



# Guide for Businesses and Professionals:

## Getting Started with Twitter

### Intro to Twitter

People come to Twitter to discover #WhatsHappening. When your business is on Twitter, you connect with the conversations that matter to your community, which helps your business grow and thrive. In a study about how people interact with brands on social media, we found Twitter was the #1 platform for brand interaction.<sup>1</sup>

### Twitter for your business

#### Why Twitter?

Brands come to Twitter to connect to culture and to be a part of what's happening. On Twitter, people are in a discovery mindset, so businesses and professionals are likely to make a lasting impression. Your audience is already on Twitter and they're listening. By bringing your business on Twitter, you can connect with our powerful and passionate audience, make an impact, and drive results.

**Tap into the communities and conversations that grow your business.**



1. Source: Conversation as a Superpower Study, commissioned by Twitter and conducted by Bovtitz in the US in 2021. Sample represents # of users who use each platform at least once a week (FB N = 795, IG N = 487, Pinterest N = 260, Reddit N = 254, TikTok N = 238, Twitter N = 1153, YouTube N = 804). \*Twitter's difference from all other social platforms is statistically significant at the 95% confidence level.



# The benefits of being on Twitter

# 76%

of people on Twitter surveyed agree that conversations on the platform have led them to make a purchase.<sup>1</sup>



## Stay in the know

Twitter connects your business to what's happening in the world.



## Experiment with tone

With Twitter, it's easy to experiment with your brand voice and messaging to discover what resonates best with your audience.



## Reach new audiences

By expanding your message on Twitter, you can engage with new members of your brand's community.



## Free business promotion

Build brand awareness and grow a strong organic following.



## Spark a conversation

Hear from your followers and connect with them directly. Twitter is where conversations thrive.



## Discover what's happening

Find timely trends, industry news, competitor updates, and customer service updates.

1. Source: Twitter Internal Data, August - September 2021. 500 Twitter users sampled and surveyed.



# How to use Twitter for your business

Complete this checklist:



## Create your Twitter profile

Click [‘Switch to professional’](#) to designate your Twitter handle as a business account. By doing so, you’ll have access to unique features for businesses and professionals.

## Make a great first impression

Upload a profile picture that visually represents your brand and fits well in a small, circular space – typically your logo or professional headshot

- 400x400 recommended pixel dimensions

Upload a header photo that compliments your brand colors and acts as an ever-changing billboard showcasing what’s new with your business

- 1500x500 recommended pixel dimensions

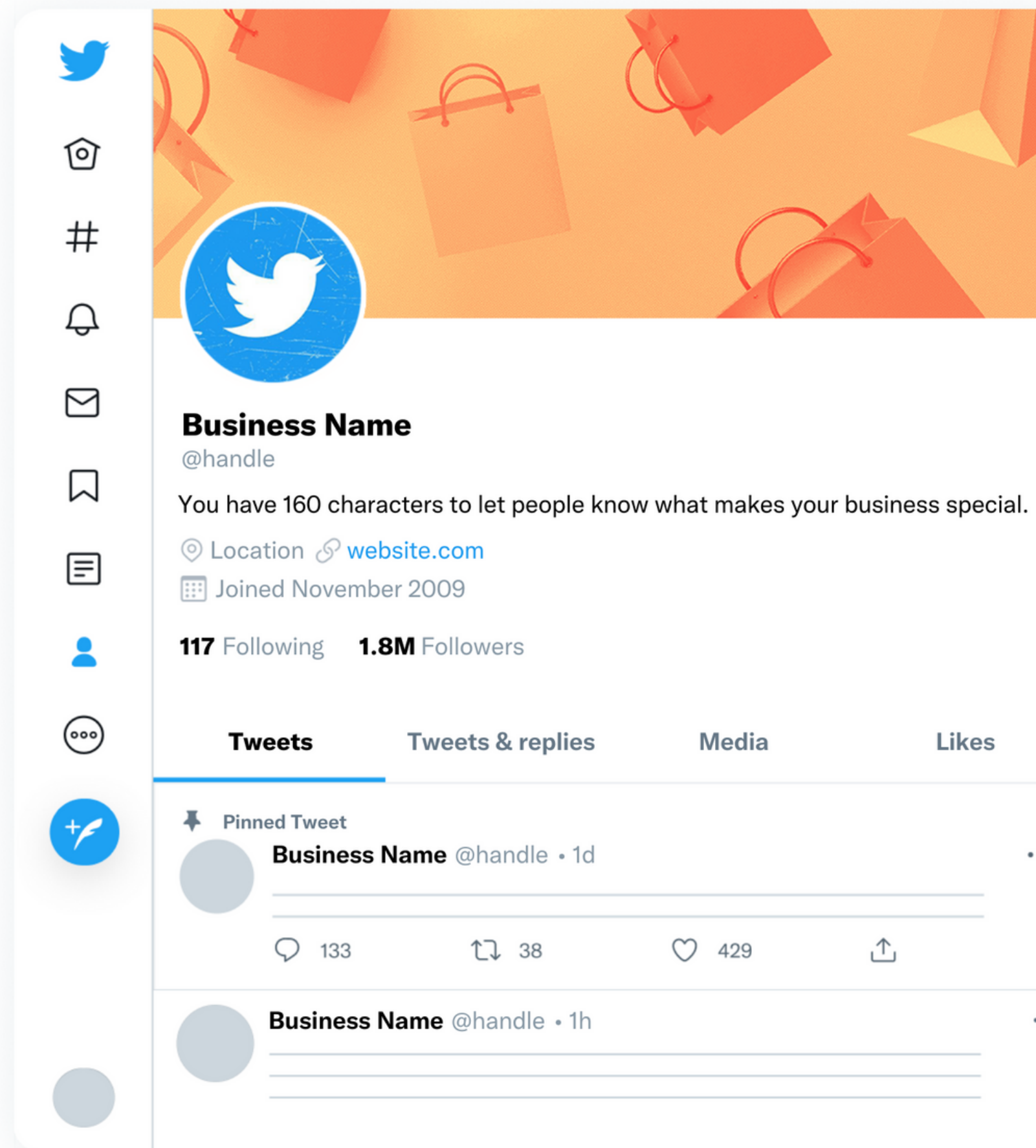
## Choose a strong display name and account @name

When choosing your account @name, use an easy-to-read display name. Your @name is unique to your business and appears in your profile URL.

- For example, @BluebirdBooks is memorable, easy to read, and accessibility-friendly. Whereas, @BIUeBiRdBoOkS, @BLUEBIRD\_books, or @the-best-bluebird-b00ks are not.

Your display name appears right above your @name and can be changed at any time. A best practice is to have this be the name of your business.

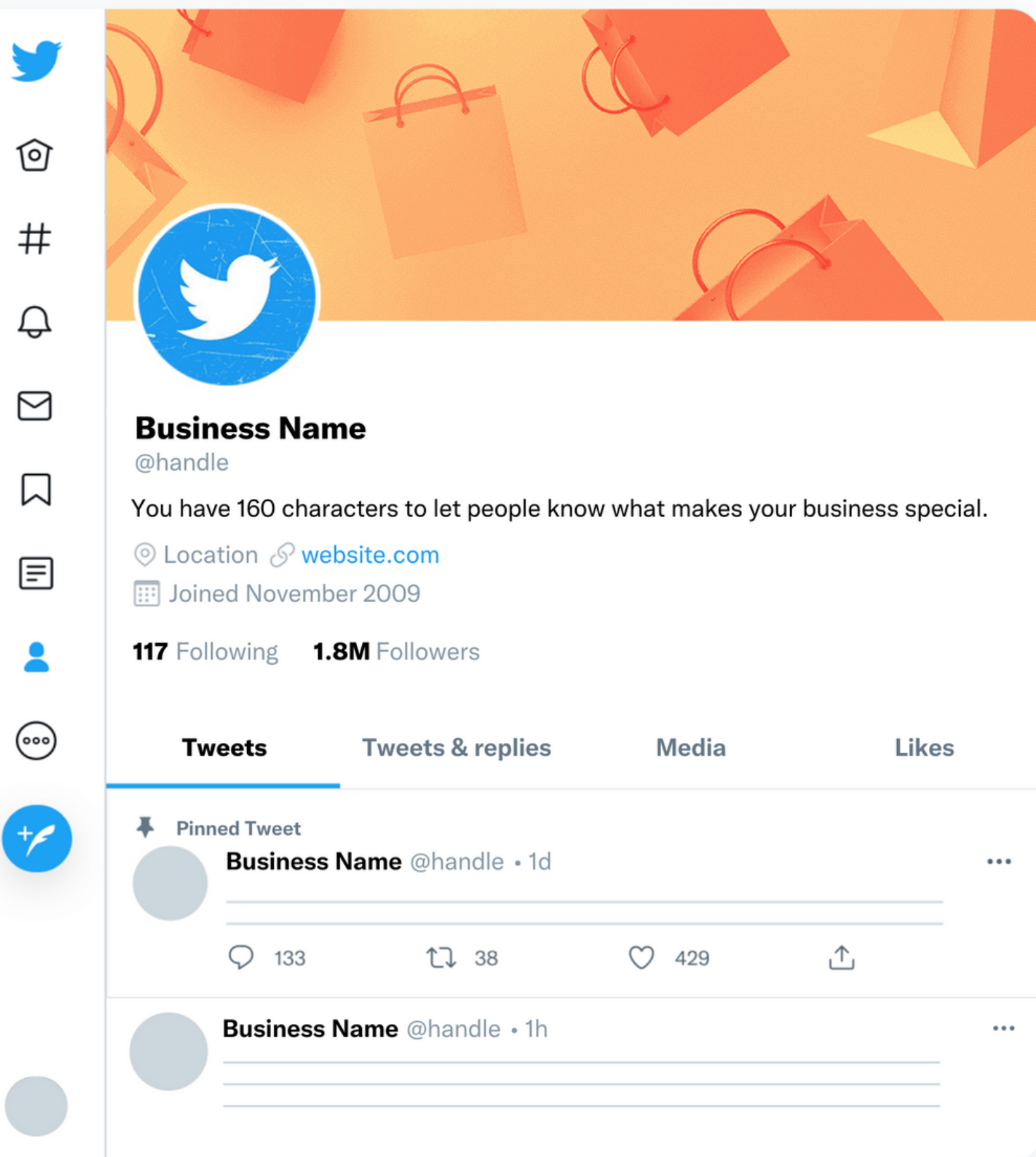
- For example, Bluebird Books or Bluebird Bookstore are two great options.





# How to use Twitter for your business

## Checklist (continued):



### Build a memorable bio

Your bio is how you introduce yourself to the Twitter world. You have 160 characters to use your go-to elevator pitch. Information like your business' mission statement, value proposition, location, branded hashtag, or operating hours are great to include here.

- For example, Bluebird Books has been serving the NYC region with a curated collection of songbird books, albums, and documentaries for over 20 years. Open 7-days a week 9 am-5 pm. #BluebirdBooks

### Post your first Tweet

The first Tweet you post is a great opportunity to introduce your business to the world. We recommend including a welcoming photo, video, or graphic that helps tell your brand's story. Think about what sets you apart from your competition, and why you're excited to be on Twitter! If you're looking to connect with your customers or build a community, this is a great opportunity to say so.

Then, pin your Tweet to the top of your profile page. Your pinned Tweet is what followers focus on. When you're just getting started on Twitter, your initial Tweet introducing yourself is an excellent first pinned Tweet. In the future, you can replace this pinned Tweet with another Tweet that highlights going on in your business like current sales, causes you're supporting, product launches, and so on.

### How @satscoffee said hello 🙌

North Carolina-based Satoshi Coffee Co. made a strong first impression by explaining who they are, what they do, and how to support their small business.

 Satoshi Coffee Co.  
@satscoffee

We're live! Satoshi Coffee Co. is finally [#openforbusiness](#) and you can buy [#coffee](#) beans using [#bitcoin](#) 🪙 either on ⚡ lightning or 🏠 on-chain. We are offering three high quality coffees to contribute to the circular bitcoin economy. Check us out at [sats.coffee!](#)





# Connecting with your audience on Twitter



## When to Tweet

From breaking news, sports, politics, and pop culture – Twitter is where it's happening.

As a business, it's best to create a regular cadence of posting Tweets that works best for you. For some businesses, that's three times a week, and for others it's multiple times a day. Find what works best for you, and stick to it! Additionally, hop on Twitter during buzzy moments to join the conversation and make the most of an event that makes sense for your brand to join in on.



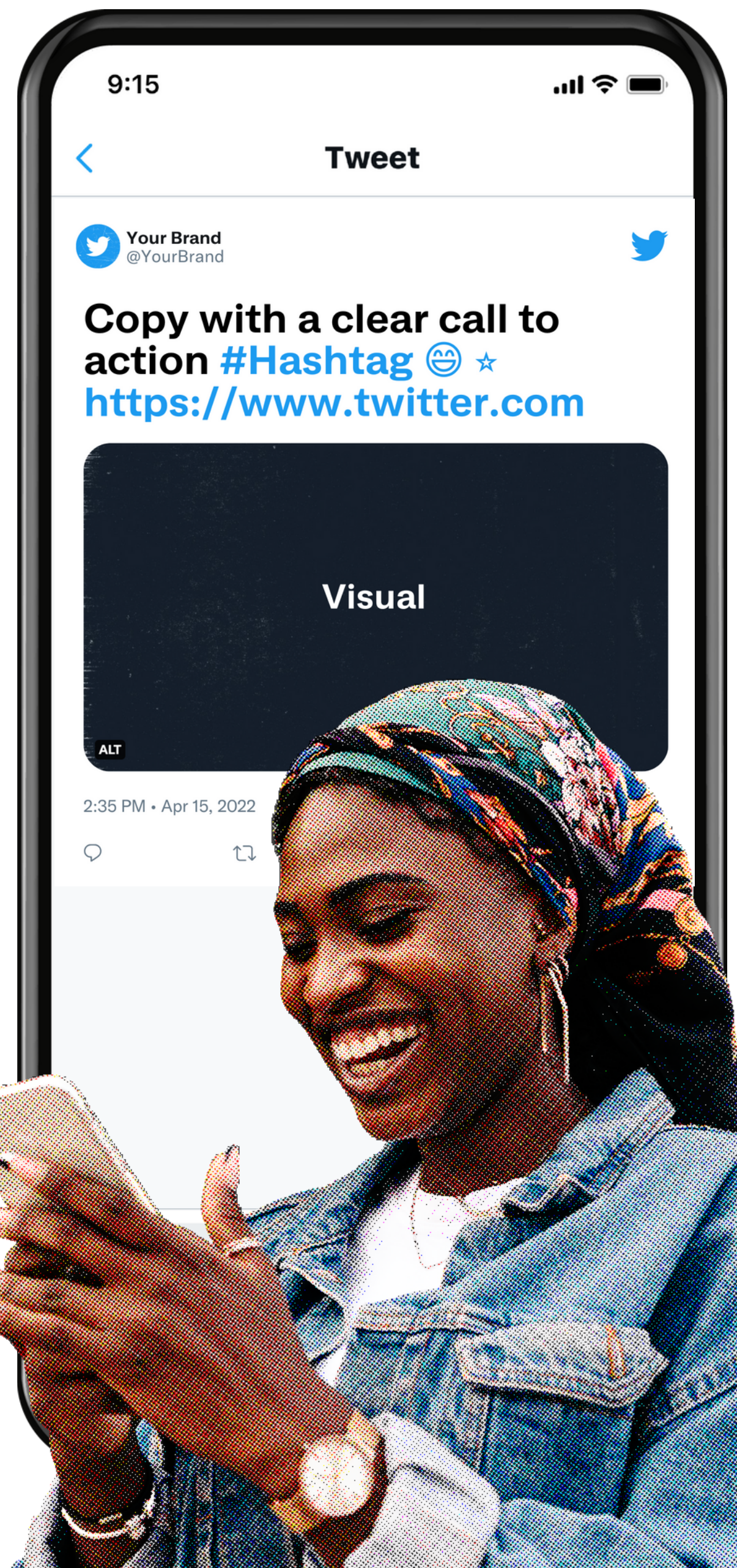
## What to Tweet (Organic posts)

There's a common misconception that the wittiest Tweets win. We're here to tell you that just isn't true for businesses.

Businesses have the unique ability to Tweet about their compelling brand stories, timely promotions, product features, employee spotlights, industry observations, giveaways, trend forecasting, event highlights, and so much more.

Here's the making of a good Tweet for businesses and professionals

- Keep your Tweets to the point
- Write copy that has a clear call to action
  - EX/ Learn more about our policies, Shop our newest arrivals, Sign up for our email newsletter, etc.
- Use 1-2 hashtags relevant to your brand, industry, or audience.
  - EX/ #SmallBusinesses, #ShopSmall
    - Note: Capitalizing the first letter of each word of a hashtag makes your Tweets more accessible and easier to read for screen readers
- Include relevant links whenever possible
- Use visuals that are colorful, high-resolution, and ideally feature elements of your brand like a logo or color palette





# Connecting with your audience on Twitter (continued):



## What to Tweet (Paid posts)

Twitter Ads campaigns help brands reach their marketing goals – whether that's building awareness, increasing followers, driving consideration, or delivering conversions. There's no minimum spend required for any of our standard products.

**Quick Promote, Follower, and Reach are the best campaigns for new advertisers to run.**

### Quick Promote

If you or your business are brand new to Twitter, then Quick Promote is a perfect playground for advertising beginners. With the tap of a single button, you can build a simple ad campaign out of one of your business' Tweets.

If you want more customization and targeting features, we recommend starting with Follower and Reach campaigns.



### Follower

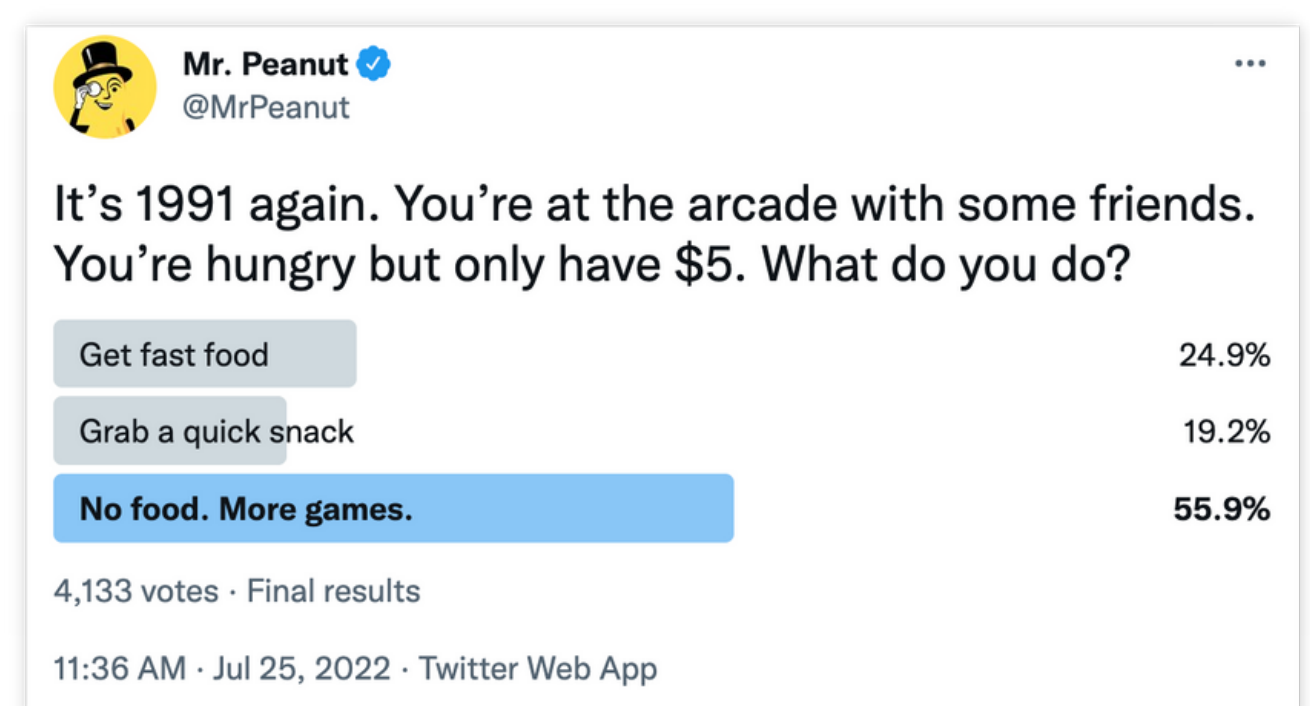
If you're looking to grow Twitter followers for your business' profile, you might consider a Follower campaign. A Follower ad campaign is a text-only Tweet that looks like this:



When people on Twitter see your Follower advertisement, they will be encouraged to follow your business' Twitter profile.

### Reach

If you're looking to build brand awareness, a Reach campaign could be a great fit. All Tweet formats can be used for Reach campaigns, but the Tweet formats with the highest performance are Tweets with images followed by Tweets with video.



When planning your first Twitter advertising campaign, be sure to check out our [Creative Best Practices](#) and [Brand Safety guidelines](#).



# Connecting with your audience on Twitter (continued):



## Who to follow

Following a variety of accounts helps build awareness of your brand on Twitter.

- The best accounts to follow are your:
  - Customers and fans
  - Stakeholders (think investors, employees, suppliers, partners, etc.)
  - Brand partners
  - Thought leaders in your space
  - People and businesses that inspire your brand

### How @StallionPlays builds community on Twitter

Content creator and music influencer, @StallionPlays, uses his Tweets to generate discussion opportunities among his 23K followers.

When followers like, Retweet, and comment on his Tweets, @StallionPlays builds community. Pose thoughtful questions to engage with your followers and build an audience of thought leadership in your space.



Stallion  
@StallionPlays

I'm thinking about starting my own regular twitter spaces talking about;

Streaming  
Content Creation  
Gaming  
Esports  
Mental Health

& I'd love to get some guests on board.

Who would you like to see featured as a co-host for a show?





# Measuring your success on Twitter

Like any thoughtful marketing strategy, good things take time. In measuring your success on Twitter, we recommend defining the goals that are important to your business.

Goal	How to measure
Growing your online community	Monitor how many followers you have on Twitter. Set quarterly goals and experiment with your Tweet copy/creative, as well as interact with other accounts, to reach them. Additionally, consider running paid ad campaigns that focus on attracting new followers.
Building brand awareness	Keep tabs on your Tweets that perform well across Retweets, quote Tweets, likes, and replies. When accounts engage with your Tweets, it gains exposure for your business and shows your content is resonating with others. Additionally, look out for usage of your brand hashtag and mentions, since both of these mean people are talking about your business.
Connect with what's happening	The easiest way to make the most out of the conversation happening on Twitter is to dive right in. Tweet about a variety of topics and themes that matter to your business and your followers, and iterate based on which perform best. Things like creative, tone, copy, and mentions of trending events/other brands can have a big impact on your brand's success on Twitter.

## Where to get help

As you get started with Twitter, here are some additional resources you might find helpful:

### General support

- Twitter Help Center
- Using Twitter Help hub

### Small business support

- Small business resources
- Twitter Business blog
- Twitter Flight School
- Getting started with Twitter Ads