

Twitter for Business 101

Presented by Jennifer Maggiore, President/CEO of Maggiore Consulting and Marketing



Contact Jennifer at: Jennifer@mcmaz.com or 480.374.5343
www.mcmaz.com
4110 North Scottsdale Road, Suite 340, Scottsdale, AZ 85251





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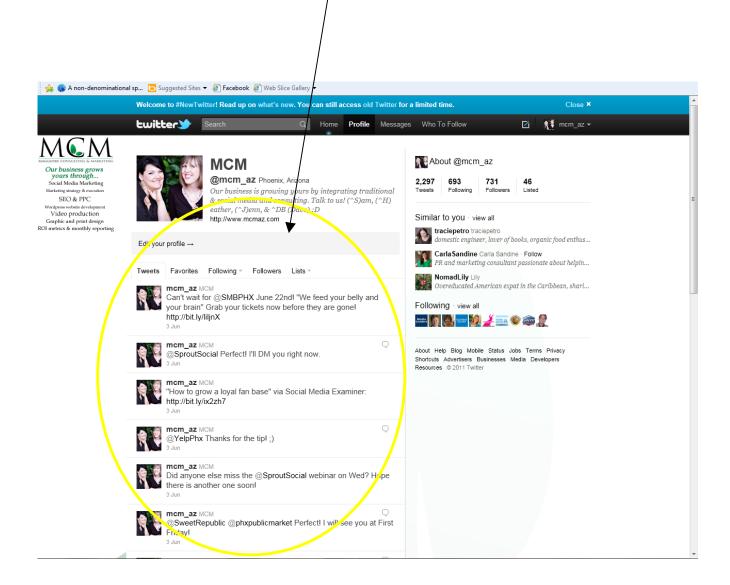
Twitter Homepage/newsfeed





Twitter Profile page

Your status updates, posts, conversation with followers, etc.





GLOSSARY OF TERMS:

Hashtags (#): By placing a "#" before a phrase, with no spaces in your comment, this creates a topic on Twitter that anyone can see if they search it and helps to organize and categorize your information. If it is used frequently (i.e #ROYALWEDDING), it becomes a TRENDING TOPIC seen on the lower right hand side on every Twitter account home page. It's mainly used to emphasize/summarize a takeaway point you want to make with your comment and usually is at the end of your tweet.

Example: Having a great time at MCM Workshop #lovesocialmedia (This would be grouped into searches involving anything about social media)

Direct Message (DM): This can be sent like short emails to anyone with the option in their dropdown menu on their main profile page or if they offer a MESSAGE tab. You can also mention this in your tweets to someone you want to contact ex: I am going to DM you right now.

Mentions(@): Use an "at" sign (@) in front of a Twitter username to reply to someone, to refer to them, or direct a new message to somebody. (i.e, @mcm_az I love your blog posts!)

URL Shorteners: Because of the 140 character limit of each tweet, it can be difficult to include full URLs in a message. There are many services that can take a long URL and give you a shorter one, usually under 20 characters, to use instead.

Two of the best known sites are <u>Bit.ly</u> and <u>tinyurl</u>. To use either, you go to their site, paste your long URL in a box, click the "shorten" button, and get a new, shorter URL that you can then paste in your tweet or in e-mail or wherever you want.

TweetDeck: This is an application for organizing the display of tweets, recently purchased by Twitter.

-Compared to Facebook, Twitter has struggled to make \$ with ads, etc. Tweetdeck may be the answer to this.