

# How To Use Twitter To Build Your Brand

Please consider this resource as your baseline and fundamental research into this social media platform. Social media platforms change and update consistently.



Welcome to  
Twitter

See what's happening in the world  
right now

Sign up

Log in

“Companies using Twitter for customer service see a 19% lift in customer satisfaction.”



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## Twitter

### What is Twitter?

**Twitter** is a social networking and microblogging site that allows you to answer the question, “*What are you doing?*” by sending short text messages (140 characters) in length, called “tweets”, to your friends, or “followers.”

When using Twitter for business, replace the word ‘friends’ with ‘potential clients’.



[Twitter In Plain English](#)



[How to Use Twitter](#)

Using Twitter for business allows you to connect and reach out to potential and current clients in a personal manner. It enables them to understand you better, to get a glimpse into your life, and to build a personal relationship with you. That relationship is what will build your business.

### Some Facts:

- Twitter is a “micro-blog” or “microcommunications” tool and platform
- Twitter has more than 75 million accounts worldwide
- Twitter allows a user to send a text-based message, known as a “tweet”, up to 140 characters in length, to other users who have requested to receive updates from that user
- Twitter includes social functions to publicly message (@message) and privately message (direct message or DM) other users.



[How to develop a Twitter Profile](#)

## How To Build An Account On Twitter

### 1. Sign up at Twitter.com

Choose a user name that is logical enough for easy recognition by users yet flexible enough to encompass all of your tweetable interests.

For many people, using the first and last name or the name of your golfing organization makes the most sense. If you have a brand that is already recognizable, an astutely chosen Twitter name can reinforce and amplify that image.

### 2. Find People

Using Twitter’s “Find People” search function in the menu bar at the top of your Twitter page when logged in:

- **Upload your personal and professional email contacts** through the “Find on Other Networks” option.
- **Follow your colleagues.** This is a great place to start – not only can you learn from more advanced users, but it helps establish a network of people who can be mobilized in the future.
- **Follow accounts owned by people with whom you want to connect.** One of the best ways to engage with individuals on Twitter is to follow them, then start conversations through @ messages and, in the event that they follow you back, through direct messages (DMs) as well.
- **Follow accounts that you find interesting.** It’s common to treat part of your follower list as social and real-time RSS feeds, where you follow news accounts from major media organizations, industry blogs, and industry thought leaders. By following these types of “feed” accounts, you will be able to receive updates in real-time via Twitter.



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- **Be mindful of your follower:** Avoid following a significantly larger number of Twitter accounts than follow you. This can appear “spammy”. Consider, you are followed by 5,000 users, and follow 5,000 back - it is really difficult to keep up the level of engagement needed to respond to all @mentions and direct messages (DMs).

You might want to keep your “following” number to less than 1,000 of the accounts that you find most interesting and fit into your overall goals for engagement.

### 3. Post helpful content

#### Posting 101: Key Terms when using Twitter

- **Following:** To receive messages on Twitter, you follow other people and companies you’re interested in. Their messages appear in your incoming timeline (your newsfeed) on your Twitter home page and your followers get your messages.
- **Tweet:** Answers the question “What are you doing?” or “What has your attention?” Users are allowed 140 characters maximum for each tweet, but 100-120 characters is recommended to leave room to be retweeted (RT).
- **Retweet (RT):** Giving someone a public shout out where an already tweeted resource is usually shared with followers. You are simply resharing another person’s tweet.  
Example: “RT @Username: Original message, often with a link.”
- **@username:** Talk or respond to individual users or followers - engage them in conversation or reply to something they have asked or said.
- For example: “@JohnHancock Glad you enjoyed our Golf Tournament. Thanks for tweeting about it.
- If @JohnHancock is following your account, your message will appear directly in his mentions timeline. Those following both you and @JohnHancock will also see the message and it will appear in search results.
- **Direct Message (DM)** DMs are a way for Twitter users to privately connect. You can only DM people who are following you and, conversely, you can only receive DMs from people you are following. It’s the equivalent of a personal text between two people

#### Posting Etiquette:

##### Do

- **Be yourself, be original:** Social media is meant to be human, so don’t be afraid to share about your hobbies, travels and even weekend adventures (within the boundaries of good taste, of course).
- **Make sure to disclose in your Twitter bio the golf company you work for,** an industry best practice touted by the Word of Mouth Marketing Association’s (WOMMA) code of ethics.
- **Participate regularly:** Almost all sites that assign account holders a Twitter score place a high value on activity level.
- **Report events** with behind the scenes coverage, especially photos - this is a great way to bring an event or your message to life. For example, if you are sharing about the weather at your particular golf course, you could attach a photo so followers can see for themselves that what you are saying is authentic.
- **Share jokes,** puns and quirky things that happen to you. Humor and playfulness are at the core of what it means to be human, so don’t be afraid to let your hair down a little (but not too much, remember, it is a public record).
- **Give credit to others** for the information you found and “name-check” people you want to reach with your tweet. Reciprocity is the currency of the web; the more you give, the more you get.
- While pure text tweets are appropriate when you have an original thought to share or when you want to start a conversation, make sure to mix in rich media (links, photos, videos) to keep your tweets dynamic and inviting.
- **Become a golfing authority and provide value 12 months of the year. You are their golf professional year round.**



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## DON'T

- **Be unprofessional:** When it comes to company clients, partners, colleagues, and even competitors do not share confidential information, criticize, or spread false information.
- **"MeTweet" all the time.** Too much corporate or self-promotion can lead followers to tune you out. Make sure to contribute to existing conversations, retweet smart links/ statements and ask your follower base: "what are you doing?"

**The ideal balance is 90% about others, big ideas, and resources with just 10% about you.**

- **RT with abandon.** Make sure you click through and read the resources you are retweeting. People often interpret a RT as an endorsement of the content. Be sure that you have read all of the tweet and subsequent links before you RT content.
- **Auto-tweets:** auto-tweets from an RSS feed can often come across as spam and turn off your followers. Don't do it.
- **Auto DMs:** There are multiple services that will allow you to send an automated direct message to each new follower on your Twitter feed. At best it tricks a few of your followers and at worst; it turns them off all together. Don't use them!
- **Be sporadic.** Try to tweet at least several times a week, if not daily. This is key to creating a follower base, media attention, and a deeper level of engagement that advances your goals.

## 4. Take Your Twittering to the Next Level

Use more advanced tweeting techniques:

### # Conversations

When you see a #hashtag within a tweet, it means you are adding your tweet to a conversation based on the word. For example, if you include #golf in your tweet, anyone with an interest in golf may follow that tweet timeline whether they are following or not.

### Good uses of the #hashtag

**Industry Events:** If you are hosting or participating in an event, when tweeting about it, include the #hashtag for the event.

For example: Loving the 13th hole at the #golftournament2011 - beautiful grass and my swing is on fire!

**Company Events:** Establish and promote new hashtags for your events (e.g., #GolfClassic2011 or #Swingintospring).

**Training Seminars** Establish and promote a specific #hashtag for training seminars or courses you are giving, or new merchandise offers.

e.g. Looking forward to working with the #swingintospring group this Saturday - be prepared to improve your game!

**Merchandise Offers** If you are having a promotion or sale - attach a specific #hashtag each time you talk about it.

e.g. Fabulous sale on #womensgolfshirts Up to 50 % off all styles! Don't miss out!

Make sure that you communicate to those attending—and those watching from an afar—which hashtag they should use within their content. Include it within traditional marketing and advertising, as well as through other social media platforms such as Facebook and your website.

### Explore applications to improve and enhance your experience.

Use applications to help you monitor, analyze, and participate in Twitter.

**TweetDeck:** Good for tracking terms and creating groups to follow; allows you to save your preferences and organize your followers. It also allows for management of multiple Twitter accounts. Requires that you download and install it to your machine.



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**Hootsuite:** Runs directly from your web browser. Similar functions to TweetDeck but also great for scheduling your tweets in advance to go out on a specified date at a specified time. It also allows for management of multiple Twitter accounts and it recently released workflow tools to simplify account management for corporate handles run by multiple staffers.

## Monitor Your Brand on Twitter

**Twitalyzer:** Evaluates the activity of any Twitter user and reports on dozens of useful measures of success in social media.

**Klout:** Measures influence on topics across the social web to find the people the world listens to most.

**Tweet Reach:** Measures the reach of your tweets/retweets (RTs) via impressions, a number reached based on how many followers a user has; This application does not count unique impressions.

Mobile:

**Blackberry:** While BlackBerry now has its own native mobile application, ÜberTwitter is the recommended choice. A lighter version of this application is OpenBeak, which takes up less battery power and memory, but has fewer features.

**iPhone:** Tweetie 2: This is a recommended iPhone application and was recently purchased by Twitter.

**Hootsuite:** another intuitive application for iPhones.

## Photo Tweeting Applications:

> **TwitPic:** Twitter photo sharing site that supports upload via web and email.

> **Hootsuite:** Hootsuite can be downloaded on your iPhone and on your computer. It is very user friendly and allows you to easily and quickly add photos to your tweets.

## Twitter In A Nutshell

- Share articles and blog posts you believe followers will find interesting and/or helpful
- Retweet whenever possible
- Answer followers' questions if you're knowledgeable about the subject
- Give followers advice in your area of expertise
- Connect followers when you believe it will be beneficial for both parties

