

6 reasons for businesses to use Twitter - Robin Houghton (@eggboxrobin) - Lewes Business Breakfast 8-6-11

	it's about	how?	examples
1) let customers/prospects etc get to know you	<ul style="list-style-type: none"> • showing a human face • 'water cooler' stuff 	<ul style="list-style-type: none"> • full profile • if using a logo, give a person's name 	Marketing Profs Keepers Accountancy James Mayes
2) research	<ul style="list-style-type: none"> • diffusing issues • hot topics • competitor activity • 'canary in the coalmine' 	<ul style="list-style-type: none"> • keyword searches • google alerts • tweetdeck/hootsuite 	twitter search tweetdeck
3) have conversations	<ul style="list-style-type: none"> • 2-way conversations build relationships and word-of-mouth • Twitter more like phone than TV 	<ul style="list-style-type: none"> • answer questions • retweet/ be helpful • ask for help/opinions • join in (without selling) 	Tuesner Wine Susmans Biltong
4) build reputation	<ul style="list-style-type: none"> • becoming a valued resource • standing out from the rubbish 	<ul style="list-style-type: none"> • posting stuff that is useful • retweeting useful stuff that others may not have seen • breaking news • explaining things 	Gerd Leonhard Dan Blank John Keenan at the Argus Journalists on twitter
5) discover interesting/useful people	<ul style="list-style-type: none"> • backdoor to useful relationships, eg press • recruitment • serendipity of twitter • tweetups 	<ul style="list-style-type: none"> • Listorious • the lists of those you follow, or their followers • hashtags (eg for events) 	architects search #bloom2011 event Francoise Murat (garden design) lewes pubs/tweetups
6) promote / broadcast / measure	<ul style="list-style-type: none"> • offers, comps, news - • a bit of promo is fine, but shouldn't be all and ONLY broadcast • Link tracking 	<ul style="list-style-type: none"> • blog/news feeds • promote on Facebook or LinkedIn simultaneously • make promo no more than 20% of total tweets 	how not to do it: Sussex Express Café Belge

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Tips

time management:

- automation - good v bad - OK to schedule some tweets in advance but beware auto-DMs and too much replication across social media channels
- little and often is best

honesty/transparency:

- complete your profile
- how you are *seen to behave* is important
- having someone tweet for you (with disclosure) is OK, but ghosting less so

security/privacy:

- all tweets are *potentially* public
- beware allowing 3rd party applications access
- have a clear policy in place for staff

etiquette:

- think 60% useful /20% social /20% promotional
- acknowledge authorship when retweeting
- beware retweeting your own name
- too much self promotion will lose you followers
- use DMs for extended 1-2-1 conversations
- use hashtags carefully
- use your judgement

There are no absolute rules - we're all making it up as we go along!

There are TONS of resources on the web, eg:

<http://www.commoncraft.com/social-media-workplace-video> (Common Craft video - see also the 'what is twitter' video)

<http://www.chrisbrogan.com/50-ideas-on-using-twitter-for-business/> (Chris Brogan)

http://www.ragan.com/Main/Articles/12_tips_for_making_the_most_of_Twitter_43011.aspx (Heidi Cohen)

<http://www.briansolis.com/2010/05/21-tips-for-using-twitter-for-business/> (Brian Solis)

<http://musingsfromsussex.com/how-i-use-twitter/> (James Mayes)

<http://blog.resumebear.com/featured-articles/5-twitter-casualties-use-caution-when-you-tweet/> (cautionary tales)

<http://www.savvymarketers.co.uk/2010/05/winning-ways-with-twitter-revealed.html> - (case study)