

## Twitter Tips



- Once you have entered your organization’s basic information, you may wish to design a background or create a theme for your profile. Some theme designs are provided, or you may upload your own graphic or photo. Whatever you decide, it is important that you don’t create too much clutter. Remember the message you want to send your audience and create accordingly. Too many colors or designs will distract your viewers from the real message – the tweet.
- Make use of the search function to find other organizations in your industry. When you find an organization similar to yours, you can view who its following to find groups you may have forgotten. You can even send these groups and individuals a short message of introduction to begin building relationships and making connections.
- Social networking sites such as Twitter are eager for new businesses to log on, so they try to make it as easy as possible for them to take the leap. Twitter offers businesses a [Twitter 101](#) section with everything from “Learning the Lingo” to case studies. It is a good idea to familiarize yourself with these in order to increase your organization’s chances of successful social media promotion.
- Go mobile. Twitter allows you to send updates via text message from your phone. All you have to do is set it up by going to the “Devices” tab on your profile and entering your cell phone number. Once you confirm it with a message on your phone, you’ll be able to tweet from virtually anywhere.
- Be professional in your tweeting by keeping your posts business-focused. It is important to remember that anyone who wants to can see what you’re posting, and, good or bad, it represents your organization. It is easy to become informal when using social media sites, but your audience will take note if you don’t tweet wisely.