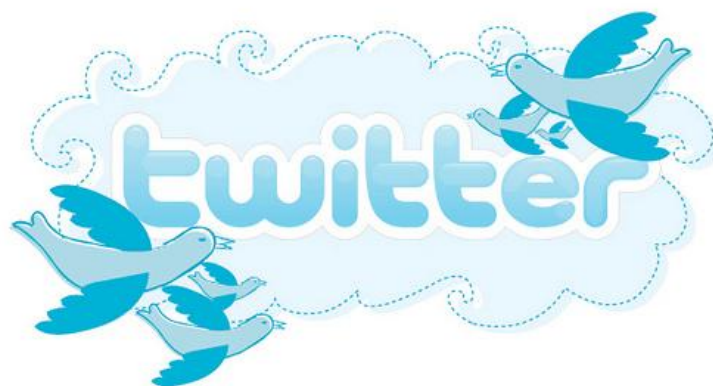


SOCIAL MEDIA

get in on the conversation



Twitter 101 Best Practices



ACS ADVERTISING

Think about Twitter as a place to build relationships

Instead of approaching Twitter as a place to broadcast information about your company, think of it as a place to build relationships. Put into practice, that means you could do things like:

- Include in your Bio and/or custom background the names (or @usernames) of the people twittering from your company account. It's also a good idea to include additional contact info, like email addresses.
- Listen regularly for comments about your company, brand and products—and be prepared to address concerns, offer customer service or thank people for praise.
- Respond promptly and appropriately

Tone

Use a casual, friendly tone in your messages.

Who to follow?

While you shouldn't feel compelled to follow everyone who follows you, you should respond to some questions or comments addressed to you. It should be a best practice to follow anyone who @replies you in the event that they are attempting to DM you, you are able to receive that DM.

When to RT?

If you like a particular message, retweet it. People often appreciate the sharing and amplification of their ideas, so look to retweet cool stuff. A good rule of thumb is to RT posts that are relevant to your brand...Twitter is for SHARING!

What to post?

- Responses to posts that are assigned to you or from people @mentioning you
- Post links to articles and sites you think folks would find interesting—even if they're not your sites or about your company. *Perhaps links to FAQs and Q&As so that customers may troubleshoot on their own if they choose ...again, Twitter is for SHARING!

Make it Relevant and Valuable

Make sure your tweets provide some real value. Respond to customers quickly, clearly and concisely. Know your limits as to what is in your scope to share and what your company policy is.

Anti-SPAM

Don't spam people. Twitter's following model means that you have to respect the interests and desires of other people here or they'll unfollow you. The most common way to run afoul of that understanding—and to thus look like a spammer—is to send unsolicited @messages or DMs, particularly when you include a promotional link.

Remember that Twitter is Public

The first rule of Twitter is that it is more permanent than *just* the internet. When you post something, at least one person is going to read it and have a memory of that event. Unless you lock your profile, all of your tweets are public record and searchable, forever. While Twitter is all about honesty and just being yourself, you have to act like you are writing something that your parents will eventually read. Remember, EVERYTHING you do on Twitter leaves a trail and is traceable.

Avoid Irrelevant Posting

Unless you narrowly avoided death by eating a puffer fish, nobody really wants to know about what you are eating today. If you ate at a cool restaurant and want to recommend it, that is fine. Dissecting what you had for lunch if you just went to McDonalds, is not. Just ask yourself if this is interesting to your followers – if the answer is “yes,” then it’s OK to tweet.

Tweet Really Interesting Stuff Only

If you read an article that completely rocks your world, tweet it. If articles are rocking your world a number of times a day, pick only the few that rock your world the most.

Don’t Tweet Confidential Stuff

Tell someone that you’ll go “off-Twitter” if you need to talk about something that you don’t want the world to know about. Remember that your tweets are searchable. Even then, it isn’t a good idea, as we all know privacy is never guaranteed online. *Utilize email and DMing for this purpose.

Snip Your URL’s

Use any one of the URL snipping services out there, like [TinyURL](#), to shorten your links to something manageable. Most Twitter users snip their URL’s regardless of their size just to keep them readable. You can also set up many of the Twitter clients available to **automatically snip** any URL that is entered. *Our monitoring software has an automatic shortening feature to do this! 😊

Profanity

Just don’t. If you absolutely have to swear in the context of what you are saying, use “\$!#?%!” characters instead of the swear word.

Twitter is not an IM Client

The basic idea behind Twitter is to produce occasional status updates, not hold personal chit chat. Conversations with more than one person are exactly what Twitter is for and these should be encouraged, but if it is obvious that there is only one other participant take it off-Twitter to a DM or email.

Try Not To Use Abbreviations

IM contractions like 4 U and the like are best left out, although most people still use them. For personal tweets, they're OK. In business tweets, they are best left out.

Best Tweeting Practices for Stellar Customer Service

- Trust your employees, but give them a mission, structure and boundaries.
- Be a good listener, but do something with that information.
- People trust other people over "a brand." Be human.
- Make your resources easy to find.
- Interact and engage!

