



### Twitter Tips and Advice

Twitter can be confusing when you first start out. Some may find it overwhelming.

There are all sorts of things to consider such as, who should you follow? How do you get people to follow you? What's the height and width of your cover photo? What are Twitter Trends? Where should you place links? What percentage of your tweets can be promotional? What is a hashtag and how do you use one?



This quick Twitter Guide will help to demystify Twitter and help you to get started using Twitter in a meaningful way. Let start with your profile.

#### Your Profile

Set up a full profile with a nice image and an engaging main header graphic. Use these graphics to build your brand. Use hashtags (more on hashtags later) in your profile description to help people find you. Define a Twitter handle that is either branded, is your name or that relates closely to your name. For example, mine is @GaryPHorsman

Provide a link to your center of content (your website or blog). I recommend using a branded shortened URL for the link used in the description area which you can create at [www.tiny.cc](http://www.tiny.cc) or [www.tinyurl.com](http://www.tinyurl.com).



### Your Tweets

You only have 140 characters so you need to make them count.

Structure your tweets so that they begin with your key message then the link URL (if you will include a link), a hashtag (or 2) after the link then your secondary thought. You can also include hashtags in the sentence – just make sure that when you do this that it reads nicely.

Include a nice graphic as well to make it more noticeable and engaging.

If you will be including an image in your tweet that will also include a link, then check out Twitshot ([www.twitshot.com](http://www.twitshot.com)). This is a good tool to use to have an image display in your tweet by simply placing the URL you want to tweet about in the Twitshot field. Twitshot will pick out images from the URL or provide a screen capture.

### Hashtags

On Twitter, the pound sign (or hash) turns any word or group of words that directly follow it into a searchable link. This allows you to organize content and track discussion topics based on those keywords.

You use the hashtag by simply including it in your tweet. If you wanted to tweet about the Olympics, for example, you would include #olympics or #olympics2016 in your tweet. This increases the exposure of your tweet and adds your tweet to the Twitter stream of conversation on that topic.

People use hashtags by clicking on them to see all the Twitter posts that mention the subject, defined by the hashtag, in real time.

By using hashtags, you're exposing yourself to a wider audience. Many people **follow conversations or topics** by sorting tweets using various hashtags. This enables them to see a tweeter stream of tweets on a topic without having to follow all the people contributing to the conversation. This is very valuable to the twitter user community whether you are a reader of tweets or a writer of tweets.

Hashtags are also meant to be shortcut to explain what your tweet contains or to show you are part of a conversation or event. If you use a hashtag in a tweet, then you should make sure that you are contributing value to the conversation instead of using the hashtag to just promote your tweet or business.

Note that no spaces are allowed in a hashtag. I also recommend being easy on the hashtags. I use no more than 3 in any post and often only one or two. I do try to use at least one hashtag.

### A Global Reach

Woodstock, Vermont  
802-457-9799  
[www.AGlobalReach.com](http://www.AGlobalReach.com)



## Hashtag Research

You need to have some way to learn about hashtags. You want to learn which ones are being used. You want to be able to understand the more popular hashtags from the less popular.

As an example, let's say I want to research hashtags for content marketing using RiteTag.

<http://www.ritetag.com>

I would type in "contentmarketing" (note no space) into the RiteTag search field and RiteTag would return the following.

Exact match						
#contentmarketing	262	242	2,940,742	27%	97%	16%
Hashtags containing 'contentmarketing'						
#visualcontentmarketing	4	0	157,425	100%	0%	100%
#contentmarketingforrestaurants	4	0	3,292	0%	100%	100%
#contentmarketingplan	4	0	53,708	0%	100%	0%

First, I would see that this hashtag is colored green. This means it is popular at this point in time. A hashtag colored blue means that there is long-term interest or use of the hashtag.

I also learn the number of tweets per hour (262). It means that there are quite a few people using this hashtag. This means that your tweet will have a short shelf life.

I can see the number of retweets per hour (242). This tells me that this community is good at sharing and that they curate the work (tweets in this case) of others.

I discover the hashtag exposure per hour (2,940,742). This is a big number so it is worth considering the use of this hashtag even though any tweet with this hashtag will have a short exposure time.

I can see that 27% of the tweets with this hashtag use images or graphics and that 97% provide a link to something else.

### A Global Reach

Woodstock, Vermont  
802-457-9799  
[www.AGlobalReach.com](http://www.AGlobalReach.com)



This research helps me to refine my use of hashtags and to make good decisions about which hashtags to use.

Another site worth exploring for hashtag research is <http://hashtagify.me>

### Retweets (RT)

A retweet a great way to boost the content of other members of your community. To retweet something means that you like it and want others to have the pleasure of the tweet. It also is a way for members to show their appreciation to other members - make them feel good. To retweet indicates that you think highly of their tweet and that it adds value.

Be aware that what you retweet says something about you. Therefore, to some extent, think of retweets as your own.

### Shortening Links

It is often a good idea to provide a link to some other content (one of your blog post for example). If the URL of the link is long, then it is necessary to shorten the URL so that the link URL itself does not use up most of your 140 characters.

Consider using a shortening service.

Here is a list of popular URL shortening services:

<http://ow.ly/>

<http://tinyurl.com/>

<http://tiny.cc/>

Here is an example of why using a shortened URL makes sense and is essential in some cases. Let's say you want to promote the book "*Hatching Twitter*" by Nick Bilton which is listed on Amazon. You go to Amazon and get the link to the Amazon product page for this book.

Here is the linking URL from Amazon:

[https://www.amazon.com/dp/B00CDUVSQ0?ref=cm\\_sw\\_r\\_kb\\_dp\\_i4BSxbS3KKBES&tag=kpembed-20&linkCode=kpe](https://www.amazon.com/dp/B00CDUVSQ0?ref=cm_sw_r_kb_dp_i4BSxbS3KKBES&tag=kpembed-20&linkCode=kpe) (97 characters)

Here is the same link using tinyurl.com:

<http://tinyurl.com/buy-hatching-twitter> (39 characters)

### A Global Reach

Woodstock, Vermont

802-457-9799

[www.AGlobalReach.com](http://www.AGlobalReach.com)





## A Global Reach

### Comics

If you can find a comic that is associated with your message, then this can be a fun and different way for you to add to the conversation. Give credit to the creator.



### Promote an Event

Twitter can be a good way to promote an event. This also enable others to promote the event by retweeting your tweet and adding their insights.

### Recommend a Book

If you have found an interesting book that helps to expand knowledge or that provides an interesting insight, then this could be a worthy tweet.

### Testimonials

If you receive excellent service or love a new product, then you can share this on Twitter by writing a testimonial.

### News

You can tweet company news or news about your industry or topic.

### Who to Follow

If you find someone who is interesting or insightful on your main topic, then share this information. Tweet who-to-follow recommendations.

This helps people to make connections on Twitter and helps you to be a connector.

## **A Global Reach**

Woodstock, Vermont  
802-457-9799  
www.AGlobalReach.com



## A Global Reach

### Product Photos



It is fine to promote one of your products by tweeting a photo. However, I recommend staying away from the “corporate” photo of the product. Show a picture of your product in a real life setting.

Show people enjoying it or using it.

### YouTube

If you find an interesting or insightful video, then this is very sharable material.



### Slide Decks

It can be hard to convey meaty content in 140 characters. Sharing slides solves that problem. Now you can tackle just about any topic and spur conversation.

### **A Global Reach**

Woodstock, Vermont  
802-457-9799  
[www.AGlobalReach.com](http://www.AGlobalReach.com)