

Thank you for coming to the Twitter workshop..Here is a reminder of the topics we covered today.

Remember your first 100 customers are the hardest to attract - once you have broken through this - usually 3 weeks with daily interactions - you WILL see your followers increase, and potential new business leads coming through - as long as you interact and communicate - remember the party scenario!

1. Profile- make your profile picture, header and information as interesting as possible. Add website and opening times if relevant.
2. Content, content, content..its all about sharing engaging and interesting tweets - attach photos where you can and remember the key is to link to your website as much as possible.
3. BITLY- Use this facility to reduce down the number of digits on a website
4. Become an expert . Sign up to Google Alerts. This means you will receive an email everyday with your chosen subject matter. Retweet relevant information to your followers that you feel will be of interest.
5. PIN IT - choose a tweet that sums up your business - this will appear on your profile page as the top most tweet . You can change this whenever you want . (Look at your selected tweet and at the bottom of the box there is the more options shown by three dots . Click on this and will give the option " pin tweet" .)
- 6 . Followers - How to get them - follow popular accounts similar to your own. Visualise who your target market are - and what they are interested in .. Look up similar accounts AND FOLLOW THEIR FOLLOWERS . Twitter etiquette is such that if you follow someone - they will get a notification on their home page - and they will click on your details to see who you are... As long as your profile is fresh, relevant and interesting - they should follow you back.
7. Tweepdash. Initially - follow follow follow -its "normal" for most accounts to have 280 + followers. Follow as many relevant people as you can - maybe start with 300. You dont want to follow 100s and only have a few yourself, so after a week or so, sign onto Tweepdash that shows you who is following you, and who isnt. Unfollow people that have not followed you to have a good balance of followers and following .. www.tweepdash.com
8. Twitter analytics - a marvellous tool to see how popular your tweets are - what resonates with people and how many people are interacting with you. www.analytics.twitter.com .
9. Hashtags/retweets and favourites. The aim of twitter is awareness. Look through your timeline and there WILL be content that you can interact with - remember the party scenario.. Comment on other peoples tweets - retweet (means your current followers will see you have shared an item that you think will be relevant to them) and the account that originally posted the tweet will see you have shared it - and possibly follow you - thus you then have a connection with this person. Favourites - think of this as more of a "thumbs up" - if there is a funny story or picture - you are showing your appreciation of the story..
- or hashtags- are when someone wants to connect in with big story - if you can find a way to comment on the story - ie #cyclracebritain - you could join in with the global conversation by adding your own comment - " free coffee for all the participants of #cyclracebritain - and everyone WHETHER THEY ARE FOLLOWING YOU OR NOT - will see your comment ...
9. Times to tweet - look out for local premium times to tweet - there is a #sussexhour on a Thursday when lots of local businesses are online (between 8.30-10pm) and its a great way to advertise yourself to other businesses. Use the #sussexhour during those times to be included in the massive conversation.
10. Tweet daily - use futuretweets to schedule in tweets. Just remember to check in and interact! Look at your analytics to see when people are are responding to your tweets - Remember the commuters so early morning tweets and Thursdays are always popular times ..
11. Enjoy it!! Twitter is a great way to advertise your business, make connections and get to know similar businesses..
12. Follow @swiftproject1 for details on courses and stay in touch !