



Twitter Set-up and Basics

Setting up a Twitter Account

- 1) Visit the Twitter Home Page <http://www.Twitter.com> and click "Sign Up Now Button"
- 2) Fill out your first and last name
- 3) **Choosing a User Name**
 - a. Is this a personal Twitter account for you or for your business? Which would the public respond more? (John Morris, & Smooth's Example)
 - b. Short, Clear and Catchy as possible. Brand/Identity represented to the fullest (e.g. People understand Starbucks without the coffee because of the strength of their brand. How do you want your company/product to be known as?)
 - c. Stay away from numerals, symbols, weird spellings
 - d. Are you a franchise or have multiple locations? Does including LB or Long Beach in your name make sense?
 - e. Is your Twitter Profile easily searchable? What do people enter when they search for you?
- 4) Enter Password, Email, Code and then press "Create my Account"
- 5) Have a Gmail, Yahoo or AOL email account? Find people you know right away.

Your Twitter Account should now be set up. Now you want to add info about you/your company and add don't be afraid to add a little personality.

- 6) In the upper right hand corner of your Home Page, click on the link 'Settings.'
- 7) **Selecting your More Info URL**
 - a. This should be the website for your business. A blog would suffice as well.
 - b. Home pages work the best, but you might have a specific page on your website that you want to direct the general public too.
 - c. This is the only constant website link on your Twitter page
- 8) **Writing a One Line Bio**
 - a. You get 160 characters to tell the world about you/your business
 - b. Clear, concise and catchy. Be Yourself.
 - c. Make sure to describe your service/product and you are (why do I care?)
- 9) **Location**
 - a. Do you have multiple locations? If you have multiple stores you may want to think about multiple Twitter accounts.
 - b. Otherwise, put your main location of business or headquarters
- 10) **Do NOT** protect your tweets, unless you build a personal account and only want family/friends to see it. This takes your profile away from the public.
- 11) **IMPORTANT: Have a Blackberry, iPhone, Android, or windows based phone?**
 - a. Search for a Twitter application to tweet from your phone
 - b. That way you can communicate wherever you carry your phone, even away from a laptop or desktop
 - c. Have an older generation cell phone? You can text your tweets. Follow instructions under the Mobile Tab under Settings
- 12) Click the notices tab under Settings. You can choose your notification settings here.

13) Setting up your profile picture

- a. It's more personal to put a headshot of whoever is going to be tweeting if the business does not have a logo or location that identifies them.
- b. This may initiate the conversation of who is going to tweet for my company? Is it you? It is our staff? This is someone in the public view.

14) Setting your background picture

- a. Select the design tab Under Settings
- b. Click on "Change Background Image"
- c. Setting a background picture give you a little more legitimacy than the default Twitter background.
- d. Choose a nice photo of your business, your product, or even better a hi-res image of your logo.
- e. There are ways to insert a custom graphic that would allow more information about yourself, but you would need Photoshop help.
- f. Free Twitter backgrounds at TwitterBackgrounds.com

15) Tweeting Essentials

- a. **140 Characters** or less for you to convey a message
- b. **@username** – in the beginning of your tweet means you are replying to an individual. Tweet still goes out to entire community. **@username** located anywhere else within the tweet is known as a mention. E.G. The Lakers just won a great game **@kobebryant**.
- c. **#** = hashtag. A way users can track particular topics like **#lakers** or **#obama**
- d. **RT** = retweet, when you repeat another user's message because you like it, it pertains to your business, you think it's funny etc.
- e. More questions? Read through this. <http://mashable.com/guidebook/Twitter/>

16) How do people find you?

- a. First you should follow those important to your community and your field: experts, media, bloggers, customers, and competitors. Or anyone that is important and has weight in your field.
- b. Tell the world. Once you know you will dedicate time and efforts into social media on a consistent basis, spread the word. Signage, Menus, Website, Flyers, Cross-Promotion through social media, etc.
- c. Sign up on the various Twitter directories. JustTweetIt.com, Twellow.com and Wefollow.com. Help users find you based on keywords.
- d. Be consistent. Mention others in your tweets when relevant. RT others in your field of business when deserved.

So your profiles are set up...What do you tweet about?

- 1) What's new? Did you get new menus? New products? New event coming up? Serve someone in your community? Tweet worthy.
- 2) What makes you an expert in what you do? If you sell doors you know more about doors than most people. So tell people what you know. Become a pundit in your industry. Let people know how to improve their lives, they'll thank you by reading more of your posts, responding, and possibly coming to you for a product or service.
- 3) What makes you, you? People enjoy wit, humor, smarts. You may think tweets that do not directly relate to your business will hurt you. You should balance your tweets with quality information infused with your own personality. You and your employees should give a personality to your brand, allowing users to connect with you even more.