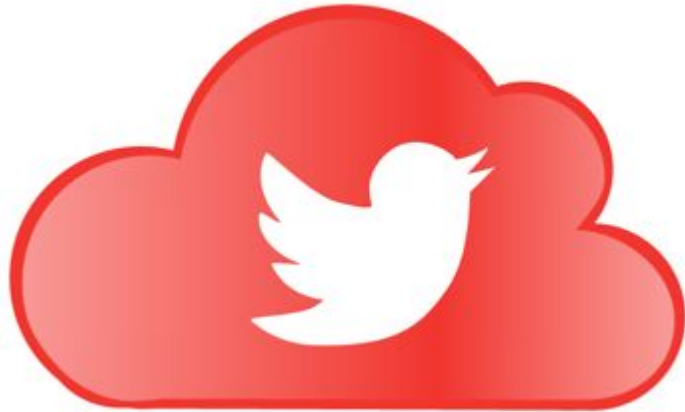


Twitter For Business

How To Use Twitter For Business





1. Decide your purpose. Why are you using Twitter?

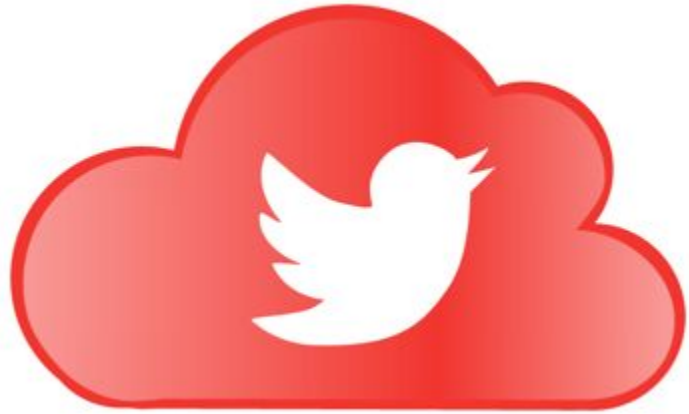
Some Twitter users utilize the social media site to build their company brand or generate leads. There are bloggers who use the platform to share ideas and articles and to see what others are writing about. Some people check Twitter for news, while others want to see what celebrities or friends are up to.

Defining your purpose will help you decide who to follow and what kind of information to share.



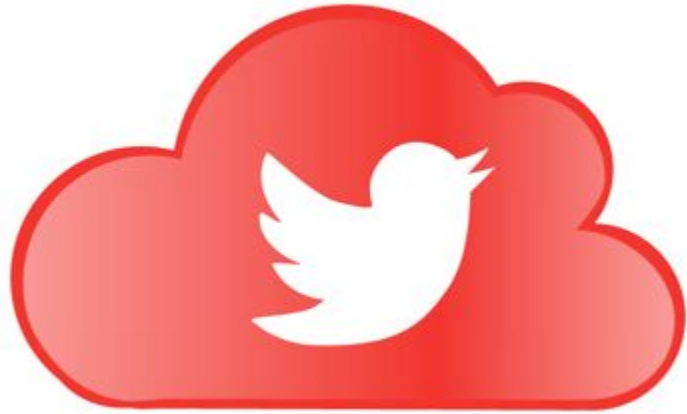
2. Focus on your passion. There are millions of Twitter users tweeting thousands of pieces of information every second. It is easy to get overwhelmed by and lost in the noise. Rather than trying to soak it all in and repurpose everything, focus on your passion.

Don't be a jack of all Twitter subjects and a master of none. Tweets surrounding your passion are going to be stronger. Plus, you will attract users who have similar interests. If you don't focus, you will attract meaningless followers, if any at all.



3. Define your brand. Once you have zeroed in on your purpose and passion, decide how you want the Twitter world to view you.

Do you want to specialize in one subject to attract a targeted audience? Or do you want to be more general, tweeting about numerous topics? Do you want your tweets to be funny and casual or very professional? Is your goal to be a thought leader or celebrity? This will give you direction on who to follow and what to tweet.

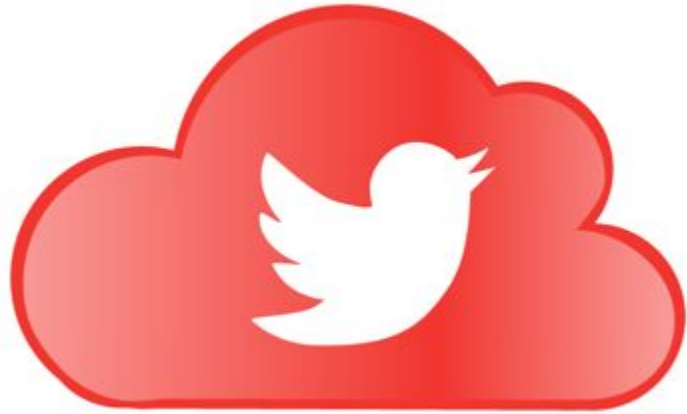


4. Determine your strategy. Is your strategy to *communicate*?

If your goal is to influence, promote or sell, your strategy should be communication based. You are going to want to attract attention. To attract attention, you are going to need to tweet, direct message, engage with other users and focus on getting information out in the Twitter world.

Is it to *listen*?

If you are using Twitter to keep up on news, learn, provide customer service or perform market analysis, your strategy should be to listen. You are going to want to decide who will provide the content you're interested in and follow them. You will also want to learn how to utilize filtering tools, including hashtags and Twitter lists.



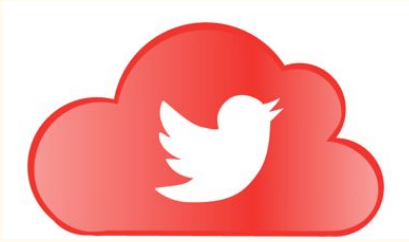
5. Learn how to use Twitter. Reading this article and articles like it is a good first step. However, to really learn how to utilize Twitter, you're going to need to get your hands a little dirty and roll up your sleeves.

1. Go to [Twitter.com](https://twitter.com), and create a free account.
2. Learn Twitter terminology. When you post something, it's a tweet. When you repost something from another user, it's a retweet or RT. Trending topics, or TT, are topics discussed by many users at a given time. You can Favorite a tweet by clicking on the star. That is a great way to recognize someone for sharing your content.
3. Explore. See who is on Twitter and what people are tweeting.
4. Engage. Follow the guidelines in this article and become an active user.



6. Grab your name, brand or persona. (@KenKroque)

When you are signing up, you will need to decide your Twitter name, which is how people will tag you in tweets and ultimately how you will be known on Twitter. Mine is my name, @KenKroque. If you can't get your own name, add your passion or function like @KenKroqueSells or something. My company address is @InsideSales. Choose something that fits you or your business.



Thanks

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