The primary audience for this deck is intended to be businesses but it can be useful for anyone.

For a more detailed Twitter 101 and case studies, please visit [business.twitter.com/twitter101](http://business.twitter.com/twitter101)
Why Twitter?

- Everyday, millions of users create, share and discover ideas on Twitter.
- Users also find great value in connecting with businesses of all kinds on Twitter to:
  - Share their experiences, both good and not so good
  - Provide feedback on recent events or launches
  - Discuss product ideas
  - Learn about exclusive deals or offers
  - Get customer service
A few of many Twitter success stories

- Twitter users follow **Dell Outlet** for exclusive deals on electronics—and have driven more than $3M in sales through Twitter
- Ice cream eaters in New York give local chain **Tasti-D-Lite** marketing feedback via Twitter—and sometimes get surprise dessert deliveries
- Coffee drinkers in Houston choose **CoffeeGroundz** for the personal relationships they’ve built on Twitter—and the shop’s Twitter-based ordering

To read more, go to [business.twitter.com/twitter101/cases](http://business.twitter.com/twitter101/cases)
How does it work?

• Twitter lets you write and read messages of up to 140 characters, or the very length of this sentence, including all punctuation and spaces.

• The messages (also known as tweets) are public, and you decide which accounts you want to receive messages from.

• Twitter works equally well from your desktop or mobile phone.

To read more, go to business.twitter.com/twitter101
Before you dive in

• If you want to spend time listening first, you don’t need an account to search at search.twitter.com
  • Try searching for your company and a few key topics in your field
• Listening can help you get a sense of how you want to engage on Twitter
Getting started is easy

• Signing up for an account takes just a few minutes

• To help people recognize and trust your account, fill out your profile completely and include a picture

To read more, go to business.twitter.com/twitter101/starting
Follow relevant accounts

• Following somebody means you’ve subscribed to their tweets

• To find people talking about your company or topics in your field, use search.twitter.com

• When you find a good candidate, look under their picture for the Follow button

• You can also choose to interact without following an account, just send them a tweet
Post tweets

• People like tips, links to interesting stories and blogposts (they don’t have to be about your company), exclusive deals and a good sense of humor.

• People like the human touch and will appreciate posts with your thoughts and experiences more than you think

• They also like it when you say hi, respond to their questions, comments, praise, complaints and jokes
Key terms...

- To **follow** somebody is to subscribe to their messages.
- A **tweet** is an individual message.
- A **DM** or direct message is a private message on Twitter.
- **RT** or **retweet** is to repost a valuable message from somebody else on Twitter and give them credit.
- **Trending topics** are the most-discussed terms on Twitter at any given moment.
...and some special lingo

- **@username** is a public message to or about an individual on Twitter

- A **hashtag**—the # symbol followed by a term and included in tweets—is a way of categorizing all the posts on a topic

- **Shortened URLs.** To fit links into the short messages, Twitter shrinks some URLs down automatically

To read more, go to [business.twitter.com/101/learning](http://business.twitter.com/101/learning)
Best practices

- Build relationships on Twitter
  - Listen for comments about you
  - Respond to comments and queries
  - Ask questions
  - Post links to things people would find interesting
  - Retweet messages you would like to share
  - Use a friendly, casual tone
  - Don’t spam people
Best practices

- Leverage the real-time nature of Twitter
  - Ask questions, float ideas, solicit feedback – and expect fast feedback most of the time
  - If you’ve launched a product, new store or new campaign, search Twitter for comments
  - Respond to customer service issues quickly
  - Engage in discussion on a tricky public issue your company is dealing with
Best practices

• Measure the value of Twitter
  • Before setting up measurement tools, focus on the quality of your engagement: do a gut-check of how things are going
  • Try to analyze the quality of feedback and topics of discussion, you may find this changing over time
  • Keep a tally of questions answered, customer problems resolved and positive exchanges held
  • When offering deals on Twitter, use a unique coupon code or separate landing page

To read more, go to business.twitter.com/101/best_practices
For more info and feedback

- **Twitter 101**, Twitter’s guide for businesses, includes ideas, tips and terrific case studies.

- For feedback
  - If you are using Twitter in a cool way please [let us know](#)