



Getting started



TRAINING • CONNECTING • DEVELOPING ILLINOIS' WORKFORCE

<http://business.twitter.com/twitter101>



Twitter is the perfect fit for consumers and businesses alike. With this powerful--easy to use--communication platform, you can quickly share information, gather it, and build real time long term relationships with your customers and partners.

Create a Company Profile

Step 1

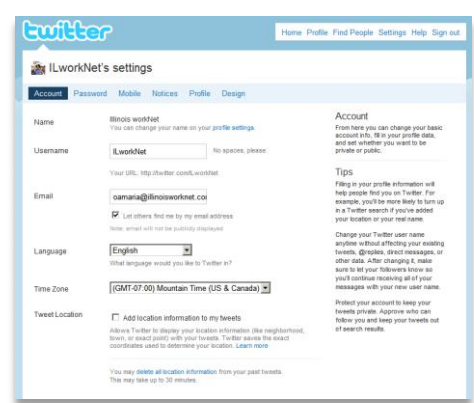
- Go to Twitter.com
- Click on the [sign-up page](#), and fill out the four fields.
- Type in your company name in the "Full name" field.
- The Username is the [handle](#) by which you'll be known on Twitter, like *ComcastCares*.
- Choose the shortest name that best describes your company or this particular account.



Personalize Your Profile

Step 2

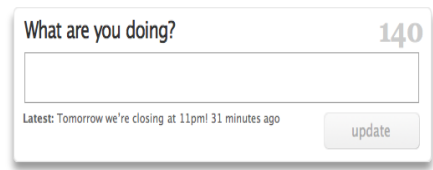
- Click [Settings](#) to get a page where you can fill out a few more details to help people recognize your company.
- Pay special attention to the Bio, which gives you 160 characters.
- Check out the [Profile](#) tab, which is the place to add your company logo or photo of yourself.
- On the [Design](#) tab, you can upload a background image for your Twitter home page and tweak the page colors.



Build Relationships

Step 3

- Write Twitter updates called "[Tweets](#)" about the latest news. *Limited to 140 characters.*
- Post links to sights or articles your followers may be interested in.
- Make followers seem like insiders with behind the scene looks at your company or organization.



TIP: Using a casual tone brings you closer to your customers.



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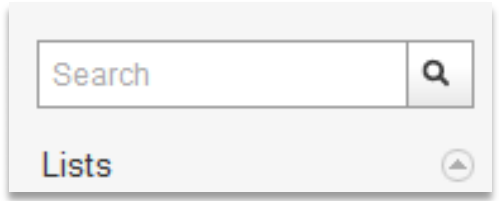
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Listen

Step 4

- Discover what people are saying about your product or service.
- Type your company name in the search box and look for instances where your company is mentioned.
- Leverage what you've learned to enhance your strategy.

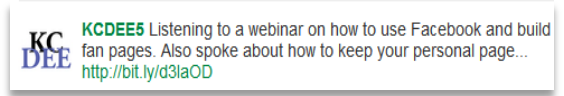


TIP: Monitor @messages on the right hand side of your home page.

Respond

Step 5

- Connect with your customers, if someone sings you praises jump in to say thanks.
- Address concerns if someone has an issue with your product or service.

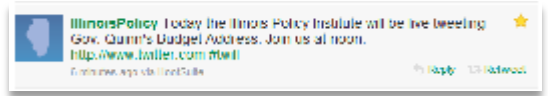


"Listening to a webinar on how to use Facebook and build fan pages. Also spoke about how to keep your personal page..."

Tailor Twitter to Your Company Needs

Step 6

- Give real value by posting exclusive information about special events.
- Figure out what they want and how to give it to them.



"Today the Illinois Policy Institute will be live tweeting Gov. Quinn's Budget Address. Join us all noon. <http://www.twitter.com/illinoispolicy>"

Pay Attention

Step 7

- Take note of what works for you and what doesn't.
- Evaluate feedback, interaction, and engagement levels.

TIP: Finding new ways to interact on twitter will result in higher customer satisfaction.



FACT: [Dell Outlet](#) generated more than \$3 Million in revenue leads from its Twitter Posts.

Key resources for more info



- [What is Twitter](#)
- [Getting started](#)
- [Learn the lingo](#)
- [Best practices](#)
- [Case studies](#)
- [Other resources](#)
- [Download the slides](#)