, replies and reposts is a good way to make your Twitter feed useful to people
- When you repost something you are sharing that tweet with all your followers
- You see the reposts of people you follow in your timeline
- You cannot repost content from locked / protected accounts
- If you repost a tweet you're offering an implied endorsement of the content of the tweet AND anything that tweet links to so be careful

How to get reposts of your own tweets

- You *can* repost your own tweets but don't make a habit of this
- People will repost things that they find useful or interesting so the best way to get reposts is to make your content useful and interesting!
- Use hashtags but not too many – hashtags mean more people are likely to see your tweet but too many looks spammy
- Include a link, ideally to an image or video – tweets with richer content are more likely to be reposted
- Mention someone in the tweet
- Comment on someone else's tweet

Favorites / likes

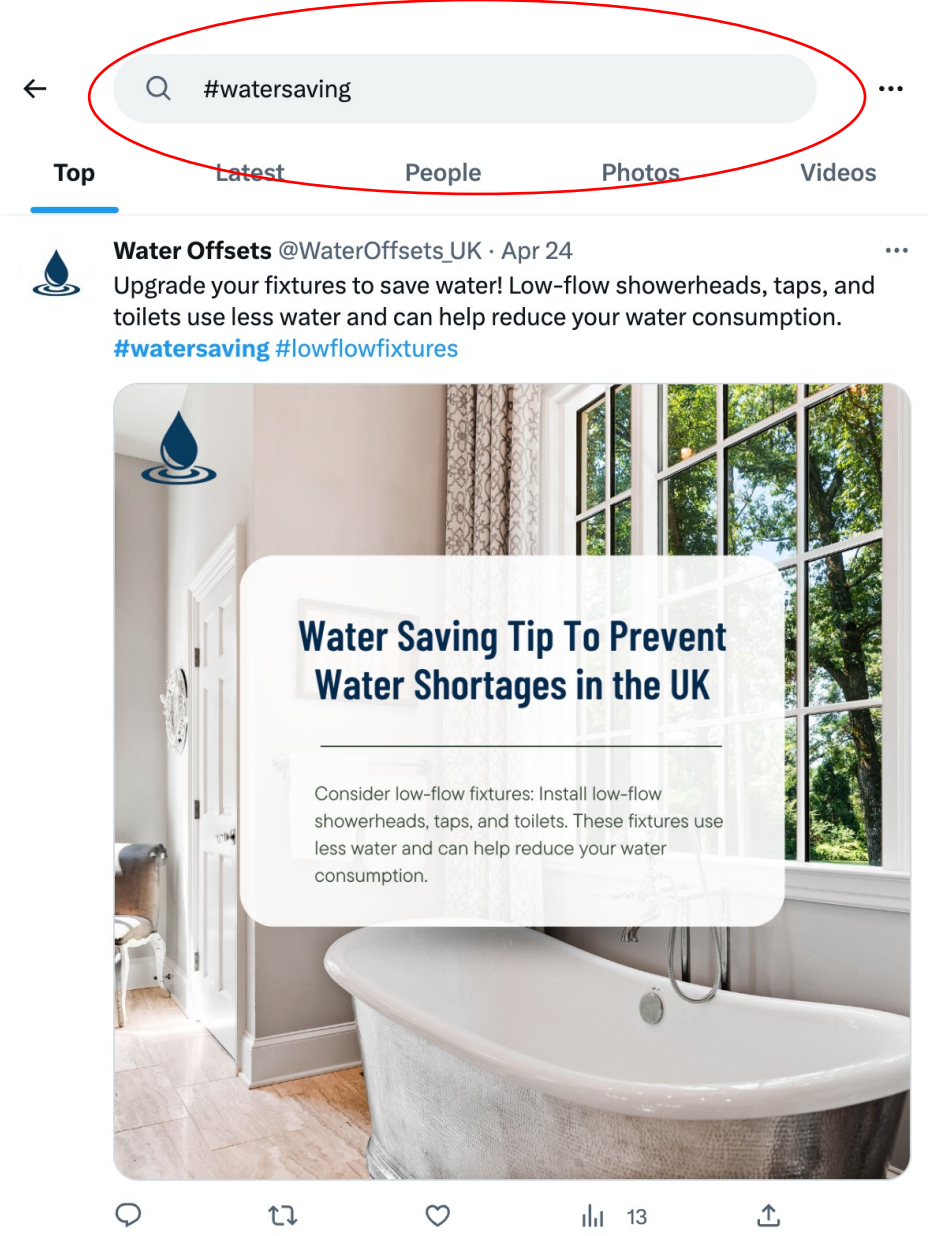
- Act as a small ‘reward’ for tweets that you like
- If you really like a tweet then it is better to repost it
- You can use likes as a way of saving tweets you’re interested in
- BUT remember your likes are public!

How hashtags work

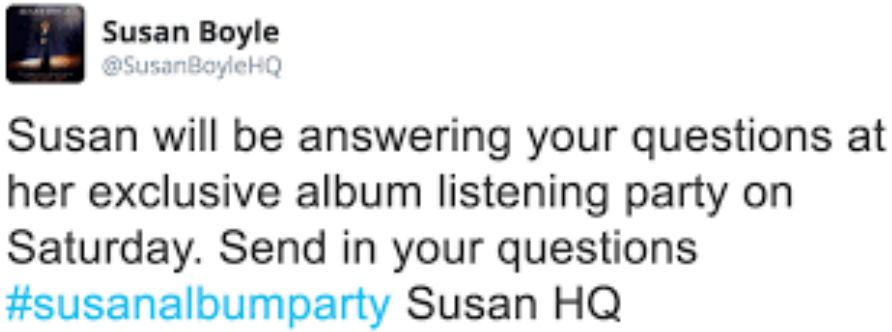
- A hashtag is a way of saying that your tweet is part of a particular conversation
- Including hashtags can get your tweets in front of more people
- People check hashtags they're interested in so may see your tweet even if not following you directly
- Don't include more than 2 or 3 hashtags as this looks spammy
- Hashtags only work if your audience uses them
- If you want to set up your own hashtag:
  - Check that it isn't already being used
  - Go for something that represents your brand and can be easily identified
  - Not too long
  - Check what it looks like written down
- You can't own a hashtag and there is no central register

Find out which hashtags your audience uses

- Follow people in your audience and see what hashtags they use
- Search for hashtags and see if people are using them
- Trial and error



Read a new hashtag carefully before committing…



Don’t jump on trending hashtags

HabitatUK: #mms Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice
2 days ago from *web* · Reply · View Tweet

HabitatUK: #Apple Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice
2 days ago from *web* · Reply · View Tweet

HabitatUK: #Poh Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice
2 days ago from *web* · Reply · View Tweet

HabitatUK: #iPhone Our totally desirable Spring collection now has 20% off!www.habitat.co.uk/pws/Home.ice
2 days ago from *web* · Reply · View Tweet

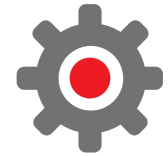
Don’t ask for trouble…

James Wallbank @accessjames 8h
I shop at Waitrose because the butler's on holiday. #waitrosereasons
Expand

DuBose @dubosecole 23h
I shop at Waitrose because I once heard a dad say 'Put the papaya down, Orlando.'" bit.ly/QnHxta #waitrosereasons
View summary

Ben Jones @welshben 20 Sep
I shop at Waitrose because I once heard a 6yr old boy in the shop say "Daddy does Lego have a 't' at the end, like Merlot?" #waitrosereasons
Expand

Waitrose @waitrose 17 Sep
Thanks for all the genuine and funny #waitrosereasons tweets.We always like to hear what you think and enjoyed reading most of them.
Expand



Good use of hashtags

- Without hashtags your tweets will only be seen by your followers
- Use hashtags to provide a sense of community at events
- Find out what hashtags are already being used in your industry and use them (appropriately)
- Use hashtags consistently
- If starting your own make them easy to remember
- Don’t use spaces or punctuation in hashtags

What to tweet about?

- It's fine to start out with just reposting but you have to start generating your own content at some point
- Industry news with your own comment
- Replies to other people
- Links to your website or blog
- Photos with captions – at events, of your staff, products, offices, customers
- You can connect your other networks with Twitter
- Embed video (240 seconds max) – better than linking to video
- Fine to have a bit of personality in your tweets, even if tweeting as your business BUT be very careful with humour, Twitter can be very unforgiving
- Mix of personal and professional (if tweeting as yourself)

Balance your content

Advice from Twitter

The rule of thirds

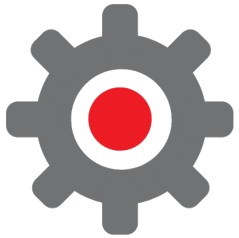
- One-third of your Tweets promote your business or drive conversions.
- One-third of your Tweets share curated content from industry thought leaders.
- One-third of your Tweets involve personal interaction with your followers.

The 80-20 rule

- 80 percent of your Tweets are designed to inform, educate, or entertain
- 20 percent of your Tweets directly promote your business or drive conversions

Scheduled tweets

- Scheduling tweets is vital when you're managing corporate Twitter accounts
- Not always possible to tweet every tweet 'live'
- Use tools like Hootsuite, Tweetdeck etc to manage multiple accounts
- BUT you need to be careful with scheduled tweets
- The point of Twitter is to make connections with people and it's hard to do this with scheduled tweets
- Remember to take down scheduled tweets if things change



Twitter as a community

Twitter works best as a community

- Whatever you are interested in, there will be a community of other people interested in it on Twitter
- The more people who are in your field you follow, the more likely it is that you will find out about these communities
- Search out communities that already exist or start your own (although getting momentum this way is HARD!)
- Run Twitter chats on topics of interest to your followers
- Build Twitter lists
- Participate in existing community activities

#AcWriMo

Writing Retreats Chapelgarth @WRChapelgarth · Dec 1

#AcWriMo and #NaNoWriMo2022 finished with a bang here @WRChapelgarth - great to have a few returners, new faces and one very loyal creative ✍️ 😉@rachelebower @JustineCaWe @luciejayt - great to have a pgr @DtpNine returner too 😊

13

#LouthChat

Maureen (Mo) Ward @maureen_ward · 16h

Could I ask my **#LouthChat** pals to look for the hashtag **#I** share, or retweet their tweets/posts regularly?
You can also use **#LouthChat** on Facebook too

Keep the hashtags to a minimum on all platforms
@EskerFields
@Davekav_advice
@SMCFoodSafety
@StockwellAFoods

Maureen (Mo) Ward @maureen_ward · 23h

What a night on **#LouthChat** last night with starbiz @EskerFields who trended strongly in the top 10 on Twitter in Ireland. Still trending this afternoon too at no 19! We'd audiences in Ireland, USA and India and reached a potential audience of 1 million 😀

14 · Trending
Maradona
122K Tweets

15 · Trending
Regency
1,908 Tweets

16 · Video games · Trending
#NintendoSwitch2022
92K Tweets

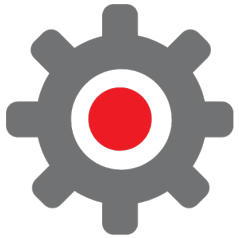
17 · Trending
Ross
35.2K Tweets

18 · Trending
Rory
17K Tweets

19 · Trending
#eskerfields
1,891 Tweets

Sunnibha Corcoran and 2 others

2 8 6



Effective business Twitter use

Using Twitter for customer service

Jonathan Glover @J_Glover13 · 23m

@chilternrailway what is happening with service from Oxford to London Marylebone?
Was due to get 10.49 and 11.19 from Oxford to Bicester Village. Both cancelled.
When is next train? Will 11.49 definitely run?
Thanks

1 7

Chiltern Railways @chilternrailway · 21m

Hi. I am very sorry for the disruption. There is disruption due to a signal error. We hope this is fixed as soon as possible. ^TM

5

Using Twitter for customer service

- Say in your profile when the account is staffed
- Direct people to other channels if appropriate
- Respond quickly – people expect an instant response on Twitter
- Sign off messages with initials or first names to let people know that real people are running the account

Avoid multiple siloed accounts

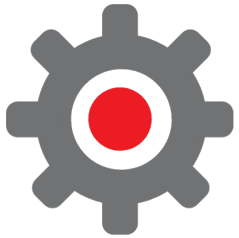
Don’t make customers switch channels

Direct messages on Twitter

- You can send a direct message to anyone who follows you
- An account can opt to receive DMs from only people who follow them or from anyone
- If you're using Twitter for customer service then it's a good idea to check your DMs are open to anyone
- You can set up automated 'thanks for following' welcome messages to go to someone as a DM but these are easy to spot – much better to actually send a personal message

Drive traffic to your website

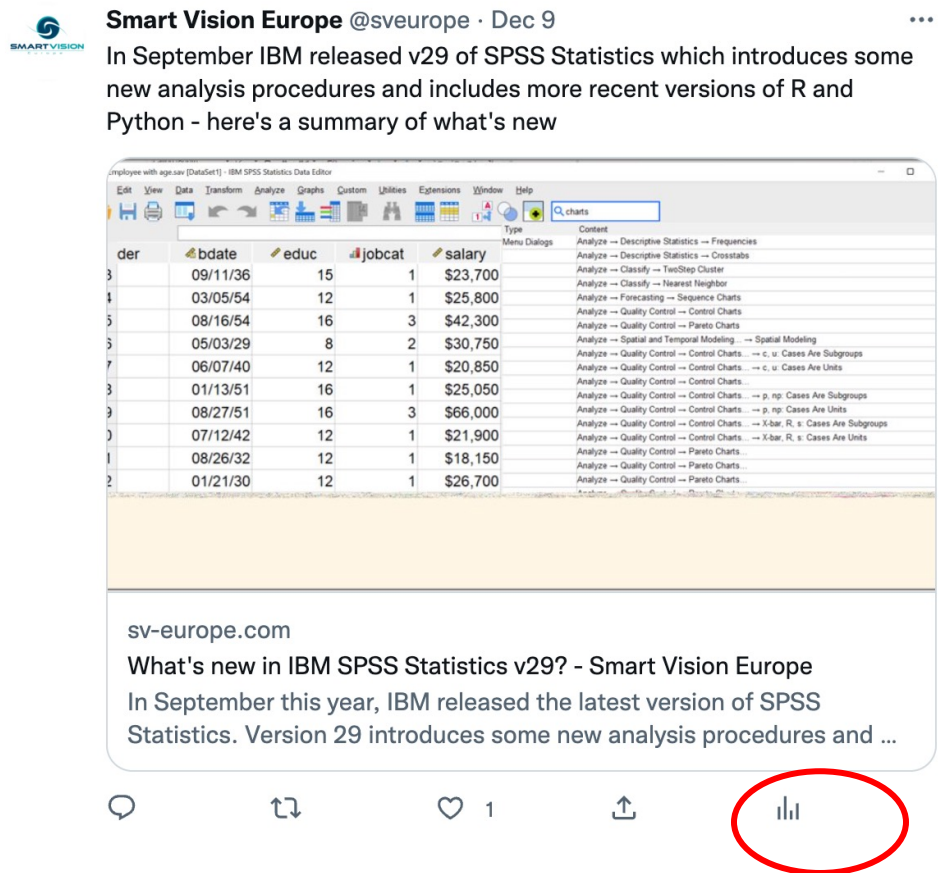
- Ask for it on Twitter and on your website
- Be consistent and post new content regularly
- Add social sharing buttons to your site
- Have a punchy title for your posts / content
- Use relevant hashtags
- Understand the relevant networks and communities in your area
- Make sure your site is tagged appropriately for Twitter cards

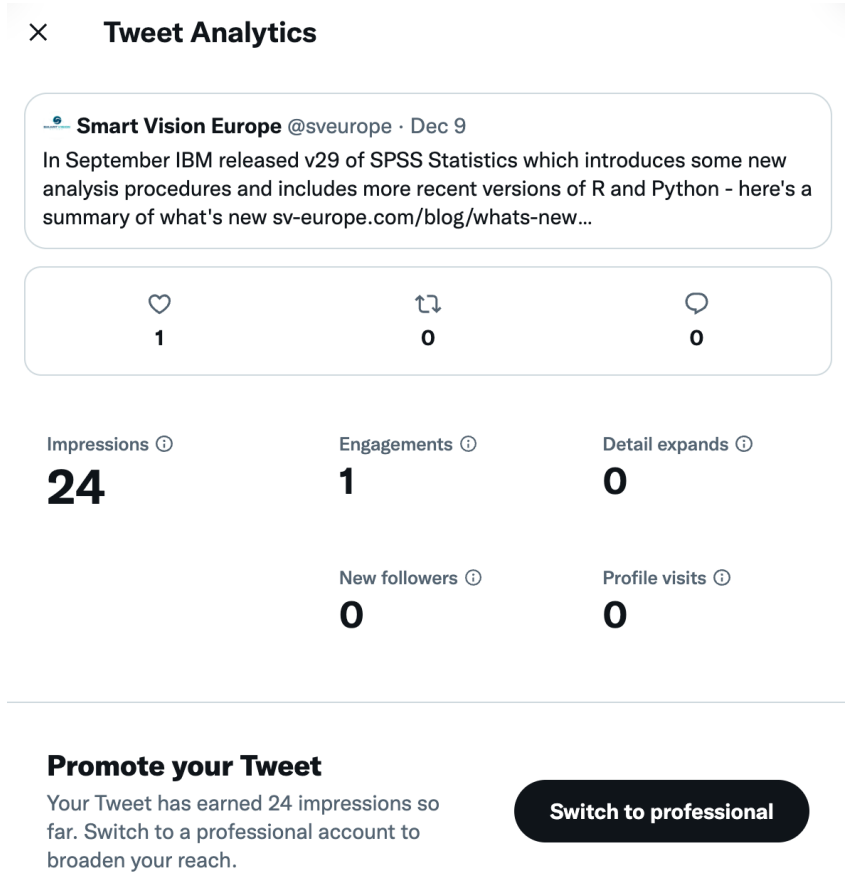


Twitter analytics

Twitter analytics

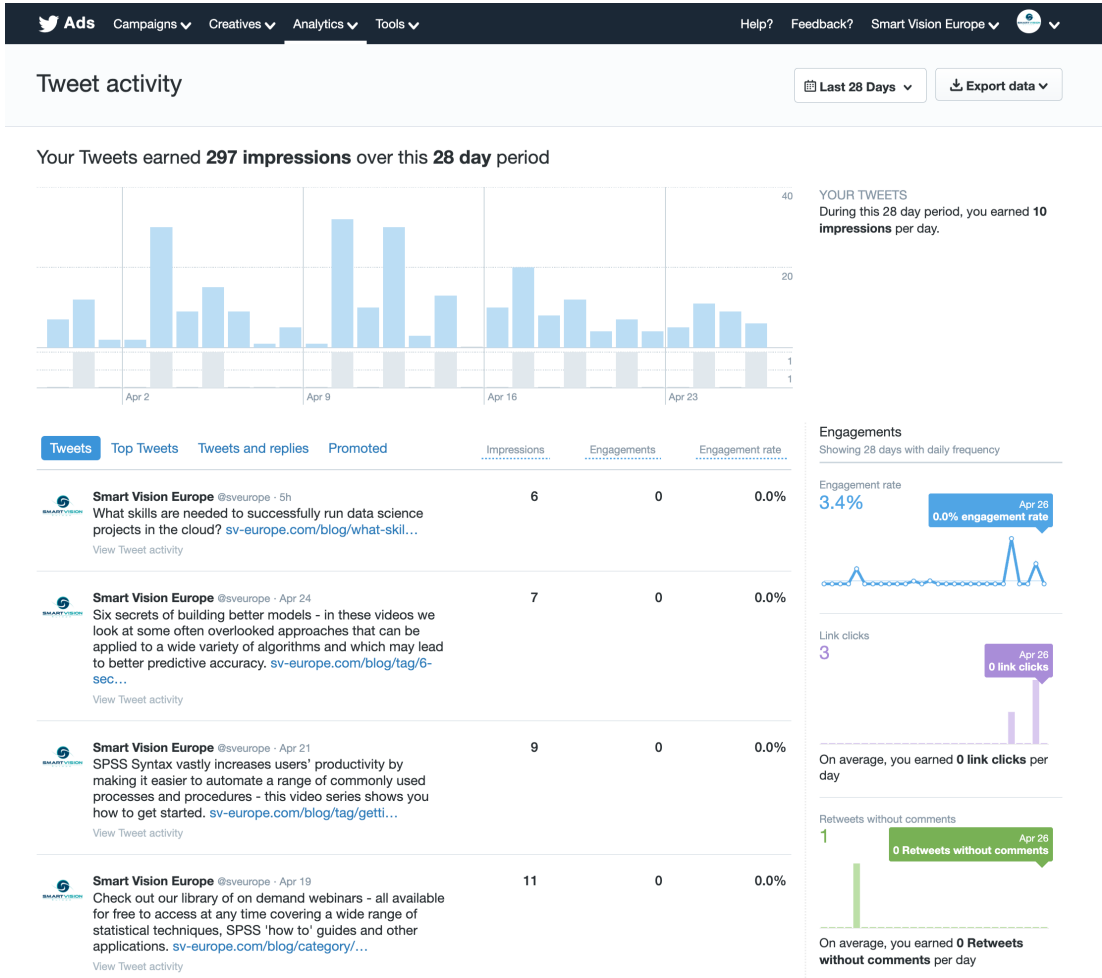
- Basic analytics available in each tweet

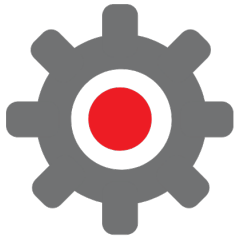




Twitter analytics

- Go to ‘more’ / professional tools / Twitter ads to see more analytics
- Select ‘analytics’ from the dropdown menu at the top of the page
  - Account home – summary of activity over last 28 days
  - Tweet activity – performance of each tweet going back six months
  - Video activity – performance of video tweets
- See which tweets got the most engagement and reach
- What does that tell you about what people respond to?

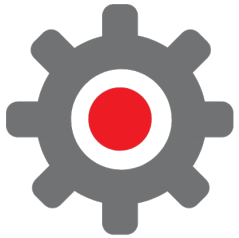




Advertising on Twitter

About Twitter ads

- Only X Premium accounts can advertise now
- You can create a brand new tweet to use as an ad or use existing content
- Promoted tweets always show that they are promoted
- No minimum spend so can be very cost effective
- Ads are priced on an auction model so no set prices
- Lots of advice from Twitter here



How we can help you further / useful resources

Resources

- Twitter's guide to marketing
- Social Pilot – schedule tweets in advance
- Hootsuite's guide to Twitter marketing

Other webinars

- Other webinars – live and on demand

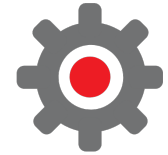
  - Introduction to LinkedIn for small businesses
  - Introduction to Facebook for small businesses – 3pm today!
  - Google Business Profile – 29 Sept

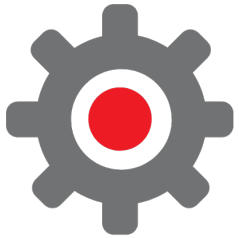
20% off everything for webinar attendees – quote code webinar20 at checkout

Training and consulting

- Half hour free ‘surgery’ session to discuss your business
- Tailored training or consulting for you and your team – by the hour / ½ day / day

- Digital marketing audit
- Website development
- Website health-check or full technical review
- Help configuring your Google Analytics account
- Ongoing marketing support, advice and technical resource
- Contact us for more info





Questions

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