



# Twitter and You

## Diving into Social Media and Why it Matters

Yes, Twitter is a stupid name. But...

In one form or another, your organization must be utilizing (and publicizing your presence on) at least one social media site. If you're not doing anything yet, Twitter may be the easiest place to start (Facebook is another good option). Although an organization's presence on a social media site will not become a miracle publicity generator, it is a convenient way for you to present news and ideas to a few followers. And depending on what you have to say and how often you post interesting thoughts, those few followers have the potential of expanding into many hundreds of followers.

Social media is here it stay. As we evolve in how we access information, community-driven content will continue to grow, and the time we allot for traditional forms of media will continue to shrink. Social media will become (if not already) as ubiquitous in our lives as the telephone. Some heavy social media users are foregoing email and email addresses. If you are not comfortable using social media, get comfortable, or hire someone to manage your presence on social media sites.

### Three reasons why your organization should be using social media

#### 1. To create an advantageous distinction.

If you or your organization are slightly famous and well-respected in some circles, that respect should be channelled into a social media presence. Used properly (posting ideas, interesting observations, an new hypothesis, etc.), social media helps you to position yourself as a thought leader.

#### 2. To be seen as equal to the huge.

On social media sites, your organization's presence has equal weight to the largest companies in the world, including your larger competitors. With most other communications tools, bigger companies have the advantage of huge marketing business. But with social media, the investment is generally measured in effort, not money.

#### 3. To stay "in mind."

Social media is an easy way to get people to think about your organization for a moment every now-and-then. Over the course of a month, posting on a regular basis can result in many impressions from relatively little effort.

### Final Tips:

- Don't feel you have to have a presence everywhere in social media world. Focus on Twitter, and perhaps Facebook. It is better to be sought-out on one or two sites then to be everywhere with your followers spread out.
- Promote your social media addresses by placing them on your business cards, web site, and in your email signature. (But avoid listing the URL for your personal "off-duty" social media page.
- Be interesting by drawing on *what you already know*.

### How to start

First Steps for the First-time Twitter User

1 Success rests on a foundation of confidence and wisdom.

The next time you have an interesting thought or idea, write it down.



2 Spend 10 minutes reading online about how to use Twitter, then sign up for a Twitter account (it's free and easy).

3 Enter your comment (140 characters max).



4 Follow me on Twitter

Through your web site, email, and other marketing materials, let your patrons, customers, and prospects know that they can follow you on Twitter. Over time, you'll gain more followers.

5 Repeat. Continue to post items of interest.

- "You're invited! Our big Birthday party on the 12th!"
- "Just posted some photos online of our new display..."
- "Announcing a new contest for our customers..."
- "Anyone have thoughts on topics I should cover in my speech?"
- "Just posted some photos online of our new display..."
- "Read my new blog post, now up..."
- "My trend predictions for next year..."