



**TWITTER
FOLLOW, INTERACT,
AND BE SOCIAL**

UNDERSTANDING TWITTER

Use the right profile photo!

Use your logo, headshot, or other relevant image. Size: 400 x 400 pixels at 72ppi.



Business Name
@TwitterHandle

Use this space as a 160 character CV of you and your business. You may use hashtags to identify your interests or handles to identify people who you post with or are connected to.

1500 px

Get a quality cover photo representative of your business.

If you have little to no graphic design experience, fear not! Try easy-to-use photo editing utilities such as [canva.com](https://www.canva.com) or inexpensively outsource the work on sites like [fiverr.com](https://www.fiverr.com).

Recommended size: 1500 x 500 pixels.

500 px

TWEETS

REPLIES

MEDIA

LIKES

What's a Handle?

A handle is another word for username. Twitter handles have an "@" symbol in front of the username like so: @Handle. It is also used in your account URL e.g. twitter.com/handle. Use it in tweets to tweet someone or mention them in a tweet.

What's a Hashtag?

Hashtags are used to mark keywords or topics in a tweet. You can use hashtags by placing a "#" sign in front of a word e.g. #hashtag. They can be used in a variety of ways; to show humour, add context, join a trending topic, and they increase your chances of being found in a search as they become links to a real-time list of tweets on that topic.

Who to follow

A list of users you might be interested in following.

Lists the most popular trends in your region both with or without #'s.

KEEP POSTS SHORT

- **By keeping your tweets at or around 100 characters (max allowed is 140), others can retweet you with enough space to add their own comments.**

FOLLOW

- **Follow other experts in your field & businesses you wish to work with. Every follow results in a notification getting you noticed instantly.**

INTERACT

- **Don't just follow, interact and show interest in what they have to say! You'll build your following & create goodwill within your community.**

BE SOCIAL!

- Respond to inquiries and engage with users. This will ultimately allow you to learn more about their interests and deliver on their needs.

LEVERAGE THE POWER OF NOW

- Users want to discover what's happening now. Capture their attention with words that create a sense of urgency like “now,” hurry,” & quick.”

GET A HANDLE ON HANDLES

- Use handles at the beginning of your post to tweet that person. Use them anywhere else in the post to mention them.

FIND CONVERSATIONS TO JOIN

- Use the search function and see if people are already talking about your subject, then join in rather than putting out a cold tweet.

FOCUS ON YOUR PASSION

- Stick to tweeting about what you know best and people will flock to you as an influencer in that industry.

DON'T BE FAKE

- Be true to your brand and tweet naturally. Nobody likes a plastic salesy tweet.

AVOID OVER-CAPITALIZATION

- **YOU DON'T LIKE TO READ TWEETS IN ALL CAPITAL LETTERS AND YOUR FOLLOWERS WON'T EITHER. IN FACT, IT WILL LIKELY TURN THEM OFF.**

USE HASHTAGS INTELLIGENTLY

- **Join a trending topic – Example: What a game last night!
#WorldSeries2023**
- **Get found in searches – Example: Look at the pic of this #Owl**
- **Add context – Example: What a view! #EmpireState**
- **Show humor or emotion – Example: Just got a new job!
#Excited!**
- **Don't use trending hashtags that have no relevance to you.**

RECAP

- **Understand the Basics**
- **Keep Posts Short**
- **Follow**
- **Interact**
- **Be Social!**
- **Leverage the Power of Now**
- **Get a Handle on Handles**
- **Find Conversations to Join**
- **Focus on Your Passion**
- **Don't Be Fake**
- **Avoid Over-Capitalization**
- **Use Hashtags Intelligently**



Questions?

Email: help@socialowl.com

www.SocialOwl.com