



**Fáilte Ireland**

National Tourism Development Authority

# **TWITTER ESSENTIALS**

How to get started using Twitter for your business

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## Introduction

This guide gives an overview of Twitter, which is an online application that allows you to send a message that can be up to 140 characters in length to 1 or many people at the same time. It is a great tool for getting your message out to a lot of people very quickly and if your message is interesting enough it can get forwarded on by more people getting your message spread even further.

### Skill Level

**Basic** The topics in this guide are suitable for anyone who has basic PC knowledge.

### Terminology

You will come across the following terminology in this guide which you need to be familiar with:

| Term      | Explanation   |
|-----------|---|
| Tweet     | A tweet is a message sent through <a href="http://www.twitter.com">www.twitter.com</a> that is up to 140 characters and can go to 1 or many people.   |
| Retweet   | If somebody receives your tweet and likes it they may forward it on to their friends/business contacts. This is known as a retweet.   |
| Follower  | If somebody is interested in what you 'tweet' about they may become your follower. This means they click on the button 'follow' when looking at your profile. If they then login to Twitter they can see any tweets you sent. If they are not a follower of your tweets then they don't see them. |
| Following | If you are interested in somebody else's tweets you may follow them to see their updates. The list of people you follow is called your 'following'.   |

### Video Tutorials



Indicates a video tutorial. Click on the icon to watch the video. These videos demonstrate how to carry out a particular task. In order to watch the video tutorials in this guide, you will need to have Adobe Flash Player v9.0.28 or above installed on your computer.

**Note:** When you go to watch the video, a check is done to make sure you have the correct software installed. If you do not have the correct version installed you will be provided with a prompt to download and install the correct version.

## Understand Twitter

Twitter ([www.twitter.com](http://www.twitter.com)) is an application for communicating short messages (up to 140 characters) to one or many people in a very short time period. The message is known as a 'tweet' and people who send the messages are 'tweeting'. In a lot of ways these are similar to text messages as they are short and straight to the point but are done on the web.

### How can it benefit my business?

Twitter may not suit every organisation but it does have its uses. For example it is easy to set up a search on Twitter to see if anyone is looking for a hotel in Cork, or a good Italian restaurant to eat at in Limerick. If you find someone then you can 'tweet' them to start the conversation.

Twitter can also be used to:

- Find new potential clients
- Find out what's going on in your industry, in your area, or just in general
- Keep in touch with your customers
- Create more awareness of your product or service, i.e. get your name out there
- Promote specific events that you are running or involved in as well as ones going on in your town
- Promote other content you have created (blog posts, videos, or podcasts)
- Post last minute offers or deals to a wide audience in a short space of time

### Understanding Twitter Terminology

There are so many terms used in Twitter that I am sure you feel lost before you have even started. Well here is a list of the most commonly used terms in the Twitter world.

| Term             | Description   |
|------------------|---|
| Twitter Username | This is the name you select to represent yourself and can be either your personal name or the name of your business (e.g. your hotel name)  |
| To Follow        | To subscribe to someone's updates on Twitter. You do this by clicking the "Follow" button on that specific person's Twitter page, which can be found at <a href="http://twitter.com/USERNAME">http://twitter.com/USERNAME</a> . (Insert the specific person's username into the web address, like <a href="http://twitter.com/RushAdventure">http://twitter.com/RushAdventure</a> ). When you follow someone, their updates will be displayed on your Twitter page so you know what they are doing. |

| Term                   | Description  |
|------------------------|--|
| Follower               | A person who has subscribed to receive your updates. You can see your total number of followers on your Twitter profile page.  |
| Update                 | Also known as a tweet. They can be no longer than 140-characters. You post your update in the white text box under “What’s happening?”   |
| @Reply                 | A public message sent from one Twitter user to another by putting @USERNAME at the beginning of the tweet. If you use this method (normal method in Twitter) then your followers can also see this message.  |
| Direct Message (or DM) | A private message sent from one Twitter user to another by either clicking the “message” link on their profile or typing D USERNAME.   |
| Twitterstream          | A list of a person’s real - time updates. Every time you post an update, it goes into your Twitter stream, which is found on your account page also at <a href="http://twitter.com/USERNAME">http://twitter.com/USERNAME</a> .   |
| Tweetup                | An event specifically organised for Twitter-users to meet up and network, usually informal.  |
| Hashtag (#)            | This is used as a way of grouping and finding related tweets. To create a hash tag just type in the word you want to use proceeded by a hash symbol. You are then hoping other people will start using the same word and hash in their tweets and then you will be able to find all the conversations around this subject. |
| Retweet (or RT)        | To forward on a Twitter message you received to your followers. People do this if someone has said something especially valuable and they want their own network to see the information too. (Example: Retweet @USERNAME: Check out this cool resource).   |

## Getting Started on Twitter

Here is a list of things you need to do to get up and running on Twitter.

- Register with Twitter
- Complete and enhance your profile to include good information about you and your company so people have the information they need to decide whether to follow you or not.
- Personalise your Twitter profile to include your company logo, your company colours, and so on. Your profile needs to stand out so customise it to reflect you and your brand.
- Start following a few people so you can start receiving some tweets and get familiar with what they look like. Once you are receiving tweets you can then start replying to tweets to get used to engaging in a conversation.
- Start building your network by following more people. But this time choose people that you want to follow you back. Once you have people following you can start initiating some conversations to engage your followers.

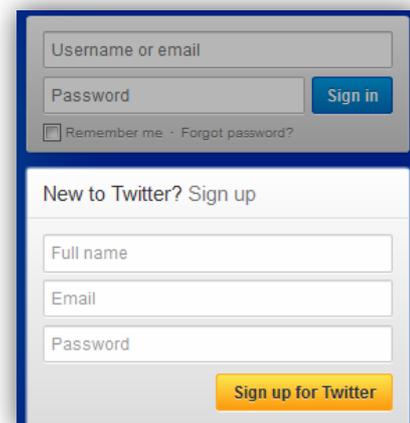
## Register on Twitter

This first thing you need to do is to sign up for a Twitter account. Before signing up, consider if you want a personal account, a business account or both. Each account can serve a different purpose. For example,

- **Company Account** — you could use this account to keep your customer base up-to-date on your events, promote recent blog articles or news, update your consumers about products/services and give real-time updates at conferences and events.
- **Personal Account** — this is a more personalised account and should be used by an individual employee at the company. Because it is more personalised you can talk about non-company related things and is better for direct relationship building. You could then use this account to act as a liaison to the public for your company, expand your company's network and make connections.

The way in which you set up a business or personal Twitter account is exactly the same. However, the only difference is the username of the account. For a business account you should use the name of the company whereas for a personal account you would use your own name.

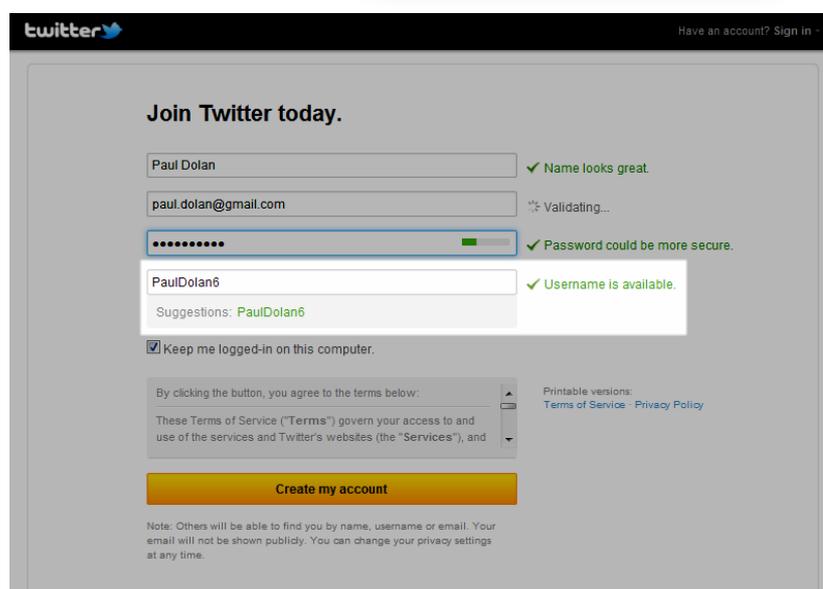
To sign up for a Twitter account, go to [www.twitter.com](http://www.twitter.com) and in the "New to Twitter?" box enter your name, email address and select a password that you will use to access your account. Click on the **Sign up for Twitter** button.



This will bring you to the following screen where you need to choose a username for your account.

The Username is limited to 15 characters and must be unique. Twitter suggests a suitable username based on your full name, but you can change this to whatever you want.

Your username is very important as this is the name that people will use to refer to



you on Twitter. Your username could be your full name (PaulDolan), a shortened version of your name (PDolan), your company name (RushAdventure), and so on.

The Username field is limited to 15 characters and it is used in the web address for your Twitter account so therefore must be unique. For example, as shown in the previous screen the web address for the Twitter account will be [www.twitter.com/RushAdventure](http://www.twitter.com/RushAdventure).

Once you enter the username, Twitter checks to see if the name is available. If it is, a green tick will appear to the right of the field. Once you have chosen a suitable username, click **Create my Account**.

You are then taken through a series of screens where you can begin following a few people on Twitter. You are given the option to find other Twitter users to follow, such as, choosing one of the more popular Twitter users or finding friends to follow.

To get started just find one or two users to follow, as we will cover how to find users to follow in more detail later in the guide. To follow someone just click on the Follow button to the right of their details.

Once you are following someone, skip through the remaining steps.

You are finally brought to your Twitter homepage. However, you will not have access to all the Twitter functionality until you confirm your account by clicking on the activation link in the email that was sent to your email address. Once you have clicked on the activation link in the email you are taken to your Twitter homepage.

To get familiar with the Twitter screen, read the section "Navigate the Twitter Home Page" that follows.

# Navigate the Twitter Home Page

Once you have finished registering with Twitter you are taken to your Twitter home page. This is also the screen you are taken to every time you log in to Twitter. Your homepage is like your Twitter control room. From here you can send tweets, see the tweets you have received, and manage your tweets. The following is a sample home page with the most important features highlighted.

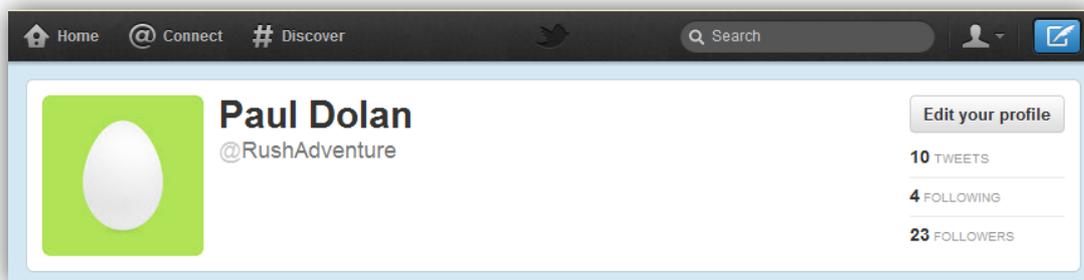


| Feature               | Description   |
|-----------------------|---|
| Compose New Tweet     | Compose and send a tweet to all your followers using either the tweet box under your username or click the Compose Tweet icon in the top right hand corner of the screen. For more details, see the section “Send Tweets” on page 16.   |
| Twitter menu          | <p>Gives you access to all the functionality within Twitter such as</p> <ul style="list-style-type: none"> <li>Home — go direct to your Twitter homepage.</li> <li>@Connect — details on all the activity related to you such as when other people mention your username or when someone follows you.</li> <li># Discover — various ways to discover new content and people and to keep track of what the people you are following are doing.</li> <li>Menu — access to your public profile page, your profile settings, list, and so on.</li> <li>Profile.</li> </ul> <p>For more details on your Twitter profile and settings, see “Personalise Your Twitter Profile” on page 11 for more details on how to find people, see “Finding People to Follow” on page 22.</p> |
| Profile Summary       | Shows a quick overview of your activity such as the number of tweets you have sent, the number of people that you are following as well as the number of people following you (referred to as your followers). Click on any of these to see a more detailed list. You can also send a tweet from here and below this you can see a list of the most popular topics being discussed on Twitter in your area.   |
| Suggestions to Follow | Based on the type of accounts you are following already, Twitter makes some recommendations for other people you might like to follow. Click on one of the suggestions to see a pop-up of their Twitter profile to help you make your decision on whether to follow them or not.  |
| Tweetstream           | Your tweetstream contains a list of all your tweets and the tweets that have been sent by the people you are following. The tweets are listed by the most recent first. The more people you are following the more tweets you will receive in to your tweetstream. Open a tweet to expand a conversation, or to view pictures/video.  |

## Personalise Your Twitter Profile

Once you have setup your account you need to personalise it before you start interacting and following people. Your Twitter profile is basically what other Twitter users will see when they click on your Twitter username or when they go directly to your Twitter web page (for example, [www.twitter.com/RushAdventure](http://www.twitter.com/RushAdventure)).

To see what your Twitter profile looks like click on the Profile option in the Twitter menu at the top of the screen.



At the moment your Twitter profile looks very plain and would not entice anyone to want to follow you. If you start following people without a personalized profile, it is less likely that person will follow you back. So before you start becoming active on Twitter you need to enhance and personalise your profile so it reflects, you and your company and gives potential followers an idea of what you are interested in, which in turn gives them an idea of what you might be tweeting about.



### **VIDEO:** *Personalising your Twitter Profile*

*This video takes you through the many things you can do to personalise your Twitter profile, such as, using a customised background image, changing the colours, adding additional bio information, and so on.*

*When you are ready, click the PLAY icon to start the video.*

## Personalise your Profile

Your profile is where you can reference your company, your blog, talk about your interests and list your location. To change the information displayed on your Twitter profile click the **Edit your Profile** button in the top right hand corner of your Twitter Profile screen (as shown previously). Alternatively, click the person icon in the Twitter menu and select **Settings**.

There are a few different groups of settings available down the left of the screen, such as Account, Password, and so on. Click on **Profile**.

From here you can upload a picture, add in location information and write a short bio that tells people a little but about yourself or your company.

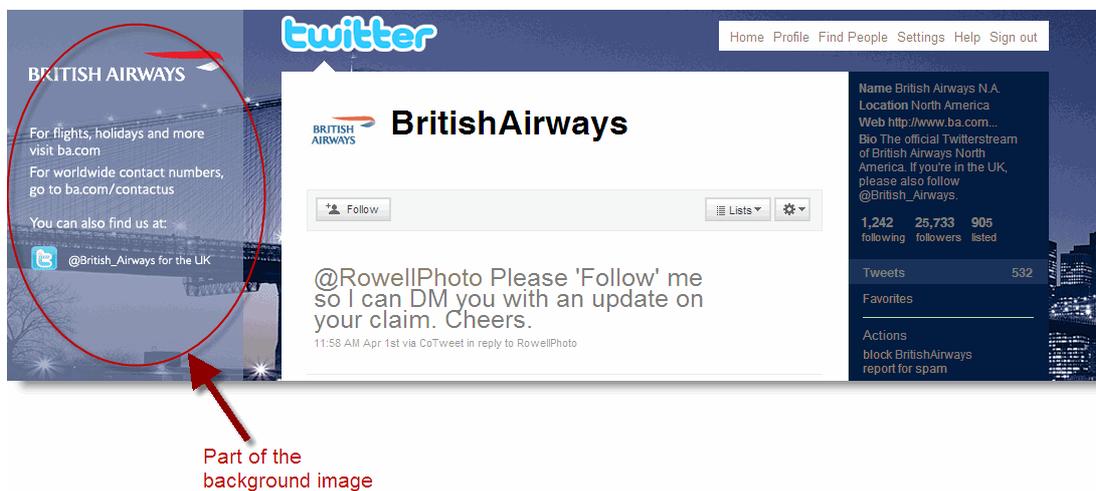
| Setting  | Description   |
|----------|---|
| Picture  | Upload a picture of yourself to make your profile more personable (people like to see who they are talking to). If you want this Twitter profile to represent your company rather than you personally, then you could use your logo here instead.<br>This picture will be displayed beside all your tweets so use a picture that is clear. If it is a picture of you then a headshot is best. |
| Name     | Always list your real name when using Twitter for business. You wouldn't introduce yourself with a fake name if you met someone at a networking event so why do it here.  |
| Location | Always include your location. Many people tend to follow others who are located in their geographic area in order to expand their local network. It's up to you how specific you want to be. For example, you could just include a country or you could include your city or town as well.  |
| Web      | You should always include a link to your company's website. Alternatively you could include a link to your blog or even your Facebook page or LinkedIn profile if you want to promote them more.  |

| Setting  | Description  |
|----------|--|
| Bio      | In the Bio section, be as descriptive as possible. This is your opportunity to tell people a little bit about yourself and your company in order to convince them to follow you back. You could look upon it as an elevator pitch. Include details such as what you and your company do, areas of expertise and even some personal hobbies/interests so that people can relate to you on a personal level as well. |
| Facebook | Connect your Facebook account to Twitter so that your tweets are automatically posted to your Facebook profile/page.   |

## Customise the Background and Colours

You can further personalize the look of your Twitter profile by using a custom Twitter background and changing the colour palate to reflect your company colours. The background can be used to reflect your company brand or image but it can also be used to plug some additional information about your company (in addition to the standard profile information you are able to add in your Profile settings).

For example, you could include your contact details, your logo, or additional bio information to help potential followers understand what you do and why you are someone people should follow. Doing this is common practice within Twitter. Here is an example of how British Airways has used their background:



### **TIP: Creating a Twitter Background**

Whether you plan on creating the background image yourself or enlisting the help of a graphic designer, here are some dimensions you will need.

- The entire image should be 1600pixels wide by 1200pixels tall. This is to ensure it fits all possible screen sizes.
- If you want to include some information on the left hand side of your background image, like what British Airways did, then make sure it is no more than 170pixels wide. If it is any wider then there is a chance that it may be covered by the central Twitter window.

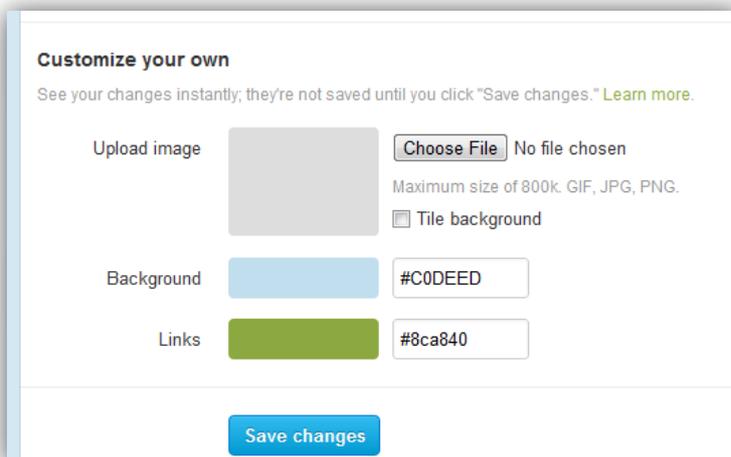
If you want to create the background image yourself but do not know where to start then here are some websites that can help you:

- <http://freetwitterdesigner.com/> — lets you design your background image on their website for free and upload it straight to Twitter.
- <http://www.twitbacks.com/> — also lets you design your background on their website, but this one specialises in backgrounds that include a left hand banner for extra info.
- <http://www.colourlovers.com/themeleon/twitter> — choose from a range of patterns, photos and colours for your background.

### **Change the Background Image & Colours**

To customize your background, click the **Settings** option from the menu in the top right hand corner of your screen.

There are a few different groups of settings available, such as Account, Password, and so on. Click on the **Design** option.



**Customize your own**  
See your changes instantly, they're not saved until you click "Save changes." [Learn more.](#)

Upload image   No file chosen  
Maximum size of 800k. GIF, JPG, PNG.  
 Tile background

Background  #C0DEED

Links  #8ca840

The resulting screen provides you with a list of themes to choose from, but you can also use your own background image. Scroll down to the **Customize your own** section. A number of options then appear to enable you to select your own image.

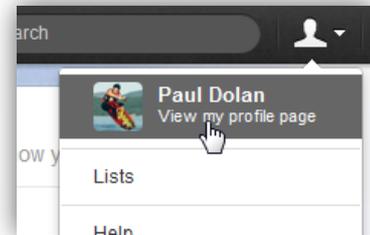
Click **Choose File** and locate your background image.

If your background image is smaller than the dimensions indicated on the previous page then you may want to choose the **Tile Background** option. If you don't then your image will not fill the entire background.

You can also change the colours used for the background colour of the right sidebar as well as any links. By doing this you can incorporate some of your company colours in to your Twitter profile to help further enhance your brand. Click on the colour box you want to change and choose a different colour from the colour picker. As you choose a different colour the screen items will change immediately so you can see what they look like. Once you are happy with your changes click **Save Changes**.

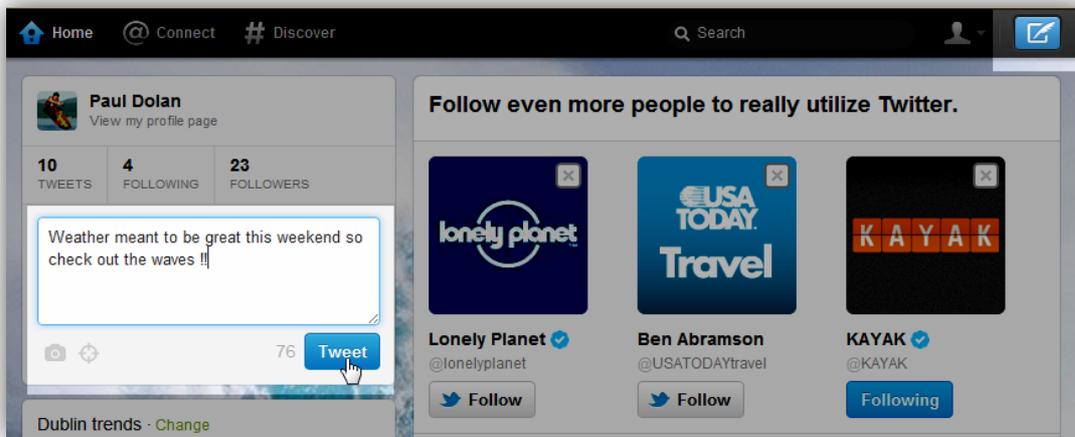
Twitter will then upload your image and apply the colours you selected. Once it does your image will appear in the background. If you don't like how it looks and you want to make some more changes to it, then do so and then upload it again. Building your ideal background often requires trial-and-error so don't expect to get it right first time.

To see what your final profile looks like click on the person icon and in the top menu and select **View my profile page**. Here is an example of a customised profile.



## Send Tweets

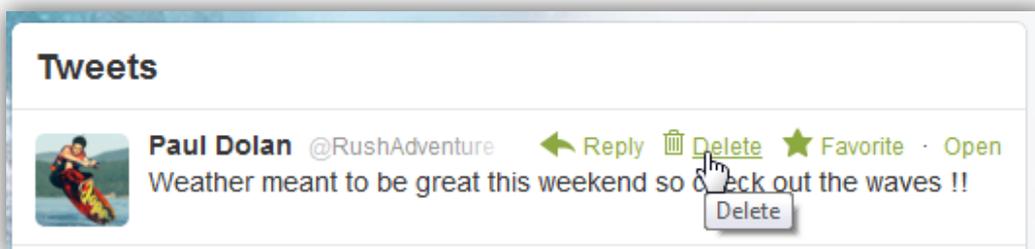
A tweet is basically a message that you send to all your followers. The message must be no more than 140 characters and to send your message you simply enter your message in Compose Message box on your home page or click the compose message icon in the top right hand corner of your Twitter home page.



Just beside the Tweet button is the character countdown. As you type your message the number of characters goes down so you know how many you have left. Once you are happy with your message, click on the **Tweet** button to send it.

**Note:** Try to keep your messages to 120/130 characters so there are enough characters left for people to retweet (or forward on) your message. These extra characters are needed for the person retweeting it to include their username and a brief message. See "Retweet a Message" on page 19 for more details.

Your tweet will now appear in your tweetstream and the tweetstream of all your followers, and will look something like this.



The last tweet you sent will appear immediately at the top of your tweetstream. If you accidentally send a tweet you can delete it by hovering over your tweet in the tweetstream and clicking the Delete link.



**VIDEO: Sending Different Types of Tweets**

*This video takes you through the different types of tweets you can send, such as, tweets to a specific person, direct messages, and retweets. It also shows you how they will appear to your followers and how you can view the different tweet lists.*

*When you are ready, click the PLAY icon to start the video.*

### **What Should I Tweet About?**

Before you start tweeting you need to think about what you are going to tweet about. Your most valuable asset is the information you provide so think before you tweet. Here are some ideas to get you started:

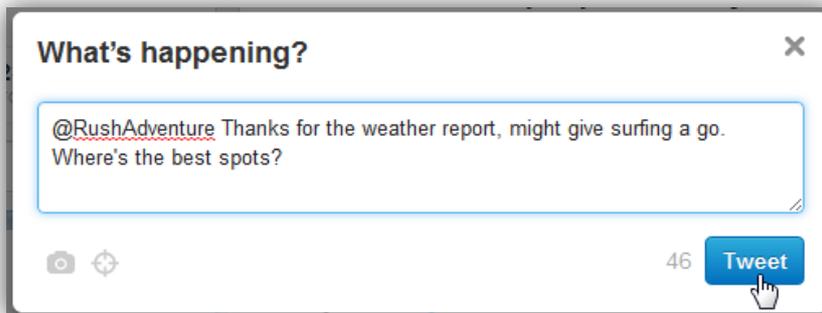
- Interesting information about events or activities happening in your area that your followers may be interested in (festivals, fetes, concerts, etc)
- Promotions/Discounts that you are running
- Forwarded tweets from other people that could be interesting to your followers
- Post a link to an interesting blog post or news article you have just read or a cool video on YouTube.
- Post a link to your most recent company or personal blog article

**Note:** *Remember that everything you say is public! So don't say anything that you wouldn't say at a networking event. Even if you delete a tweet, it might still be archived on the Internet and could still be found.*

## Send a Tweet to a Specific Person

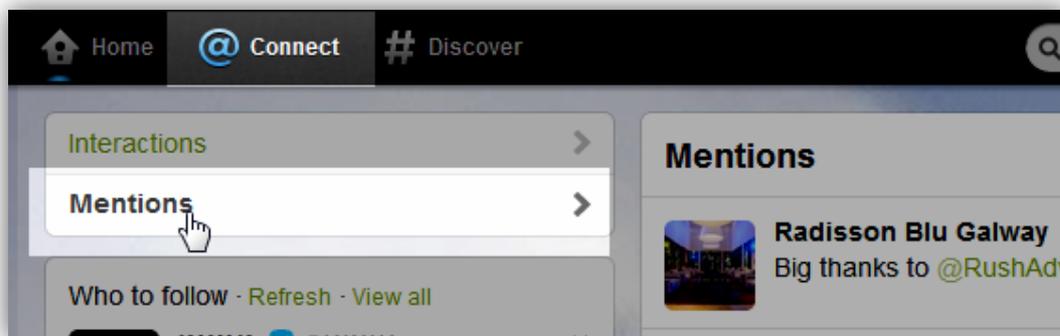
In order to send a message to another person on Twitter, you need to put @<username> at the beginning of your tweet. Even though you are addressing this message to another user the message is still public and is viewable by any of your followers.

Here is an example of a tweet that someone might send to Rush Adventure Centre.



By putting @<username> at the beginning of your tweet, Twitter knows who to send it to. This type of tweet is also called a **reply** or **@reply**.

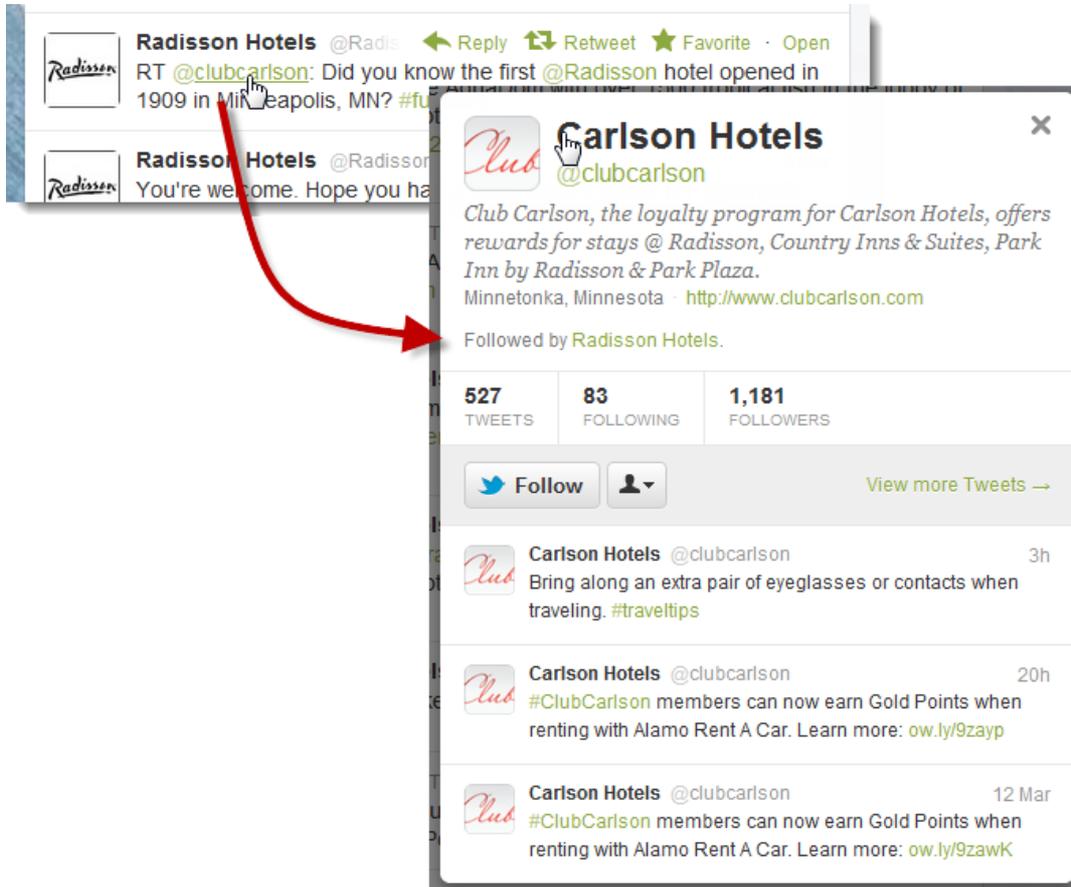
Any Tweet that is a reply to you will show up in your **Mentions** tab on the @ Connect page.



## Mention another User in Your Tweet

Anytime you put an @ in front of someone's username, it automatically becomes a link to that person's profile. This feature makes it easy for you to check out those people's profiles and engage with them as well.

Here is an example where another user was mentioned in a tweet. As you can see by clicking the username a pop-up window appear were you can see some details about that user, and can even choose to follow him there and then.



These types of tweets are also displayed in the **Mentions** tab on the @ Connect page for that user.

### Retweet a Message

Retweeting is an integral part of the Twitter experience. The retweet (also referred to as “RT”) allows Twitter users to pass on (or share) interesting tweets that they received from someone they were following. This is how tweets can end up spreading at a vast rate. This is sometimes what people refer to as going viral.

If you want to forward a tweet that you received on to your followers then simply place your

mouse over the message you want to retweet in your tweetstream and click on the Retweet link that appears.



You are then asked to confirm that you want to retweet this message to your followers. When you click Retweet the message is sent.

A little icon appears in the top right corner of the message you just retweeted to indicate that you retweeted it. To undo the retweet, hover over the message in the tweetstream and select the Retweeted link.

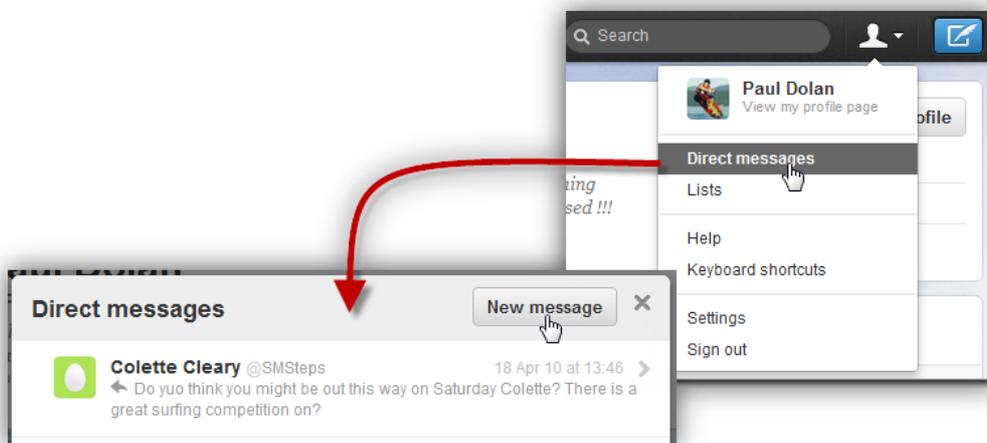


### Sending a Private Tweet

Most tweets you send are public, which means they can be seen by anyone. However, you can also send a private tweet to a specific user which will only be seen by them. This is referred to as a Direct Message (or DM).

You can only send a direct message to one of your followers. To send a direct message, either:

- Click on the person icon and select Direct Messages. A pop-up appears containing a list of all your direct messages. Click on New Message.



- By tweeting **D @USERNAME** and then your message.

If you are the recipient of a direct message you will receive an email with the direct message, and it will also go into your **Direct Messages** view.

However, you can only DM people that follow you (i.e. your followers). If you want them to be able to respond to your DM then you must follow them. To respond to a direct message just click on the message in your list.

## Grouping Related Tweets (#Hashtags)

One of the more complex features of Twitter is the **hashtag**. A hashtag is a word with a hash symbol (“#”) at the start to identify it. Twitter hashtags (for example, #followfriday) are a way for you to group a set of related tweets. For example, it is a popular tool for conferences and event organizers. When anyone tweets about the event they simply include the hashtag (e.g. #ClarionBusNetwork) somewhere within their tweet making it easier to find all the tweets for that event in Twitter search.

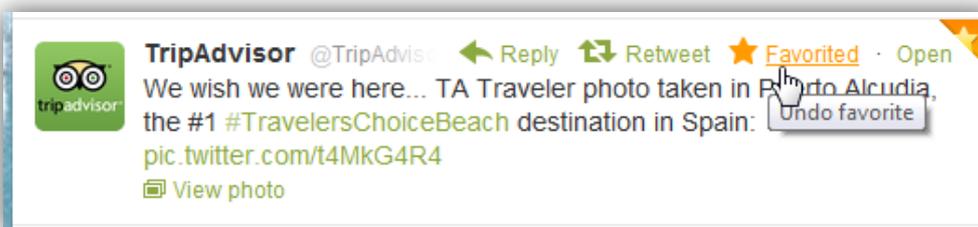
If you’re looking to create a hashtag, be sure that it adds value for yourself and your followers. The best way to utilize them is when you need to organize information. Conferences, major events, and even reminders (i.e. #todo) can help organize specific tweets and make life easier on you and your followers.

If you’re about to put on an event , here are some useful tips for hashtag organization:

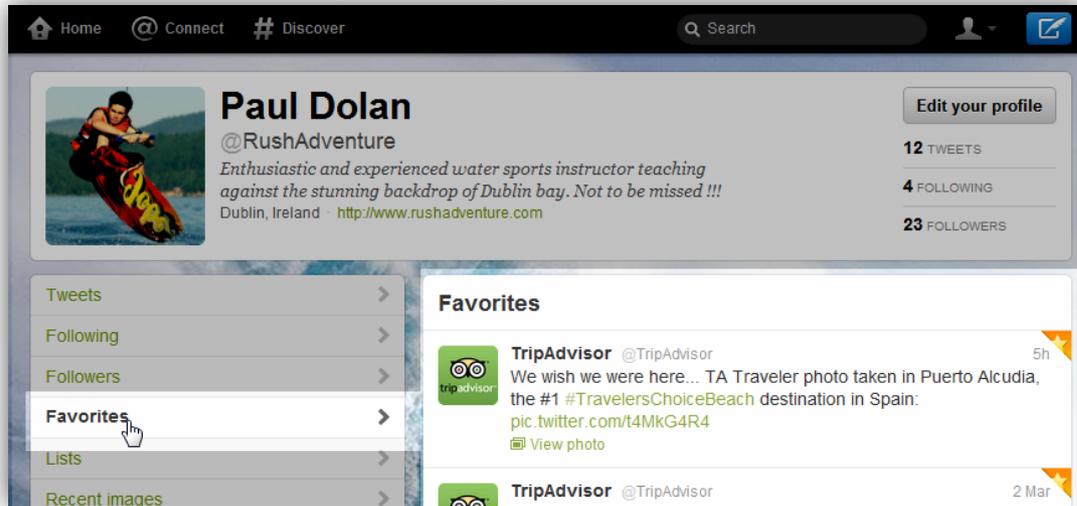
- **Choose a hashtag early:** This may seem simple, but it is vital to get right. Choose a simple hashtag that represents your event or brand.
- **Remind attendees of the hashtag constantly:** On your website, on your Twitter feed, at the opening remarks, and throughout the day, make a friendly reminder about your hashtag and that you can track the conversation through it.

## Favourite Tweets

You can tag particular tweets as your Favourite ones so that when somebody is looking at your profile they will see the tweets that you have selected as your favourites. To tag a tweet as a favourite, simply hover over the tweet in your tweetstream and click on the Favorite link. The tweet is then flagged (as shown) to indicate it’s one of your favourites.



Anyone can see a list of your favourite tweets via the Favorites option on your Twitter profile, as shown.



## Finding People to Follow

Building your network is the most challenging and time-consuming part of using Twitter. Expanding your network doesn't happen immediately; you need to commit and take the time to use Twitter effectively. By following people, you will receive their updates on a regular basis in your Twitterstream and more importantly it's likely they will follow you back and start receiving your updates.

Twitter is all about facilitating conversations, but until you are following people, it is just a blank page. However, once you find people to follow and talk to, Twitter becomes exceptionally useful. You can share thoughts, ask questions, get updates about news, and discover helpful links and information.

There are a number of ways you can find people on Twitter.

- Search for people's names — this is the best way to find someone who you already know is on Twitter.
- Use your email contacts — great way to build up your network quickly as it enables you to connect with the people in your email address book, assuming they are on Twitter of course.
- Use Twitter search — find people based on their conversations and the topics they are tweeting about.

### Following to Followers Ratio

*It is normal that when you decide to follow someone they will generally follow you back, so a good profile should have a balanced ratio of following to followers.*

**1,130** following   **1,122** followers   **41** listed

*However, if your ratio is unfavourable, (i.e. your following count is a lot more than your followers) then this indicates that you may not be a good person to follow and may discourage people from following you back.*

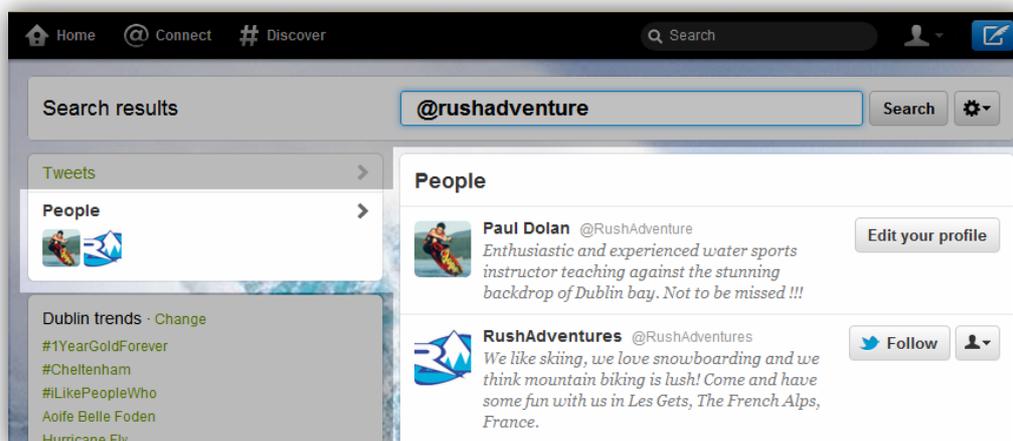
*To stop this from happening, try not to follow too many people at once. Follow no more than 10 to 20 people a day and wait for a few days before following anyone else. This gives the people you started following a chance to have a look at your profile and decide to follow you back.*

### Search for People's Names

Twitter's built in people search isn't the greatest way to find people on Twitter. Twitter searches the usernames and the "real names" people enter in their bio fields, but because Twitter doesn't have any sort of requirement to use your actual name, that can make it a bit difficult to find people, especially those with common names.

But if you know the person or business is on Twitter and you have their Twitter username then it is the quickest and easiest way to find them.

Enter their username (e.g. @RushAdventure) in the Search field at the top of the screen. This presents a list of all the Tweets and People who match that username. Click on People on the left to see a list of matching profiles.

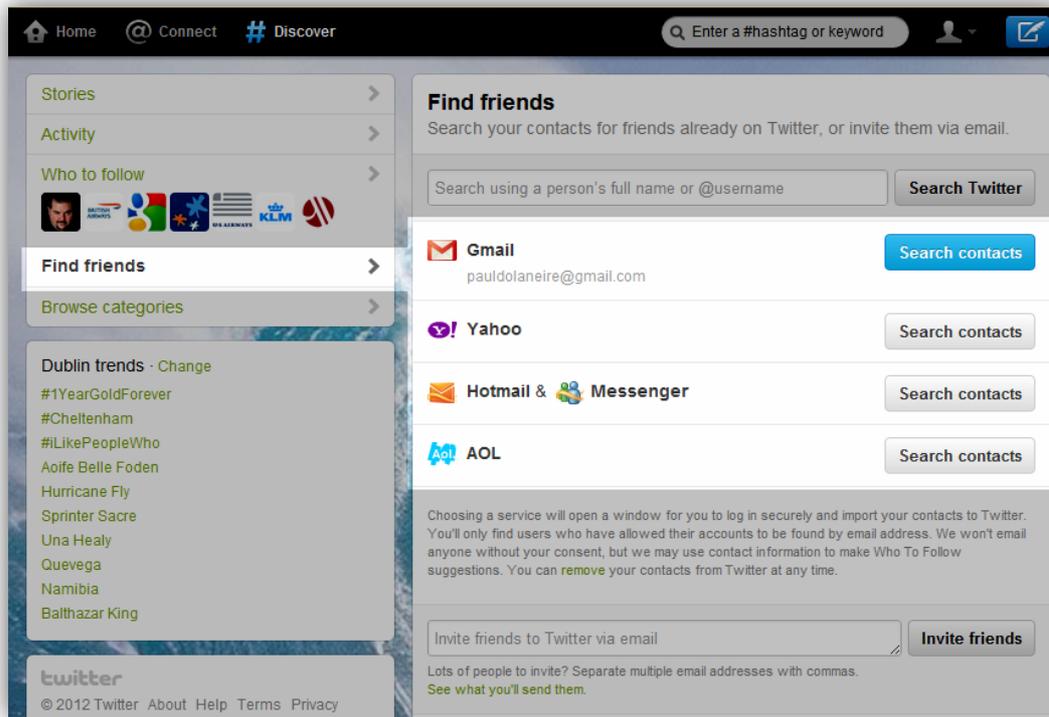


Find the one you want and click on the **Follow** button to start following them.

## Using your Existing Contacts

If you have a Gmail, Hotmail, AOL or Yahoo email account, Twitter gives you the option to check if any of your email contacts are already signed up. This is a great way to grow your network and quickly connect with people that you already know and who already know you.

Go to #Discover menu option and select **Find Friends** tab.



Select the Search Contacts button next to the type of email account you have. You are then asked to grant Twitter access to your email address book. Twitter then does a search to see if any of your contacts' are registered as having a Twitter account. If the email addresses of any of your contacts are found then it displays a list, as shown.

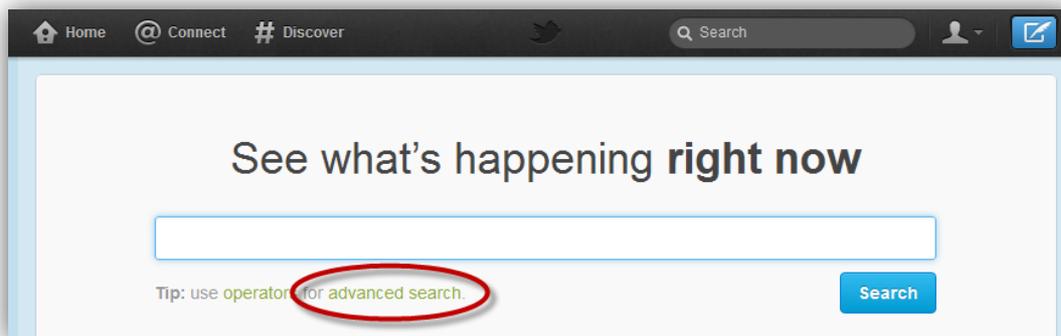


**Note:** Each Twitter user can choose whether or not they want to be found by their email address in their Account settings. If they choose not to be found then Twitter lets you know that they have a Twitter account but have chosen not to be found. You then have the option to send them an email request.

If they have selected this option in their settings then you can immediately choose to follow them.

## Use Twitter Search

Twitter search (<http://search.twitter.com>) is a more advanced search function that helps you find people who are tweeting about specific words. For example, you can find people who have tweeted about “hotels Ireland” or “waterskiing Dublin”.



Once you find them you can take a look at their profile to learn a bit more about them and what other topics they tweet about. Based on this you can decide whether to follow them or not.

Click on the Advanced Search link under the search box as shown.

**TIP:** You can also use Twitter Search to see who has tweeted about you or your company, good or bad. Once you find them you can then start engaging in conversation with them. If it was a good comment then you can thank them. But more importantly if it was a bad comment you have the opportunity to do something about it and hopefully turn them around.

## Getting People to Follow You

Following people and receiving their updates is great, but in order to have valuable two-way conversations, you need people to follow you back and receive your updates too. Having followers is important because they are your network who will see your tweets.

Unfortunately you have no control over who follows you but here are some tips to increase your chances of getting followers:

- **Have a good profile** — it is so important to get your profile fully set up before looking for new connections. If you follow someone who doesn't already know you, you need to have sufficient information in your profile so that person can make the decision whether or not to follow you back.
- **Make your tweets useful and interesting** — you are what you tweet so make sure your tweets provide your followers with useful information that makes them following you worthwhile. While offering your followers discounts and special offers is great, try and avoid making your Twitter account purely a promotional tool. If you do this too much it puts people off and may even force people to unfollow you.
- **Engage with people** — monitor your Twitterstream every day and comment on what people are saying. Give feedback, express your opinion, compliment them and if what they have sent is interesting then retweet their message (this is the best compliment of all). By doing this you have more chance of getting the people you are following to follow you back.
- **Promote yourself** — tell all your customers that you are on Twitter and get them to stay in touch by following you on Twitter. Also include your Twitter address on your website, business cards, brochures, and in your email signature. You need to provide as many opportunities as possible for people to follow you.



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