Navigating Social Media to Build Your Practice

Module Five:
Twitter for Business

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pinkpigeonmedia
your social media messenger
It all started with a little Tweet

Stories.Twitter.com
The anatomy of a Tweet

1. Hashtag
2. Mention
3. Reply
4. Retweet
5. Favorite
6. More
7. Links

To embed a Tweet on your website or blog:
Click Embed this Tweet, located at the bottom of any Tweet permalink page. Select HTML, Shortcode, or Link from the pop-up dialog box. Copy and paste the code provided in the dialog box into your blog or website.

Pin to profile will place the tweet at the top of your Twitter page where it will remain until you unpin it.
Your profile

Twitter handle or name
Express yourself!
Sneak in your Facebook address
Location optional
Post your website
Make the most of your space

The banner image shows up across the expanse of the page when viewed on a computer or when you click on the Twitter users handle.

The Banner image will show up in a condensed view on hand held devices or when Home is clicked.

Make the most of this area!
Before you begin Tweeting

Take time to listen!

ADVANCED SEARCHING: https://twitter.com/search-home

You can find out what people are talking about by doing a hashtag # search.
Find your voice

Let it shine!

Twitter is THE perfect platform to play, interact, be serious, be strange …

BE YOU!
Sample Tweets

1. Give your audience prompts.

YOU ARE NOT A GAME OF THRONES CHARACTER. YOU WORK IN AN OFFICE. THE YEAR IS 2013. PLEASE RETURN TO YOUR SPREADSHEET.

Arena Flowers
@ArenaFlowers

What Games of Thrones character are you?
10:28 AM - 25 Apr 2013
1,548 RETWEETS 546 FAVORITES
2. Respond to followers

Yellow M&M'S® @mmsyellow · Feb 28
The No. 18 M&M's Toyota will change its look for Phoenix. What do you think, @Skittles?

Skittles @Skittles
I would tell you how excited this makes me, @mmsyellow, but I would end up depleting the world’s supply of exclamation marks.

How do you know when someone responded to a Tweet?
Responses show on your screen when you click the notification button.
3. Create memorable catchphrases.

Taco Bell 🍱
@tacobell

Friends are temporary. Taco Bell is forever.
1:38 PM - 23 Jun 2013

29,733 RETWEETS 10,247 FAVORITES

4. Be transparent about your strategy.

Newcastle Brown Ale 🍺
@Newcastle

If you see your favorite TV characters drinking a Newcastle, it’s because they love our beer. Also, we paid them a lot of money. #NoBollocks
5:00 PM - 29 May 2013

656 RETWEETS 464 FAVORITES
5. Be topical.

Skittles
@Skittles
Cicadas are too much drama for me.
4:15 PM - 8 Sep 2013
94 RETWEETS 67 FAVORITES


EAT24
@EAT24
The first 1,987,876 people to retweet this will be our official favorite people on Twitter.
10:10 PM - 24 May 2013
73 RETWEETS 14 FAVORITES

7. Quirky is fine!

Betfair Poker
@Betfairpoker
The sky bleeds black. The scorched earth is littered with dead ravens. A man shouts "HASHTAG BEAUTIFUL GIRL" into a void. The world burns.
6:04 PM - 18 May 2013
299 RETWEETS 99 FAVORITES
8. Don't be afraid to get weird.

Every time you RT this, a turtle learns kung-fu.
4:17 PM - 28 Dec 2012
4,291 RETWEETS 335 FAVORITES

9. Make your audience feel like you're one of them.

That awkward moment when you’re laughing so hard that cheese squirts out your noodle. #awkwardnoodle
6:53 PM - 25 Feb 2013
22 RETWEETS 14 FAVORITES

10. Pay attention to detail.

What I wouldn't give for @sega to make a new Jet Grind game
07 Dec

@HotPikachuSex What I wouldn't give to have not read your user name.
8:01 PM - 6 Dec 2011
2,867 RETWEETS 1,966 FAVORITES
11. Embrace your brand identity.

Old Spice @OldSpice

Just developed 8 more abs. My total is now 184.
12:27 PM - 6 Sep 2011
397 RETWEETS 65 FAVORITES

13. Own up to your mistakes.

October Jones @OctoberJones

Dear Sainsbury's. The chicken in my sandwich tastes like it was beaten to death by Hulk Hogan. Was it?
29 May

Sainsbury's News @SainsburysPR

@OctoberJones really sorry it wasn't up to scratch. We will replace Mr. Hogan with Ultimate Warrior on our production line immediately.
8:58 AM - 29 May 2012
140 RETWEETS 73 FAVORITES
Make Tweeting a Habit

How often should you Tweet?

Start by Tweeting at least once per day.

Save time by scheduling Tweets in advance using Hootsuite.com or TweetDeck.com
What to Tweet

Best starting point: Observe what others are doing.

Then get started! Try:

- Promotions (real or playful)
- Quotes
- Images or Video
- Personal insights
- Questions
- Stuff that others will want to share
Setting up your account

Visit TWITTER.COM

Play with the many possible variations of your handle

Customize your page’s look on the design tab

Select privacy settings that are best for you

Unselect most email notifications
TRY THIS: Set up an account for the sole purpose of playing with Twitter. Pick an interest and build an account around it.

Get started!
The more you use Twitter, the more it’ll make sense to become a powerful business tool.
QUESTIONS AND ANSWERS

Q: Does Twitter really help legitimize your credentials?
A: Depends to whom you’re trying to look legit. The bottom line is; the use of Social Media is expected these days by most Internet users. One of the first things most people look for on a website is the Facebook, Twitter, Google+ and other social icons.

A: 1. A solid Twitter presence could be accomplished in as little as a couple hours per week. 2. It’s very difficult to answer the cost/benefit question outright. So I’ll answer it with a Facebook story that’s just as applicable to Twitter. I often tell this when asked the ROI question:

   Years ago I began following Allie Broch of Hyperboleandahalf.com. She’s a cartoonist with a sense of humor that cracks me up. Well, she kind of went AWOL for a block of time and I lost track of her. When she later resurfaced I happened across her Facebook page where she was advertising the release of her new book. I knew I had to have the book, but I wasn’t prepared to make the purchase at that time.

   Six weeks later, I decided it was time to make my purchase. Like most time conscious people, I wanted to take the shortest route to buy the book. So rather than going back to her Facebook page and clicking through to her book page on her website, I headed straight to Amazon.com where I have an account. One click and the book was on its way to my door.

   Did Social Media influence my buying decision? Absolutely. Will Allie Broch know that it was her Facebook page that influenced me to buy her book? Nope. Was it worth Allie Broch’s time to advertise on her Facebook page?

   Think about this: just by reading the answer to this question, Allie Broch has scored once again. Now you and everyone else on this call will have heard of Allie and Hyperboleandahalf.com. Was this what she intended with her Facebook page? Well sure, but she probably wouldn’t have guessed I’d share her website and book in exactly this manner. She just wanted more exposure ... and she’s getting it.
Social Media is about being found online. Like Facebook, Twitter helps brands do exactly that.

2. The last question, “How do coaches effectively use Twitter?” This is about posting relevant, sharable material on your Twitter feed and creating a following. Interacting with others on Twitter and making your presence known gains more exposure for you.

Q: 1. I have a twitter account and use it occasionally. I have figured out how to link my blog to post on twitter and my twitter to post on facebook, but I don't understand how to use the #'s. 2. I also have a question about facebook. I have a facebook that I have had for years. Would you suggest that I create a separate facebook for business and keep one for personal use.

A: 1. On Twitter, the pound or tic-tac-toe symbol # turns any word or group of words into a searchable link. It's a way to organize content and track discussion topics based on specific keywords. To see what people are saying about divorce, or re-marriage for instance, you would use the hashtag #divorce in your tweet or in the search box to join or read the conversation. By clicking on a hashtag you'll see all relevant posts that mention the subject in real time. Here is a wonderful, more in depth article about the use of hashtags: http://mashable.com/2013/10/08/what-is-hashtag/

2. I always suggest creating a Facebook business page in which to do business because that is the rule on Facebook. If you use your personal profile page to promote your business, Facebook may at some point shut your page down. On top of that, there are some bells-n-whistles you’re missing for your business by limiting yourself to a profile page.
CONTACT ME!

Let me know what you gained from this session. Are you excited about what you learned? Confused? Overwhelmed? Contact me at TJ@PinkPigeonMedia.com

Need help?
Consult with me: http://pinkpigeonmedia.com/consultation/
Send me the links to your website and any social pages, and we can go over each one to link them, make improvements or organize them.

Source for Hosting: InMotion affiliate link
I’m an affiliate for InMotion because I love them almost as much as macaroni and cheese. https://secure1.inmotionhosting.com/cgi-bin/gby/clickthru.cgi?id=TracyRay

Social Media Tools
I have a number of social media resources available through my affiliate links on my website. Resources to get you started using social media: http://pinkpigeonmedia.com/affiliate-resources/

Contact Tracy at TJ@PinkPigeonMedia.com
Or by using the contact form found at PinkPigeonMedia.com