

How to Twitter for Business

Twitter Basics

Twitter is a microblog, which means you can post statements, called tweets. Tweets are limited to 140 characters.

There are millions of Twitter users and the site is growing fast.

Members are known by their usernames. You can learn more about them from their brief bios and links to their website or blogs.

You can tweet to the public, reply to specific people publicly by including the @ symbol in front of their username (e.g. @MichaelDeutch) or send private direct message to followers.

People tweet breaking news, questions, thoughts, answers, interesting or promotional links, blog posts, quotes and more...

If you don't have a strategy or purpose for using Twitter, you'll likely either waste your time or stop using it. Check it out, see how others are using it successfully, build a plan and jump in!

And finally, don't just broadcast on Twitter, be a part of the community by answering questions and sharing useful information and links.

Sign up for Twitter, it's free!

When you find interesting people or people talking about subjects you're interested in, follow them. This is like making 'friends' on social networks like Facebook or 'business contacts' in LinkedIn. It also creates a subset of tweets to read making it easier for you to find relevant information and links.

Others will follow you too! This is important if you'd like to use Twitter for sales, marketing, PR, support, etc....

10 Useful Web Sites to Learn More

1. 20 Twitter Tips to Make You a Better Twitter User
2. 35 Twitter Tips from 35 Twitter Users
3. A Comprehensive Guide to Twitter
4. Making the most of Twitter
5. Newbie's guide to Twitter
6. Ten Top Twitter Tips
7. Twitter Ebook
8. Twitter Marketing 101
9. Twitter Tips For Bloggers
10. Using Twitter To Create & Inform Communities

15 Terrific Tools for Twitter

1. Use **Tweet Deck** on your desktop instead of a browser to read & write your tweets
 2. Find conversations with **Twitter Search**
 3. Check if your followers are following you with **FriendOrFollow**
 4. Schedule Tweets in advance with **Tweetlater**
 5. Check out popular links that are being shared with **Twitt(ur)ly**
 6. Share pictures with your followers using **TwitPic**
 7. To keep a record of all your historical tweets, use **Tweetake**
 8. Survey your followers with **SocialToo**
 9. Share links from your browser directly with **TwitThis**
 10. Automatically follow people who follow you or send them automated messages with **SocialToo**
 11. Compress URLs to easily share with others using **ls.gd**
 12. Use **TweetBeep** to create email alerts on conversations that you want to follow
 13. **Tweetburner** tracks the number of people who click your link.
 14. Use **twittmeter** to compare popularity of words on Twitter
 15. Another way to compare popularity of words is with **TweetVolume**
- For a more complete list of Twitter tools, check out Mashable's list of 140+ tools

10 Twitter Best Practices

1. Include a Bio
2. Add a link
3. Add a photo, logo or interesting image
4. Add a background image
5. Say hello to new followers
6. Be human! Don't just broadcast company announcements
7. Answer replies and direct messages
8. Use Search to see if anyone references you or your brands
9. Check your account daily
10. Make your posts valuable

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Tweet with Mindjet

- Tweet Me!
- @MichaelDeutch
- Tweet with Gaelen O'Connell & Phil Novack
- @Mindjet

20 Business Uses for Twitter

1. Attract new clients
2. Conduct market research
3. Recruit staff
4. Provide customer service
5. Evangelize your product or service
6. Discover new PR opportunities
7. Test marketing messages
8. Track emerging trends & hot conversations
9. Announce new services and products
10. Run innovative social media campaigns
11. Build relationships with your customers
12. Help your customers evangelize your products
13. Promote your blog, website, company, etc...
14. Share ideas, inspiration and support others
15. Connect with thought leaders and industry experts
16. Strengthen your personal and corporate brand
17. Network with peers
18. Ask for help
19. Grow your community
20. Search engine optimization

7 Twitter Practices to Avoid

1. Don't bore your followers
2. Don't follow thousands when no one is following you
3. Don't have incomplete Bio information
4. Don't push ads or brand messages, engage in relevant conversation that supports your messages
5. Don't report on your daily activities
6. Don't say things you'll regret
7. Don't forget to add value