

## Top Twitter Tips with Ann Brine

### What?

- Microblogging site
- 140 characters, not including photos.

### Why?

- Listen to others
- Competitors/industry leaders
- Raise your profile

### When?

- Depends on audience
- Test it!
- 3x a day at least (1 original, 2 retweets)



## How?

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### Profile

- Background with photos and examples of work
- Contact details and social links

### Follow

- People you like!
- Stuff you are interested in
- Press/magazines

### Share

- If it's good!
- Retweet interesting posts

### Lists

- Set up lists to group your interests
- Follow other lists
- Lists can be secret



## Notifications

- Retweet to resend to your followers
- Reply to chat or say thanks
- Direct message (D instead of @) to just send to them

## Tweet

- @YourName = Twitter handle
- #topic = search/to follow a conversation or interest
- E.g. #Dorsethour
- # Tv show relevant to your business and tweet with #

## Linking Other Social Media

- Don't link Twitter and Facebook
- Do link Instagram and Twitter
- Do link Instagram and Facebook

## Tools

- Check out Tweetdeck and Hootsuite to schedule
- Bit.ly for shortened URL's
- Klout + Kred = Your social media score (-35 is good!)

Notes taken from Dorset Business Women Go Digital with @AnnBrine

