

Getting Started on Twitter!

Twitter: it's an exciting world for some, and a scary world for others. But whether you love the idea of Twitter or not, it's important that your business have a presence on this social media site!

Why Should my Business be on Twitter?

You can use Twitter to talk about promotions, appointment availabilities, announcements, giveaways, and so much more, and you won't be the only business to do so – studies show that 56% of Twitter users say they use the service for business purposes. Also, we know that 80% of Twitter usage occurs on a mobile device, which means that many people will see your updates on their phone, allowing them to take you up on the last minute appointment opening! Still not convinced? Read this: **93% of Social Media users believe a company should have a presence in Social Media, and 68% of small businesses – including your competitors – will increase their Social Media marketing efforts in the next year.**

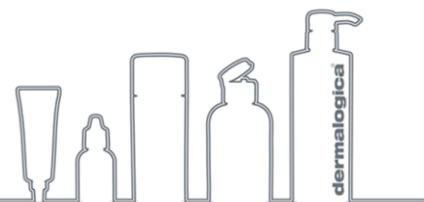
Creating a Twitter Page

Twitter does not differentiate between “business” or “fan” pages like Facebook – all Twitter pages are the same. To start your page, simply go to twitter.com and click the yellow button that says “Sign Up.” Follow the steps on the forms and you'll have your page! You'll be asked to create your username, sometimes referred to as a “handle,” which will begin with @ (i.e. @dermalogica). The @ creates a link, taking users to your page. Ideally, your username will be the actual name of your business, but this may not be possible depending on availability and length.

I've made my Twitter Page. Now What?

Now that you've started your Twitter account, you can begin tweeting valuable and interesting information to those who follow your page. But first, you'll need to know the Twitter lingo:

- **Tweet:** A posting on Twitter
- **Length:** You are only allowed 140 characters in each tweet, although some outside platforms associated with Twitter allow you to write more than this.
- **Follow:** To see the tweets of your favorite people and businesses, you must “follow” them. Once you follow, their tweets will show up in your news stream. Pages do not have to mutually follow each other – you can follow anyone but they don't have to follow you back, meaning your tweets will not appear in their new stream. If they do follow you, your tweets will appear in their news stream.
- **Mention:** To mention a page is to include its username in the tweet. For example, writing @dermalogica in a tweet is a mention. Writing Dermalogica (without @) does not qualify as a mention in Twitter lingo. The benefit? Including a mention when talking to or about a page is a better way to get that page's attention, and again, it links users to the page.
- **Hash Tags:** These are words that have the # symbol in front of them. Like mentions/usernames, the # will create a link to a word, and it can be used in front of any word. When you click the hash tag, it will take you to a page of tweets that also used that same word. For example, clicking #skincare will take you to a page of other tweets that also use the hash tag #skincare. The benefit? Creating hash tags puts your tweets into a search, where new users may find you!



- **Retweets:** A retweet is a reposting of someone else's tweet. If you like someone's tweet and you want to share it, click "retweet" and it will be visible to all pages that follow you. The benefit? Retweeting is a great way to share valuable information with your followers while promoting those pages that you follow.
- **Direct Messages:** All tweets on Twitter are in public view, unless you set your tweets to private (which we don't recommend). However, you can send Direct Messages, which are not publically visible. The catch? Both pages must be following each other to send direct messages. The benefit? Not all information should be shared publically, such as a personal phone number or email address.

Join the Twitterverse!

Twitter is not only a great, FREE marketing tool, it's a fun way to stay in touch with your clients! We hope you enjoy this exciting platform that allows you to share endless information and introduce your business to new clients!

