



Twitter for **Small Business**

A GUIDE TO GET STARTED

business.twitter.com | [@TwitterSmallBiz](https://twitter.com/TwitterSmallBiz)

A Twitter success story



“And it all started with that one little Tweet,” said Roberta Dyer, whose independent bookstore came under serious threat during the economic downturn. Wanting to save the store, her son Aaron took Roberta’s story to Twitter. His Tweet was retweeted, spurring online coverage, and ultimately galvanizing the community not only to rescue the store, but to make sure it thrived.

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Get inspired. Read the rest of Roberta and Aaron’s story at stories.twitter.com.

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Put Twitter to work for your small business

A Tweet is a powerful tool. Every week billions of Tweets flow through Twitter about every imaginable subject. A wide variety of people, organizations, businesses — big and small, local and international — all use Twitter to make their presence known.

This guide is intended to help small business owners understand how to use Twitter better. Twitter can help your company connect with customers, amplify your message, and ultimately, grow your business.

We'll show you how in these three chapters:

1. GET STARTED

Your customers are already on Twitter. Don't miss the opportunity to be part of the conversation. Learn how to use Twitter effectively to meet your business goals.

2. ENGAGE YOUR AUDIENCE

Make sure your voice shapes the online identity of your business. Tweet about the ideas, principles and value of your business. Share links and pictures with your customers. Let them see what happens behind the scenes.

3. AMPLIFY YOUR IMPACT

The more people who talk about your business on Twitter, the more followers (and customers) you'll get. Focus on activities that promote your @username and expand your business.



1

Get started

Understand how Twitter works so your business can actively and effectively join the conversation.

ANATOMY OF A TWEET

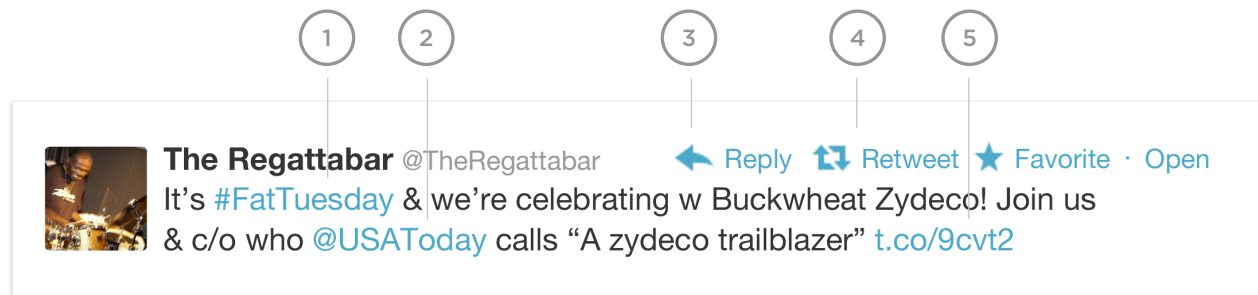
YOUR PROFILE

BRING YOUR ACCOUNT TO LIFE



Anatomy of a Tweet

Tweets are the building blocks of your communications on Twitter.
You'll be surprised by how much you can say with 140 characters or less.



1. HASHTAG

A hashtag is any word beginning with the # sign. People use hashtags to organize conversations around a specific topic. Clicking on a hashtag takes you to search results for that term.

2. MENTION

Sometimes you want to bring a Tweet to someone's attention, but you still want all of your followers to see the message. So instead of a reply, use a mention. Include the @username of whomever you want to mention in your Tweet, and it will appear in the Mentions section (in the Connect tab). All @username mentions are clickable and link back to the mentioned individual's profile.

3. REPLY

You can respond to a Tweet by hitting the reply button. When you reply, your response is public, and will show up in your home timeline and the timeline of the person to whom you are responding. The reply will also be visible in the home timelines of people who follow both you and the person to whom you sent the reply. Meaning, someone not in the conversation has to follow both of the people replying to be able to read both sides of the conversation.

4. RETWEET

You can pass along someone's Tweet by retweeting it. Just hit the retweet button to send the original message to all of your followers.

5. LINKS

Twitter's link-shortening feature allows you to paste a link of any length into the Tweet box and it will automatically be shortened to 19 characters. This makes it easier to fit long URLs into the 140 character limit.

A direct message (DM) is a private message. You can only send a DM to individuals you follow who also follow you.



Your profile

Design every element of your profile to best reflect your business. Your name, bio, website and profile picture should all work together to tell your story.



Choose a profile image that shows the best face of your business. Murray's Cheese uses an image of their store sign

Murray's Cheese

@MurraysCheese

We Know Cheese - and now you will, too! Come by New York City's oldest cheese shop at 254 Bleecker Street and in Grand Central Market at 43rd and Lexington.

New York, NY · www.murrayscheese.com

Include a link to your website

Write a clear and informative bio that describes your business, products or services

The background image is the paper Murray's uses to wrap their cheese



Bring your account to life

SHOW PERSONALITY

Over time, your Tweets will convey your own voice and style. Don't be afraid to let your personality come through, or that of your employees. Of course, business styles vary. As you keep using Twitter, you'll find your voice.

It's very likely that your employees are tweeting from their own personal accounts. As a business owner, you can retweet or mention them when what they are tweeting about meshes nicely with your business' interests and goals.

When you're tweeting on behalf of your company, write in a casual and friendly tone.



Jeremy Seysses @JeremySeysses

Last night's dinner... Another rough day on the job. Note the white's were from another producer. #duh pic.twitter.com/PogffDqm

[Hide photo](#)



2

Engage your audience

The right content converts people into customers, and turns customers into advocates.

LISTEN FIRST

YOUR VOICE

MAKE IT A HABIT

A WEEK ON TWITTER

TWEET SOMETHING SHARABLE



Listen first

Use advanced search to limit the results to a location

Search keywords associated with your business

Select People results to see a list of accounts that match your search

Follow and learn from other businesses

FOLLOW AND LEARN

You can save your searches by clicking on the options wheel and choosing “save search.” Your saved searches are available anytime.

When you first join Twitter, it’s tempting to start tweeting right away. But before you begin, it’s a good idea to follow and observe businesses similar to yours to see what they are doing well, and to learn from their mistakes.

“**To follow**” someone means that you are subscribing to their stream of Tweets, and will automatically receive their Tweets in your timeline. When someone follows you, your Tweets will show up in their timeline. Twitter has an asymmetrical follower model, which means that you do not need to “approve” of the people who follow you, and they do not need to “approve” of you. However, you will likely want to follow back most of the people who follow your business. This acknowledges them, and enables them to send you direct messages.

Go to **search.twitter.com** and use keywords associated with your business to look for related hashtags and keywords that are associated with similar businesses. Read through these results to get inspired by what people are already saying. In order to engage your customers, you’ll want to build from insights about their interests and comments in order to learn what types of content will be most appealing to them.

At **search.twitter.com** you can also enter your product or business name to see what people are saying about you.



Your voice

BE YOURSELF



A Craft Beer Bar @BeerBelly_LA

Get out of the rain, come to BB, have a beer, grub on a Cheesesteak, watch some Monday night football... Welcome to the good life!

Too often, businesses are overly formal on Twitter. Your Tweets should reflect your personality. People respond best to friendly, conversational Tweets.

GIVE THEM SOMETHING MORE



Sightglass Coffee @Sightglass

Going through Twandan microlots this morning. @ Sightglass Coffee
[instagram.com/p/cqQvm](https://www.instagram.com/p/cqQvm)

 Hide photo



Use Twitter to convey insights and information about your company that your customers can't find elsewhere.



Your voice

BE RESPONSIVE



Reply when people tweet about you. Favorite and retweet positive messages, and thank those who are praising you. Promptly address critical Tweets about your business.

Some conversations need to be taken offline. If there is too much back and forth between you and your customer, or the exchanges become too specific for your timeline, ask the follower to send you a direct message (DM) with contact information so you can communicate further by email or phone.

TIP

Download Twitter for your mobile device at twitter.com/download so you can stay engaged with your customers on the go.



Make it a habit

TWEET DAILY

Small ideas work as well as big ones for tweeting. You might retweet someone, thank a customer or talk about what's happening in your community.

People wonder how often they should tweet, but there isn't one "right" answer. Tweeting every five minutes might be too often and tweeting only weekly is very likely too infrequent. At first, make a goal of tweeting once a day. Over time, you'll see what works best for the amount of content you want to share and for your particular business.



Meredith Modzelewski @meredithmo

My neighborhood bookstore @greenlightbklyn really gets me: I've heard Mirah, Nico, and the Magnetic Fields in the last 15 minutes. <3

Retweeted by Greenlight Bookstore

Retweeted by Greenlight Bookstore

Just because Twitter happens in real time, it doesn't mean you can't look ahead. Think about your important upcoming events — product launches, holidays or seasonal events — and see how you can incorporate Twitter into your plans.

TIP

Follow reporters and news outlets that cover your topics, and retweet their relevant comments and insights. Not only will you provide interesting content to your followers; some of those reporters will follow you back.



A week on Twitter

It's possible to plan ahead on Twitter. Here are examples of how you might engage customers over the course of a week.

MONDAY

Special promotions

SPECIAL PROMOTIONS



Tynan Coffee and Tea @TynanCoffeeTea

Happy Monday! The Tynan Word Of The Week is TEA TIME!
Come get 10% off your order this morning when you say 'Tea Time!'

Launch special Twitter-only promotions to your followers. Tweet an offer code that unlocks a discount on your website at checkout, or tweet a secret word that customers can mention to get a discount when they visit your business. Offer a free download to your followers who retweet your offer.

TUESDAY

Behind the scenes

BEHIND THE SCENES



Mayfair Theatre @mayfairtheatre

At the Mayfair, we still think projectionists are important. If you see Matthew, Markus or Nick, say thanks. pic.twitter.com/j8Vxtaqi

[Hide photo](#)



Tweet behind-the-scenes videos or photos that provide access to information that your followers can't get any other way.

WEDNESDAY

THURSDAY

FRIDAY

**Running a promotion?
Go to support.twitter.com
to check out some of our
best practices.**



MONDAY

TUESDAY

WEDNESDAY

Helpful tips

HELPFUL TIPS



Delta Faucet @deltafaucet

Need to clean your showerhead or faucet? Just use a 50/50 solution of white vinegar and water. bit.ly/xklJHS

Create a regular series of Tweets that are informative or surprising. If you're a chef, tweet recipes or kitchen tips. If you have a fashion boutique, tweet ways to match current trends with vintage items.

THURSDAY

Media spotlights

MEDIA SPOTLIGHTS



The Charles Hotel @CharlesHotel

Mark your calendars for our #LeapYear sale. Save 29% on rooms & suites. Thanks @USATODAYTravel & @laurably ow.ly/9fige

Highlight positive press stories and news about your company, industry or community that your followers will find interesting. Be sure to mention the @username of the reporter or media outlet when you tweet the story. This provides clear attribution and recognizes the source.

FRIDAY

Focus on your people

FOCUS ON YOUR PEOPLE



Murray's Cheese @MurraysCheese

[Open](#)

Our awesome interns pose w/ new staff fave @ConsiderCheese Rupert. It's the only cheese we have w/ a whale on it: <http://yfrog.com/hof7qmcj>

[Hide photo](#)



Highlight the people who help run your company by tweeting photos showing them at work. Retweet the Tweets that relate to your business.



Tweet something sharable

Understand why people share things to create better Tweets.

Before you write a Tweet, consider how your followers will respond. Will they want to reply, favorite, watch or share that Tweet?

People tend to share positive Tweets that solve a problem, answer a question, entertain or inspire. On Twitter, we see the most retweeted content tends to contain links, photos, videos or quotes. When you Tweet something interesting, it has the potential to travel to many prospective customers.

INCLUDE A PHOTO

A descriptive Tweet with a photo will not only get clicks, it will inspire retweets. Think of the words in the Tweet as a setup and the photo as the punchline.

QUESTION + ANSWER

Pose a question in your Tweet and then answer it with a link. For example:

- “What are the top ten reasons that people buy a new car? Answer: *link to a blog post about the subject.*”
- “Who wore it best? Fashion experts explain: *link to fashion website or magazine.*”
- “Improve your golf swing in ten minutes! Here’s how: *link to professional golfer’s tips and tricks.*”

SHARE VIDEOS ON TWITTER

Add a video to a Tweet automatically by including the URL. Links for YouTube, Vimeo and many other services will play directly in an expanded Tweet.

ADD A QUOTE

Inspire your followers with a pertinent quotation from history, literature, pop culture or your own industry. You’ll encourage retweets if you choose a quotation that your followers see as helpful or inspirational for *their* followers.

TIP

Follow people from outside your industry to get ideas about interesting content. Be sure to give writers credit when repeating their content in a Tweet.



3

Amplify your impact

Grow your audience to extend your reach.

PROMOTE YOUR TWITTER @USERNAME

USE YOUR FOLLOWERS TO GET MORE FOLLOWERS

WORK WITH OTHERS

PUT TWITTER PROMOTED PRODUCTS TO WORK

MEASURE YOUR IMPACT



Promote your Twitter @username



There are many ways to promote your Twitter @username online and offline: business cards, signage, advertising, delivery vehicles, product packaging, storefronts, email, your website, etc. Anywhere your customers interact with your brand is an opportunity to encourage them to follow you on Twitter.

TIP Feature your @username on your website and blog. Visit twitter.com/about/resources to download Twitter’s logos and see our brand guidelines for use.



Use your followers to get more followers

When your followers retweet your content — or when they tweet about you — they extend your reach to their followers.

OFFER AN INCENTIVE



CALICO @shopcalico

GIVEAWAY TIME! One lucky fan will win a \$100 giftcard when we reach 2,000 Twitter followers! RT for a chance to win! [#followshopcalico](#)

Create Tweets that encourage your followers to retweet. One simple method is to announce that you'll offer a discount to everyone who retweets your offer, but only if you get a total number of retweets (like 10 or 25).

Offer your customers a reward if they mention your business — a discount, free trial, or extra service — whatever makes sense for your company. It's a good idea to include a link to the terms and conditions of your offer in the Tweet.

If you have a store, ask people show you the Tweet on their phones at checkout. If you sell online, DM the follower with a discount code that you can track at checkout.

TIP

People are more likely to retweet an offer that provides value to their own followers.



Work with others

Connect with other businesses online.

CREATE A
CONVERSATION



Kimbell Art Museum @KimbellArt

@SFMOMA @SFGIANTS Congratulations on your big win!
<http://ow.ly/i/5azl> We were glad to be part of #museumball.
What should we tackle next?

When the 2010 World Series was played in Arlington, Texas and San Francisco, California, it was no surprise that the baseball fans from both cities tweeted up a storm. Surprisingly, so did each city's major art museum: San Francisco's Museum of Modern Art challenged Fort Worth's Kimbell Art Museum to a tweet-off. Texas responded, mentioning both baseball teams and using hashtags that were a part of the larger sports conversation. Then the competing teams started retweeting the museums' Tweets, and fans of both joined in the fun. Through local pride, the museums found common ground with the ball clubs and the competitive fun that comes with a major league sport.



Put Twitter Promoted Products to work

PROMOTE YOURSELF WITH TWITTER ADVERTISING

Once you've established your presence on Twitter, Promoted Products can help you grow followers and reach more customers. Our suite of ad services helps you reach more of the right people to build your community, share your voice, bring old customers back and new people in the door.



Use **Promoted Tweets** to amplify your message with targeting options that allow you to reach the right person, in the right place, at the right time.



Use **Promoted Accounts** to quickly scale a follower-base of advocates and influencers for your business. Promoted Accounts are featured in search results and within the Who to Follow section.

Find out more at business.twitter.com.

FOLLOW US

For the latest news, tips and resources about how to get the most out of Twitter for your business, follow us @TwitterSmallBiz.



Measure your impact

HOW DO YOU KNOW IF YOU'RE SUCCESSFUL?

One common way to track success on Twitter is to look at the growth rate of your follower base. This number shows that you're increasing your audience — and your ability to connect with more customers. But there are other indicators of success to consider:

- See if people are retweeting or favoriting your Tweets.
- Use Google Analytics to see how much traffic is coming from Twitter, which show up as t.co (this is Twitter's link-shortening service).
- Create special Twitter-only promotions to bring in new customers, or bring regulars back more often.
- Finally, ask your customers: Are they following you on Twitter? Do they enjoy it?

By measuring and monitoring your impact on Twitter, you'll develop more effective ways to engage your audience, and ultimately grow your business.



