



Right now around the world, millions of consumers are engaging with businesses through social media. If you're not involved in those conversations, then you're really missing out.

Whether its arguments between celebrities, so-called “trolling” or libel cases, to the untrained eye, Twitter can seem pointless, frivolous and most of all confusing. But if that’s the case then why do so many companies sign up?

Twitter and Facebook create a platform where businesses and their audiences can become interlinked, through posting content, sharing pictures and ultimately by influencing buying decisions.

With the top corporate Twitter accounts like [Burberry](#) and [Victoria's Secret](#) boasting almost 5 million subscribers (followers) between them, it’s time you got tweeting! [Click here for Part 1 on setting up a Facebook business page.](#)

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Twitter Twaddle: The language of social media

For someone new to social media, terms like **news feed** and **hashtags** can seem intimidating but once they are given some context they can quickly become clear. In this guide jargon words will be highlighted in **orange**, so if something confuses you then simply refer back to here for a clearer explanation.

1. Twitter Terms:

@ Reply: the @ symbol is used to reply to tweets and to tag users in tweets

Hashtag: mark keywords in tweets to easily search for related topics

DM: Twitter allows you to private message other twitter users that follow you back

Follow: the act of following a twitter user

Follower: someone who subscribes to your tweets

Feeds: where tweets from all the users you have subscribed to appear in real time

#FF: every Friday a huge amount of twitter users will tag friends in a post encouraging other users to follow them

using the hashtag #ff which is short for follow Friday.

Handle: a twitter username e.g. [@DBSInternetMktg](#)

Lists: followers can be sectioned into lists so you can see only tweets from selected people instead of all of them

RT: forwarding a tweet to your follower's news feeds

Tag: by using the @ symbol in your tweet and typing a selected handle the user will receive a notification and know the message was meant for them

Tweet: a message that is posted to the news feed.

2. Getting Started

Twitter profiles can help businesses, organizations and brands to share content and connect with their audiences. We'll show you all the basics of making your own profile- using our fictional friend Tommy as an example.

Tommy runs a MOT garage and sells used tyres. He has a handful of loyal customers but is struggling to attract new ones. Tommy's friends suggested that he sets up a Twitter account so he can interact with potential customers, promote special offers and so his more loyal customers can recommend his services to their friends.

Let's get started with setting Tommy's Tyres up on Twitter.

Join Twitter today.

Full name

✓ Name looks great.

Email address

✓ We will email you a confirmation.

Create a password

✓ Password is perfect!

Choose your username

✓ Username is available.
You can change it later.

Suggestions: [TyresTommys](#) · [TyresTommys](#) · [TyresTommys](#)

Keep me signed-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email notifications,

Printable versions:

[Terms of Service](#) · [Privacy Policy](#) · [Cookie Use](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

First of all we need to sign up to Twitter by visiting the website or mobile app. To fill out the form, we use the company name, enter Tommy's email address and create a memorable password.

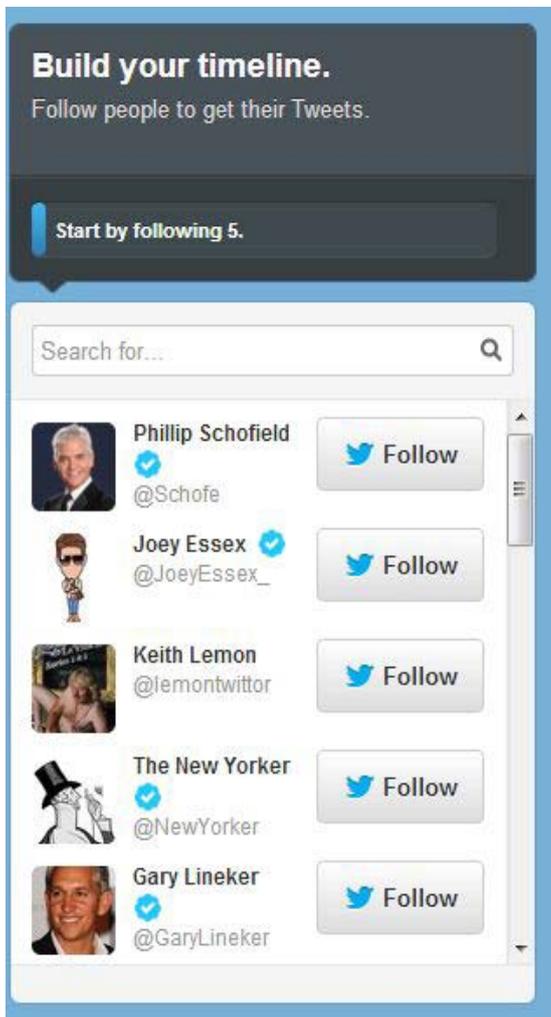
3. Choosing a Handle

The field for choosing a username is very important. On twitter your username is known as a **Handle**, when someone is trying to tweet you they will type @ followed by your username. As a business it makes sense to use your company name, maybe followed by a geographical term like UK or Lincolnshire. Don't make your username the same as your Full Name and Title if you are aiming to make a business account as presumably, for example @VirginMediaUK not @RichardBranson.

TIP: Twitter **handles** (account names) can get snapped up very quickly. If you're dream **handle** has gone then just try a different variation.

4. Timeline Building

To populate our **news feed** with **tweets** we need to follow some accounts. Twitter suggests Joey Essex and Philip Schofield. For businesses Twitter is all about networking



and those accounts aren't very relevant to Tommy's Tyres, location, interests or industry. Let's try narrowing down the search to local accounts by typing in "Lincolnshire."

TIP: When creating a Twitter account, you will be asked to **follow** a minimum amount of people to get started. You can go back and **un-follow** these later, if you wish.

Following a local news source can be helpful. Especially if you **re-tweet** occasional traffic updates or share information that you think might benefit your customers. Just click **follow** to begin following an account.

Now we need to make Tommy's Tyre's stand out from



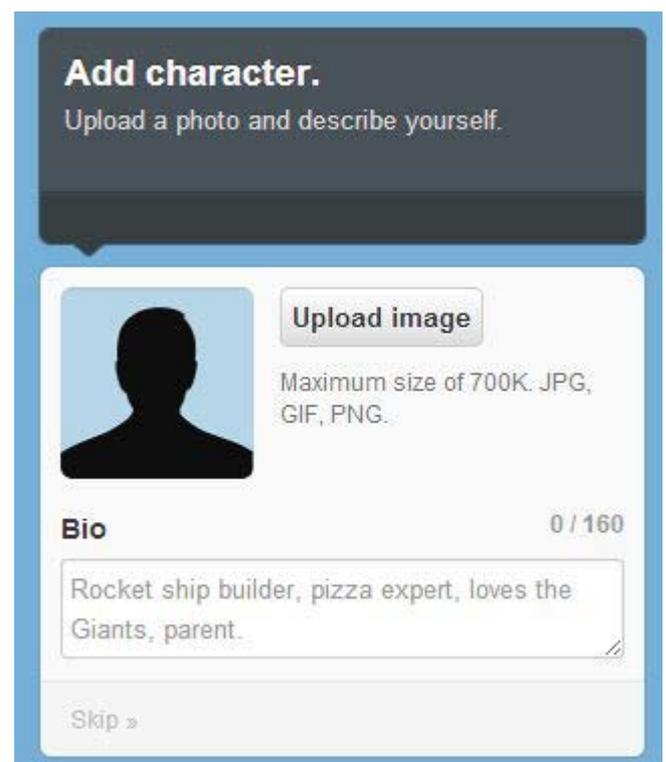
the crowd. Let's add a photograph of Tommy hard at work.

5. Profile Basics

Be smart and put a face to the name, it pays to have a photo, as twitter users are more likely to **follow** back a user they can identify.

Your Twitter Bio is limited to 160 characters, so think of it as your elevator pitch.

The method of setting up a personal account and a business account are pretty much the same but the devil is in the detail. Compared to a personal account, branding should be at the forefront of a company profile design.



Tommy's Tyre's bio should be informative but also needs to give potential **followers** a sense of the personality behind the company, try and find something unique to say.

Your USP could be that you are a reliable company, you always get the job done or just that you make a good cup of tea but whatever it is remember you need to fit it into 160 characters!

Now let's send a **tweet**!



6. Sending a Tweet

You can send a **tweet** by using the dialog box below or by clicking the blue button in the far right hand corner of the taskbar.



Twitter has a limit of 140 characters in a **tweet** and includes any URL's you might be inserting. Photos can also take up space, but don't let this put you off as, much like Facebook, photographs are more engaging than a simple text **tweet**.

This **tweet** has 141 characters, one too many to be posted as indicated by the red **-1** on the right. Reduce the text in your **tweet** until the

button turns blue then click **tweet!**



Twitter is a micro-blogging service which is a kind of short-form content. It might seem annoying at first that you can only fit in a certain amount of characters but it's far less time consuming to read (which is half of the appeal.)

Now that the **tweet** has been posted it will appear in Tommy's **news feed** and in his **profile** but also in the news feeds of anyone who happens to **follow** Tommy.

Twitter revolves around conversation so the more tweets you make the more chance you have of attracting **followers** who are interested in what you have to say.



Now that the **tweet** has been posted it will appear in Tommy's **news feed** but also anyone who happens to **follow** Tommy.

TIP: You can also add photographs to **tweets** by clicking the camera button on the left hand side of your dialog box.

7. Interaction

People who follow you will be able to see your **tweets**, Tommy's Tyre's doesn't have any **followers** yet so no one will be able to see the **tweet**. We're going to help Tommy out by **following** his profile.



Tommys Tyres
@TommysTyres FOLLOWS YOU
Supplier of new and used tyres in Lincoln. We also provide MOT testing and a great cup of tea while you wait.
Lincoln, UK · tommystyres.co.uk

Chris Coleshaw,
followed you

3 TWEETS 20 FOLLOWING 0 FOLLOWERS 

Click **follow** to register for any tweets made by a user to start appear in your feed.

Once we've done this Tommy can see who has followed his profile by clicking on the connect tab at the top of any page. New **followers**, **favourites**, **replies**, **RT's** and **favourites** will also show up here.

TIP: New **followers**, **favourites**, **replies** and **re-tweets** will also be notified to you by email.

Now that we've followed Tommy's Tyre's were going to send him a welcome **tweet**.



Tweets

Chris Coleshaw @CColeshawDBS 2m
@TommysTyres Hi Tommy, Welcome to Twitter!
Retweeted by Tommys Tyres
← Reply ↻ Retweeted ★ Favourited *** More HootSuite ↗ Assign

Tommy's Tyre's can interact with our **tweet** in a number of ways including **re-tweeting** it and making it a **favourite**, but for now let's just focus on how to **reply** to it.

8. Replying to Tweets



After we click the **reply** arrow, a drop down box will appear and we can post a **reply** which will be fed through to both recipients and will appear in both parties **feeds**.

The **tweet** will appear on Tommy's Tyre's twitter profile like this:

Tweets



and in the **feeds** of both users like this:



Twitter is a two way relationship, so you should be mindful that sharing only your own content and only talking about yourself will result in a lack of interaction.

With over 100 million active users on Twitter every day, it's easy for lack lustre posts to get forgotten about. To win over potential customers you need to add value to their experiences. Create content that intrigues, informs and offers help and guidance.

That kind of sustained and carefully planned approach takes a lot of time and planning, which is why 62% of companies decide to outsource their content marketing efforts to external businesses. With so many customers choosing to learn about brands through social media, isn't it about time that they learned about yours too?



Click [here](#) to read more handy tips from [DBS Internet Marketing](#), including:

[Facebook: How to set up a business account](#)

For more information on how to turn social media and content marketing into enquiries; call DBS Internet Marketing on 0800 988 8366.

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