



Quick Reference Guide
Prepared by Laurie Donnelly
Retooling the Workforce LLC

The trademarks, logos, and service marks included herewith are registered and unregistered trademarks of NBCU and others.

TWITTER, TWEET, RETWEET and the Twitter logo are trademarks of Twitter, Inc. or its affiliates.

Document Revisions

| Date | Version Number | Document Changes |
|------|----------------|------------------|
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |
| | | |

Table of Contents

| | | |
|-------|--|----|
| 1 | Introduction..... | 6 |
| 1.1 | <i>Scope and Purpose</i> | 6 |
| 1.2 | <i>Objectives</i> | 6 |
| 2 | Pre-Training Assessment..... | 7 |
| 3 | Create a Twitter Account..... | 9 |
| 3.1 | <i>Sign Up</i> | 9 |
| 3.2 | <i>Gather Profile Data</i> | 10 |
| 3.3 | <i>Moments, Notifications and Messages</i> | 15 |
| 3.3.1 | <i>Moments</i> | 15 |
| 3.3.2 | <i>Notifications</i> | 15 |
| 3.3.3 | <i>Messages</i> | 15 |
| 4 | Create a Twitter Profile..... | 16 |
| 4.1 | <i>@Name</i> | 16 |
| 4.2 | <i>Profile Photo</i> | 17 |
| 4.3 | <i>Bio</i> | 17 |
| 4.4 | <i>Header Image</i> | 17 |
| 4.5 | <i>Pinned Tweet</i> | 17 |
| 4.6 | <i>Editing the Profile</i> | 17 |
| 4.7 | <i>Employee Twitter Profiles</i> | 18 |
| 5 | How to Use Twitter..... | 18 |
| 5.1 | <i>Anatomy of a Tweet</i> | 18 |
| 5.2 | <i>Post a Tweet</i> | 19 |
| 5.3 | <i>Reply to or Mention</i> | 19 |
| 5.4 | <i>Add a Hashtag</i> | 19 |
| 6 | Maintaining Your Twitter Presence..... | 20 |
| 6.1 | <i>Reach Potential Customers</i> | 20 |
| 6.2 | <i>Gain More Followers</i> | 20 |
| 6.3 | <i>Drive Clicks to Your Website</i> | 20 |
| 6.4 | <i>Set a Budget</i> | 20 |
| 6.5 | <i>Set Expectations for Content – and Follow Through</i> | 20 |

| | | |
|-------|--|----|
| 6.6 | <i>Timing is Everything</i> | 20 |
| 6.7 | <i>Its Not About Us</i> | 21 |
| 6.8 | <i>Use Visuals</i> | 21 |
| 7 | Exploring Twitter for Business..... | 21 |
| 7.1 | <i>Trending Up</i> | 21 |
| 7.2 | <i>Customer Support</i> | 21 |
| 7.3 | <i>Drive Consumer Rewards</i> | 21 |
| 7.3.1 | Urgency..... | 21 |
| 7.3.2 | Percentage Discounts..... | 21 |
| 7.3.3 | Newer is Better..... | 21 |
| 7.3.4 | Avoid Distractions..... | 22 |
| 7.4 | <i>The Psychology of Shareable Content</i> | 22 |
| 8 | Post-Training Assessment..... | 23 |
| 9 | References..... | 25 |

1 Introduction

1.1 Scope and Purpose

This is a quick reference guide that will accompany a PowerPoint presentation intended to teach managers how to create, use and maintain a Twitter account from a corporate, commercial perspective.

The workflows that will be covered include creating a Twitter account and completing the Twitter profile.

The training session will be approximately 30 minutes.

Users are expected to know how to use an Internet browser, mouse and keyboard to navigate to Twitter.com.

A “field” of data is a category of information that a website will require to complete online forms. The field called “first name” anticipates that the user will type in their personal first name when prompted by a blinking cursor in the field’s text box.

The blinking cursor can be directed to a field by using the <Tab> key or clicking the mouse icon on that text box.

1.2 Objectives

1. Recognize the steps to create a Twitter account for corporate use.
2. Establish a working knowledge of Twitter terminology.
3. Develop a promotional tweet for your organization.
4. List 3 best practices for maintaining a corporate Twitter account.

2 Pre-Training Assessment

- 1) A Twitter account can be created from:
 - a) A desktop computer.
 - b) A tablet.
 - c) A smartphone.
 - d) All of the above.

- 2) Twitter will request a phone number to create a new account.
 - a) True
 - b) False

- 3) Federal regulation forbids employees of an organization to create a work-specific Twitter account.
 - a) True
 - b) False

- 4) A Twitter handle:
 - a) Starts with the @ symbol.
 - b) Is similar to a love handle around the waist.
 - c) Is the same as my Twitter username.
 - d) Is limited to 15 characters.
 - e) A, C, and D.

- 5) A hashtag:
 - a) Is also known as the # or “pound” symbol.
 - b) Can be any number of characters.
 - c) Is served with eggs and toast.
 - d) A and B only.

- 6) A single tweet:
 - a) Is limited to 140 characters.
 - b) Counts spaces as characters.
 - c) Counts each letter in a URL.
 - d) A and B only.
 - e) All of the above.

- 7) Promotional tweets are most effective when they:
 - a) Express promotional discounts in dollars.
 - b) Include hashtags.
 - c) Mention “new” products or services.
 - d) B and C only.
 - e) All of the above.

- 8) The shelf life of a tweet is:
 - a) 3 hours.
 - b) 2 days.
 - c) 12 minutes.

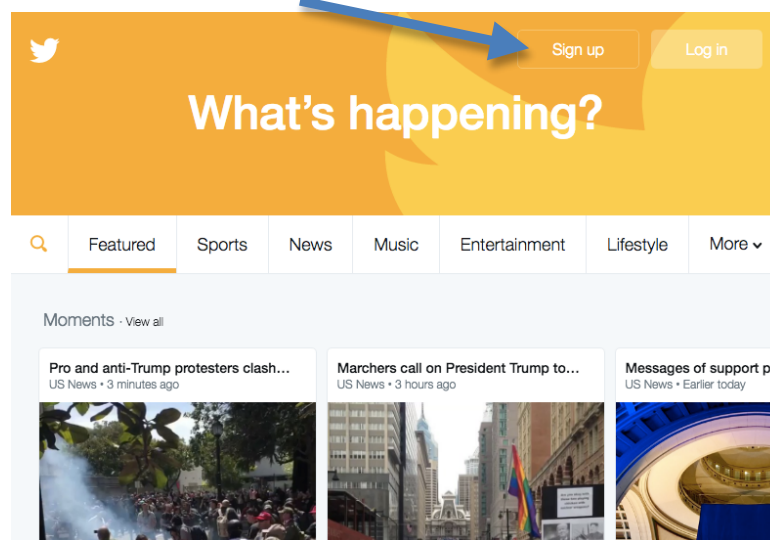
- d) 30 minutes.
- 9) Eighty percent of corporate tweets should be about the organization's products, services and promotions.
 - a) True
 - b) False
- 10) Companies that use Twitter as a customer service channel are seeing what change in customer satisfaction?
 - a) Decrease of 4.2%.
 - b) Decrease of 3.0%.
 - c) Increase of 12.3%.
 - d) Increase of 19.0%.
 - e) No change.

3 Create a Twitter Account

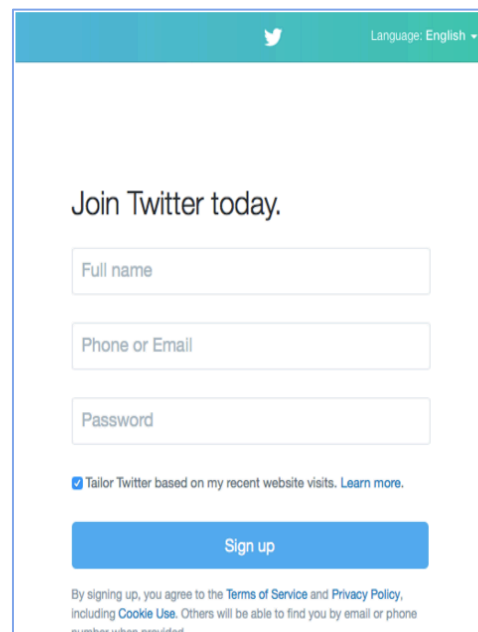
The assumption is that the user has access to the Internet via a desktop, laptop, tablet or smart phone. Direct the browser to go to Twitter.com.

3.1 Sign Up

5. Type **Twitter.com** in the browser's address bar.
6. Click on "Sign up" in the upper right hand of the screen.



7. Enter your first and last name in the **Full name** text field. The account name can be changed.
8. Next, enter your work email and create a multi-user friendly password for the account.
9. Click on the blue box to indicate that Twitter should tailor its recommendations based on your browser's recent website visits.
Note: Tailored suggestions are recommendations of accounts to follow that are most relevant to you. Twitter will make suggestions to find people who are talking about things you care about.

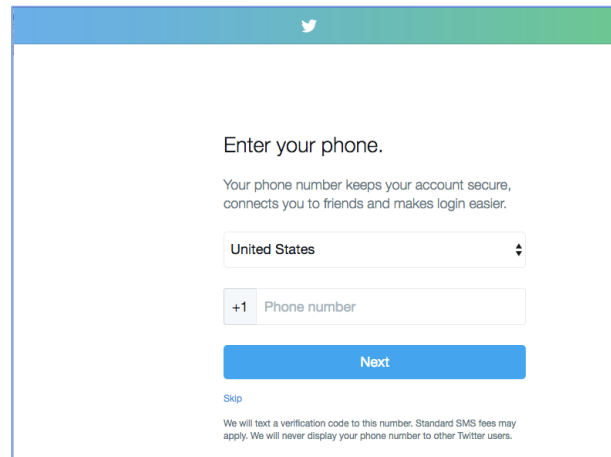
A screenshot of the Twitter sign-up form. The form is titled "Join Twitter today." and has three input fields: "Full name", "Phone or Email", and "Password". Below the fields is a checkbox labeled "Tailor Twitter based on my recent website visits. Learn more." which is checked. At the bottom is a blue "Sign up" button. Below the button is a small disclaimer: "By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. Others will be able to find you by email or phone number when provided."

10. Click on **Sign Up** to confirm the creation of your new account. Once you've signed up, you can begin filling out some information for the rest of your account.

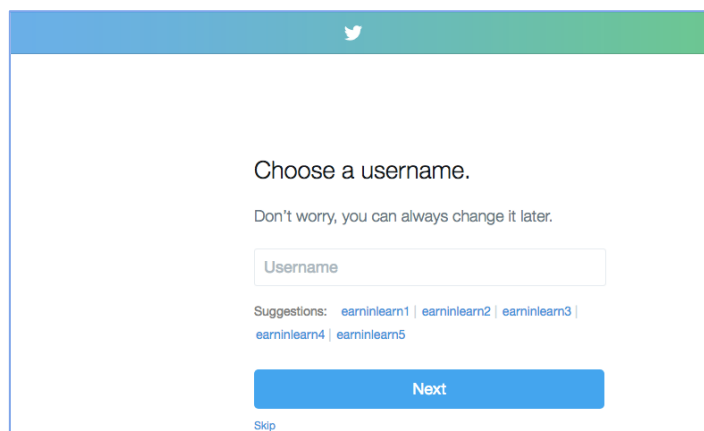
3.2 Gather Profile Data

11. Enter your office phone number.

A phone number helps keep your account secure for login verification, helps you connect with contacts that are already on Twitter and allows your customers to find you.



12. Choose a username or a Twitter “handle.” Twitter limits the username to 15 characters.



Twitter usernames appear with an “at” symbol (@) before the name to refer to other users on Twitter. When you’re actually choosing a username, the @ isn’t one of the 15 characters.

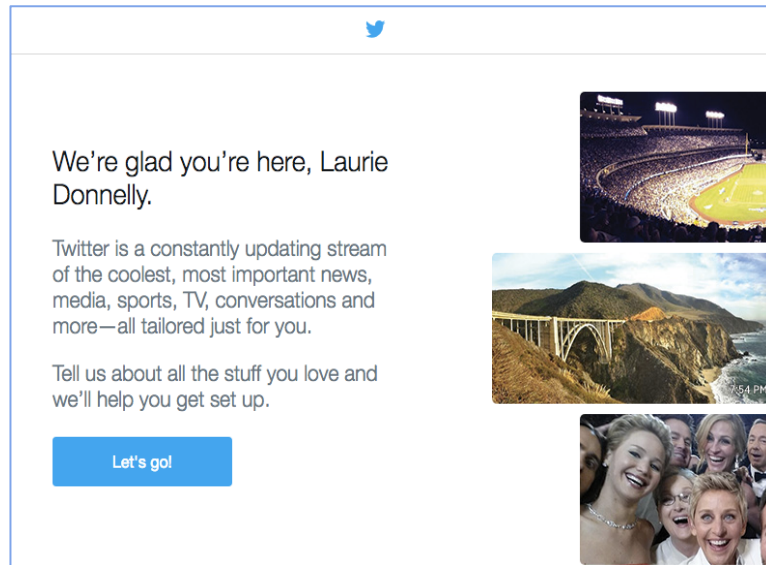
The only characters you can use are uppercase and lowercase letters, numbers, and the underscore character (_).

You can use your company or business name as your username. You can fill in that business name in the **Name** text box on the **Settings** page for your account. If you do, be sure to include the names of anyone who handles the company Twitter account in the 160-character “Bio” text box on the **Settings** page of your Twitter profile.

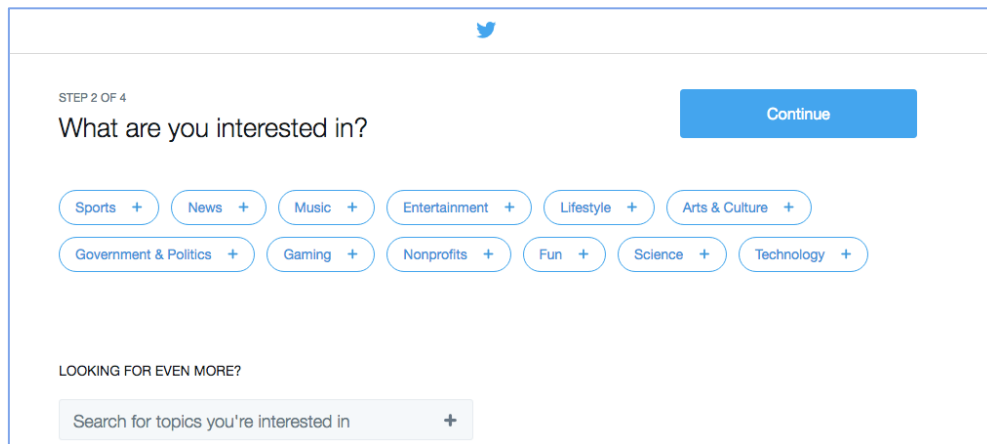
Your Twitter name has power and influence on search engine optimization (SEO), which translates to how close to the top of a search results list you appear in a search engine such as Yahoo! or Google. As a business, consider using a valuable keyword as your Twitter name.

13. The *We're Glad You're Here* screen asks the user to click on **Let's go!** to continue.

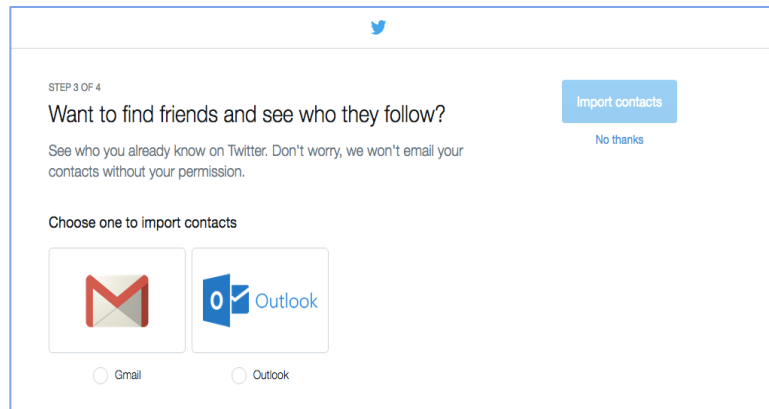
People come to Twitter to connect with the passions and pursuits that they find meaningful. The **Let's Go** button directs the user to a Twitter page that will ask you to select and search for topics that your business is interested in.



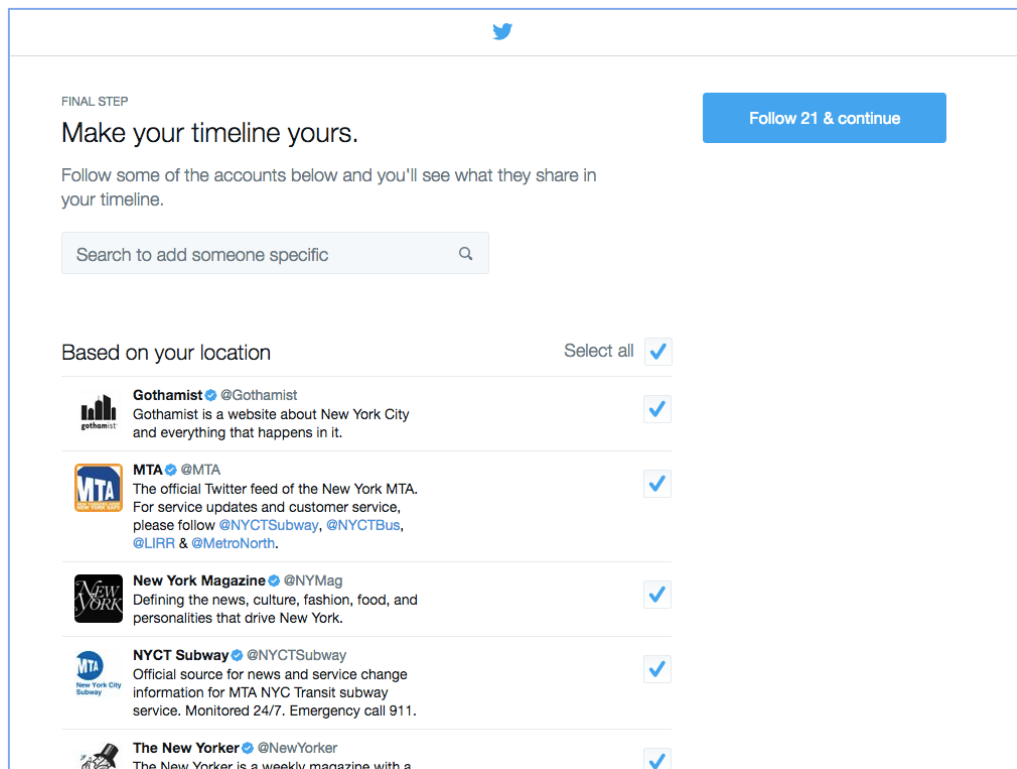
14. Twitter interest targeting enables you to tap into the many thriving communities on Twitter by delivering targeted communications to users based on the topics they connect and engage with on Twitter.



15. You can find your friends on Twitter by importing contacts lists from e-mail services — such as Gmail, Yahoo! Mail, AOL, and Hotmail — that you already use. Twitter will let you know who among your contacts are already busily tweeting away as registered Twitterers.

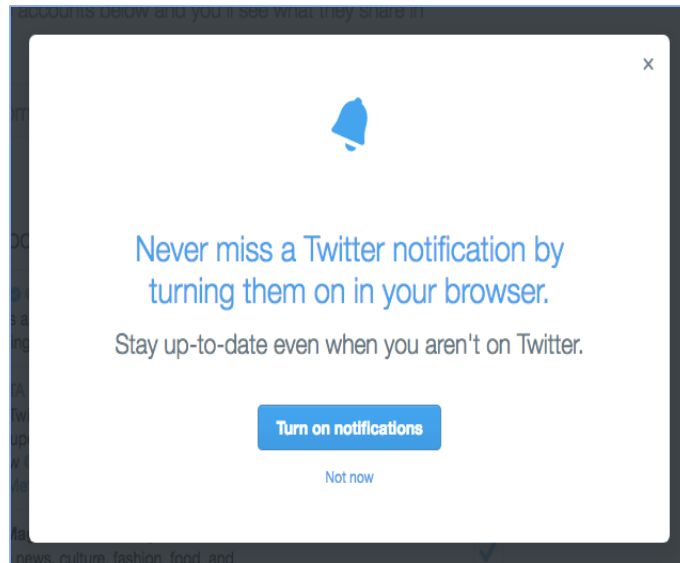


16. **Make Your Timeline Yours** allows you to decide which accounts you will initially follow. Your home page's timeline will display a stream of tweets from the accounts you have chosen. You can reply, retweet, or like a tweet from within the timeline.

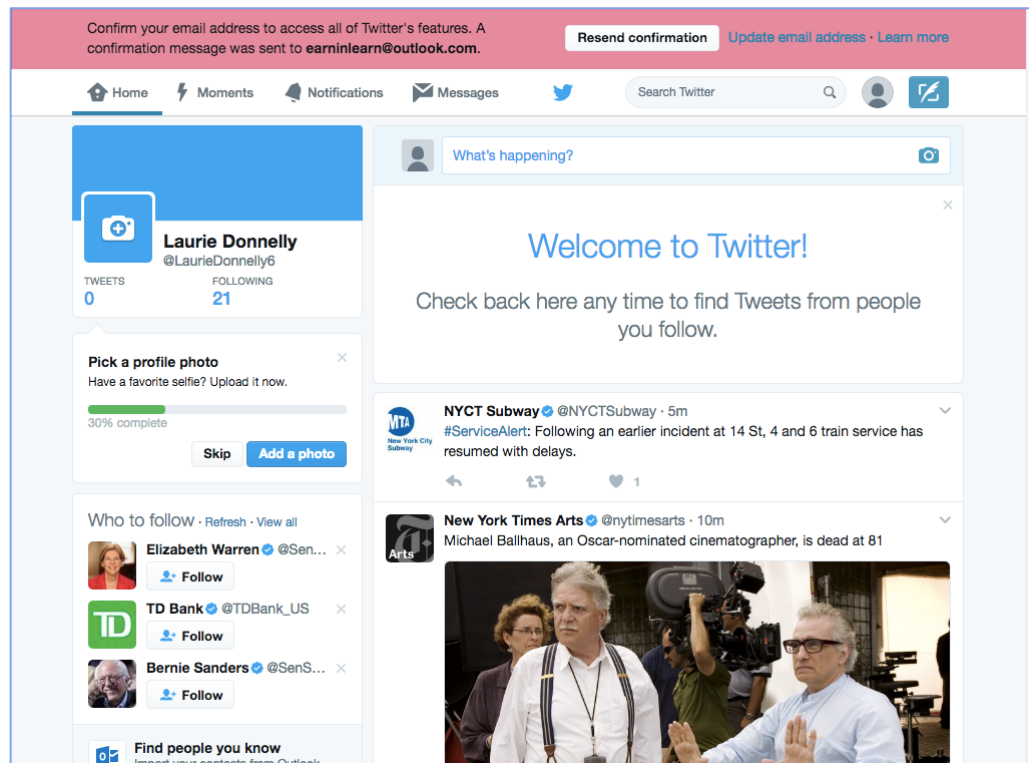


- Twitter will ask if you want to turn on notifications. Notifications will be received when you're logged in on Twitter.com.

Note: You will receive notifications if someone has replied, favorited or retweeted one of your tweets. You can also receive notifications for direct messages (DM) and new followers. They're fully interactive, so that you can reply, favorite, retweet, and follow right from the notification.

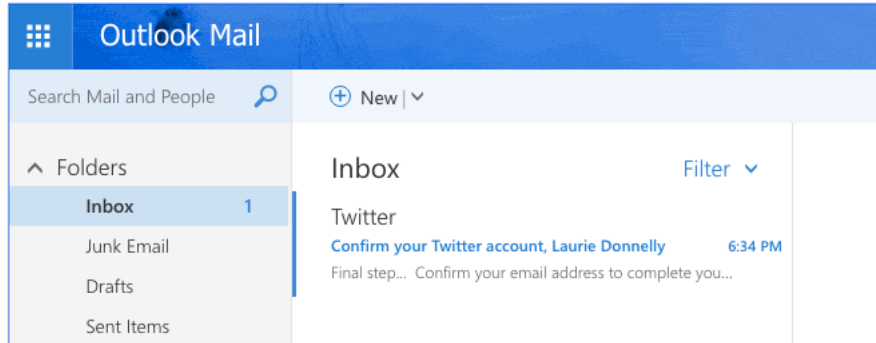


- Twitter will display the timeline pane with a “Welcome to Twitter!” banner.

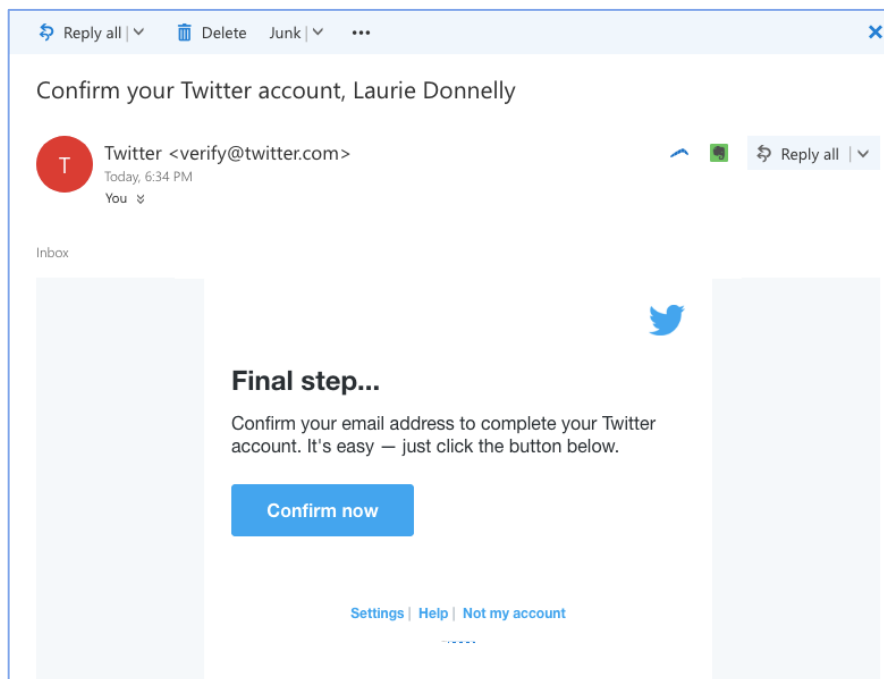


Note: Notice the pink banner at the top of the screen reminds you to confirm your email address to use Twitter's features.

- Go to the email account associated with the email address provided on the *Create Account* dialog box.



- Open the e-mail from Twitter. Click on the **Confirm Now** button to verify the new Twitter account.

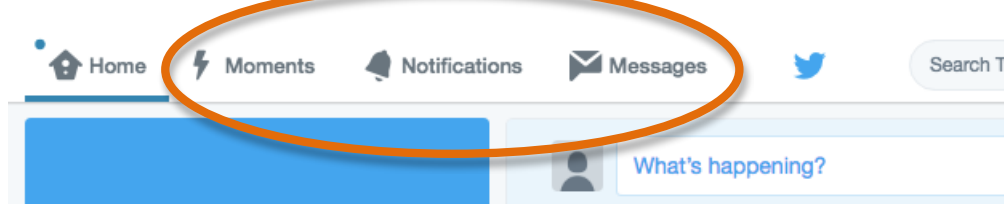


- Confirm Now** directs the user to the account's home page on Twitter (a.k.a. your timeline).

3.3 Moments, Notifications and Messages

3.3.1 Moments

Twitter's central Moments tab is being phased out but still appears on the home screen. *Moments* highlights collections of notable tweets curated by Twitter editors and will be replaced by a new tab called *Explore* which will favor of trending topics and search. *Explore* is represented by a magnifying glass icon.



3.3.2 Notifications

As stated above, you will receive notifications here if someone has replied, favorited or retweeted one of your tweets.

3.3.3 Messages

Direct messages (DM) are the private side of Twitter. You can use direct messages to have private conversations with people about tweets and other content. You can start a private conversation or create a group conversation with anyone who follows you.

Anyone you do not follow can send you a direct message if:

- You have opted in to receive direct messages from anyone or,
- You have previously sent that person a direct message.

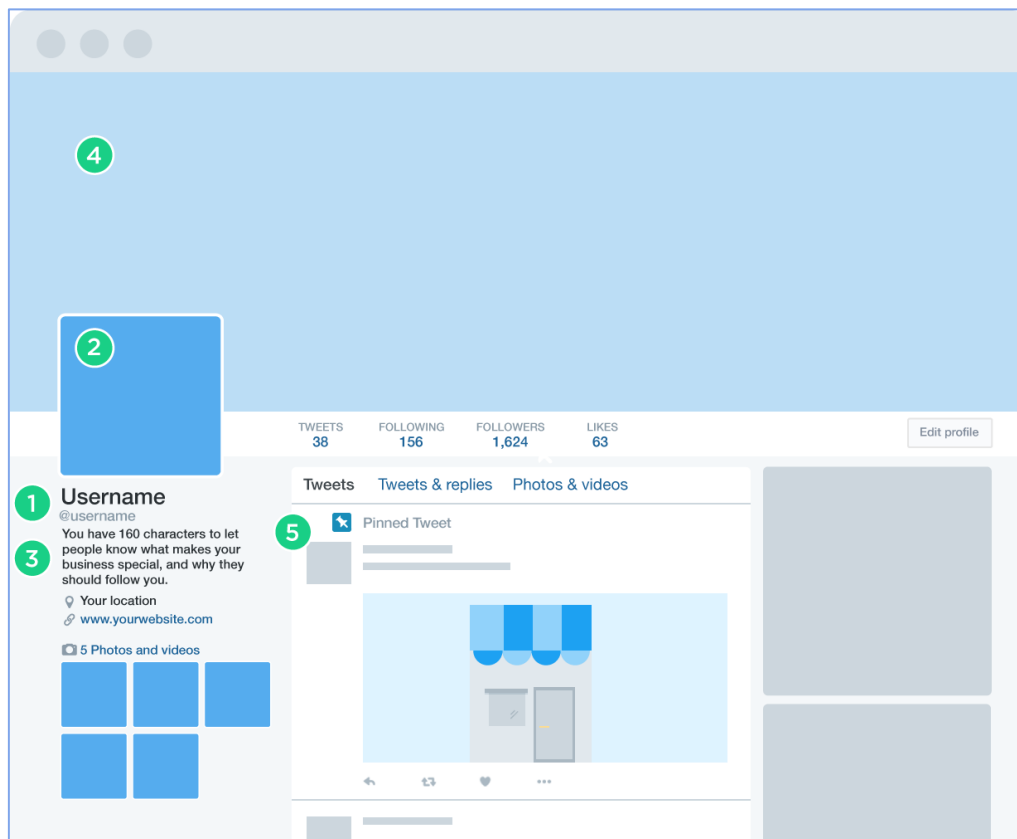
4 Create a Twitter Profile

When you are customizing your Twitter account, keep your handle, profile photo, background image and bio consistent with your company brand, and social media marketing strategy.



4.1 @Name

Your @name is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your name (which you can change as you please) appears above your @name (which is permanent).



4.2 Profile Photo

Choose a profile photo that visually represents your business or brand and fits well in a small space. This image isn't just on your profile page; it is the icon in every tweet you post.

4.3 Bio

You have 160 characters to let people know what makes your account special, and why they should follow you. Include useful information, such as what you tend to tweet about, your location or business hours, and a link to your website. Use a unique link, so you can track visitors to your site from Twitter.

4.4 Header Image

Consider this your billboard. You can use event photos, feature products, use a graphic with text, or highlight your work and team. Swap out this image periodically to spotlight promotions, events, product news, or just keep things fresh.

4.5 Pinned Tweet

Keep an important tweet at the top of your timeline by pinning it there. Click on the "more" option on the tweet you want to pin and select "Pin to your profile page." Use this feature to make sure visitors to your profile can't miss your biggest, latest news.

Note: Twitter Profile Specifications:

- The recommended image size for your profile pic is 400x400 pixels; the image will be resized to fit.
- The recommended size for a Twitter header image is 1500x500 pixels. On mobile, it'll be cropped to a 2:1 aspect ratio.
- Use a GIF or PNG file for vector-based and line art images.
- For photos, upload a JPG or PNG file.

4.6 Editing the Profile

Click or tap the **Edit** profile button and you'll be able to edit the following:

- Header photo (recommended dimensions are 1500x500 pixels)
- Profile photo (recommended dimensions are 400x400 pixels)
- Name
- Bio
 - You have 160 characters maximum to tell the world about your business. Be succinct.
 - **Tip:** In your bio, add something personal or quirky about your company. As in most social media platforms, adding a personal touch resonates with your audience, and customers are more likely to follow you if they see your personality shine through.

- Location
- Website
- Theme color (only editable on twitter.com)
- Birthday

When changing a profile or header photo, click or tap the camera icon and select **Upload photo** or **Remove**.

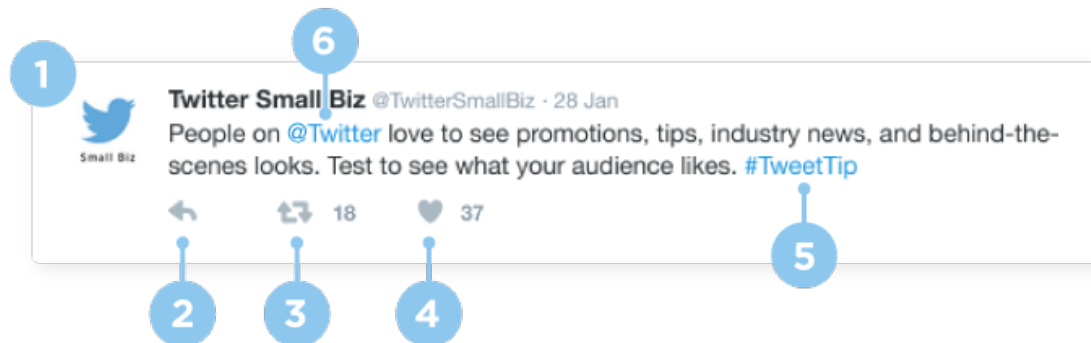
4.7 Employee Twitter Profiles

Encourage employees to set up Twitter handles that are different from their personal Twitter handles? They could set up a Twitter handle using their work email and brand it with the company name, e.g., @sueconame or @companyFirstname.

A job title and the company logo could be used as the profile image to identify the employee as being part of the organization.

5 How to Use Twitter

5.1 Anatomy of a Tweet



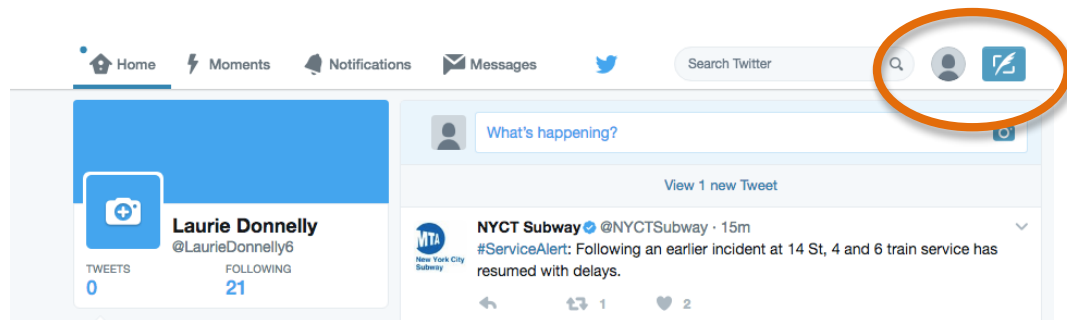
1. Tweet: A profile update that may include text, photos, links, GIFs, videos. A tweet is limited to 140 characters including spaces.
2. Reply: A response to a tweet.
3. Retweet: Sharing someone else's tweet with your followers
4. Like: Positive acknowledgement
5. Hashtag: The # (pound sign) before a word or phrase to link to all other tweets with the same topic.
6. Mention: Getting another account's attention by including their @name in your tweet.

5.2 Post a Tweet



- Tap the **Tweet compose** icon
- Compose your message and tap **Tweet**.

Because Twitter uses its own URL shortening service, any website address you post in a tweet will count as 22 characters, regardless of whether it originally was longer or shorter than that. In other words, if your tweet contains one URL, you'll have 118 characters left for the rest of your message.

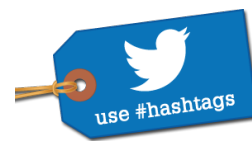


5.3 Reply to or Mention

- Tap the @ symbol to bring up a list of suggested accounts you follow.
- As you start typing a username the list will narrow down to fewer results.
- Once you've found the account you're looking for, tap their username and it will populate in the tweet. Your character count will adjust, as needed.

5.4 Add a Hashtag

Hashtags are one of the most important and efficient ways of organizing information on Twitter.



For example, if you were tweeting about an article you're reading, you might say "Reading #article on (the article's topic)." Then, anybody searching for #article or #topic would see your tweet.

Post 1 to 2 hashtags *at most* in each tweet. You can include hashtags in each of your daily posts although it is recommended to stick to particular topics so you can monitor and share good quality content every time.

- Tap the # **symbol** and a list of current trends will appear.

You can choose to include one of these suggested hashtags (tap to select) or add your own hashtag text.

Avoid using very long hashtags since these can only confuse online users. For your hashtags to trend well on Twitter, use a variety of tools and features that will increase the excitement of online users. Host online contests, upload useful media content like photos and videos and provide links.

6 Maintaining Your Twitter Presence

6.1 Reach Potential Customers

Reach the right audience by targeting based on interests, geography, gender, device, or users similar to your followers. In addition, maximize the relevancy of your message by targeting by keywords in followers' tweets.

Get your messages in front of people not yet following you by promoting your Tweets

6.2 Gain More Followers

Get your tweets and your account in front of more people who are interested in you. Quickly grow your community of high value followers and drive word of mouth by promoting your account.

6.3 Drive Clicks to Your Website

Extend your reach by seamlessly bringing users to your website via tweets. Relevant followers will build a connected audience for your website.

6.4 Set a Budget

Only pay when users follow your account or retweet, like, reply, or click on your promotional tweet. There's no minimum spend, and you can start and stop at any time.

6.5 Set Expectations for Content – and Follow Through

Amidst millions of social media accounts and billions of conversations taking place every day, getting our corporate Twitter account noticed can be challenging. Grabbing the attention of our target audience starts by:

- Establishing our social brand profile.
- Consistency helps us build a “routine” that helps our followers know what to expect from our account.

6.6 Timing is Everything

The shelf life of a tweet is approximately 30 minutes. Levels of engagement change greatly depending on the time of day, however the “Always on” nature of social media – Twitter in particular – means that we need to keep our accounts active at all times.

6.7 Its Not About Us

Eighty percent (80%) of the content on our corporate Twitter handle should be about other people. RT'ing target influencer posts is a great way to engage them and give great content to our own community. That leaves 20% of our content for self-promotion.

6.8 Use Visuals

Adding images, infographics and videos to our tweets will encourage users to click through and engage with the content, and will make a first glance at our corporate Twitter handle a lot more compelling.

7 Exploring Twitter for Business

7.1 Trending Up

- Over 500 million tweets being are sent each day. Twitter offers a powerful opportunity for people to reach a global audience.
- *Discovery*: 66% have discovered a new small or medium-sized business (SMB) on Twitter.
- *Customers*: 94% plan to purchase from the SMBs they follow.
- *Sales*: 69% purchased from an SMB because of something they saw on Twitter.

7.2 Customer Support

There are times when it makes sense to split our audience into more than one account. Comcast did this early on with @comcastcares specifically for customer service.

Companies that use Twitter as a social care channel are seeing a 19% increase in customer satisfaction. The average cost of a Twitter response is \$1, versus the average cost of interacting with a customer through the traditional call center, which is \$6.

7.3 Drive Consumer Rewards

7.3.1 Urgency

Tweets that use phrases such as “hurry,” “fast,” “now,” “quick,” “running out,” “supplies last,” and “limited time” see a 10% lower cost-per-acquisition (CPA) and a 10% higher link click rate (LCR).

7.3.2 Percentage Discounts

Tweets that advertise percentage discounts rather than price-based discounts see a 40% lower CPA.

7.3.3 Newer is Better

Tweets that mention “new” products or services achieve a 10% lower CPA and a 26% lower cost-per-link-click (CPLC).

7.3.4 Avoid Distractions

Promoted tweets with hashtags see a 24% higher CPA and a 3% lower LCR. Keep the audience focused on your call to action and don't include a hashtag in your tweet copy.

7.4 The Psychology of Shareable Content

There are a handful of "outlier" posts that get a disproportionately large number of links and shares, while the majority of content gets nothing. You're better off creating a handful of standout pieces than a large number of mediocre one

More "buzzworthy" ideas are associated with specific regions of the brain, indicating there's a neurological component to the types of content and ideas we like to share.

Utility: We like to share content that we deem useful or helpful in certain situations.

Entertaining pieces of content also encourage us to share.

Inspirational content is also highly sharable.

Emotional responses to content can play a massive role in whether or not we choose to share that content.

8 Post-Training Assessment

- 1) A Twitter account can be created from:
 - a) A desktop computer.
 - b) A tablet.
 - c) A smartphone.
 - d) All of the above.

- 2) Twitter will request a phone number to create a new account.
 - a) True
 - b) False

- 3) Federal regulation forbids employees of an organization to create a work-specific Twitter account.
 - a) True
 - b) False

- 4) A Twitter handle:
 - a) Starts with the @ symbol.
 - b) Is similar to a love handle around the waist.
 - c) Is the same as my Twitter username.
 - d) Is limited to 15 characters.
 - e) A, C, and D.

- 5) A hashtag:
 - a) Is also known as the # or “pound” symbol.
 - b) Can be any number of characters.
 - c) Is served with eggs and toast.
 - d) A and B only.

- 6) A single tweet:
 - a) Is limited to 140 characters.
 - b) Counts spaces as characters.
 - c) Counts each letter in a URL.
 - d) A and B only.
 - e) All of the above.

- 7) Promotional tweets are most effective when they:
 - a) Express promotional discounts in dollars.
 - b) Include hashtags.
 - c) Mention “new” products or services.
 - d) B and C only.
 - e) All of the above.

- 8) The shelf life of a tweet is:
 - a) 3 hours.
 - b) 2 days.
 - c) 12 minutes.

- d) 30 minutes.
- 9) Eighty percent of corporate tweets should be about the organization's products, services and promotions.
 - a) True
 - b) False
- 10) Companies that use Twitter as a customer service channel are seeing what change in customer satisfaction?
 - a) Decrease of 4.2%.
 - b) Decrease of 3.0%.
 - c) Increase of 12.3%.
 - d) Increase of 19.0%.
 - e) No change.

9 References

These resources were used to create this reference guide. All copyrights are implied herein and belong to their respective owners.

- <http://sproutsocial.com/insights/how-to-start-twitter-account/>
- <http://sproutsocial.com/insights/twitter-handle/>
- <http://sproutsocial.com/insights/multiple-twitter-accounts/>
- <https://business.twitter.com/>
- <https://brand.twitter.com/logo>
- <https://business.twitter.com/en/blog/psychology-of-shareable-content.html>
- <http://newsroom.ucla.edu/releases/how-the-brain-creates-buzz-247204>
- <http://www.psychologicalscience.org/news/releases/why-do-we-share-our-feelings-with-others.html#.WPJ0k1Pytjs>
- <https://www.meltwater.com/blog/7-tips-for-managing-a-corporate-twitter-account/>
- <https://business.twitter.com/en/targeting/interest.html>
- <https://support.twitter.com/articles/20169500>
- <http://blog.wishpond.com/post/47480842552/how-to-make-a-twitter-handle-for-your-business-13>
- <http://www.dummies.com/social-media/twitter/how-to-choose-a-good-twitter-username/>
- <http://www.wikihow.com/Use-Hashtags-With-Twitter>
- <https://www.hashtags.org/how-to/etiquette-how-to/new-to-hashtags-7-things-you-should-know/>
- <https://blog.twitter.com/2015/tweettip-7-tips-for-writing-effective-twitter-ads-copy>
- <https://www.forbes.com/sites/shephyken/2016/04/30/how-to-use-twitter-for-customer-service/#466ef6f949f2>
- <https://www.slideshare.net/sociallook/cisco-global-february2013sociallook>
- <https://blog.bufferapp.com/social-media-stats-studies>
- <https://maximizesocialbusiness.com/8-ways-get-more-website-traffic-via-social-media-22744/#>