



Twitter Best Practices

Build your following, reputation, and customer's trust with these simple practices:

1. **Share.** Share photos and behind the scenes info about your business. Even better, give a glimpse of developing projects and events. Users come to Twitter to get and share the latest, so give it to them!
2. **Listen.** Regularly monitor the comments about your company, brand, and products.
3. **Ask.** Ask questions of your followers to glean valuable insights and show that you are listening.
4. **Respond.** Respond to compliments and feedback in real time
5. **Reward.** Tweet updates about special offers, discounts and time-sensitive deals.
6. **Demonstrate wider leadership and know-how.** Reference articles and links about the bigger picture as it relates to your business.
7. **Champion your stakeholders.** Retweet and reply publicly to great tweets posted by your followers and customers.
8. **Establish the right voice.** Twitter users tend to prefer a direct, genuine, and of course, a likable tone from your business, but think about your *voice* as you Tweet. How do you want your business to appear to the Twitter community?