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BASIC PROGRAM

Social Media Presentation Getting Started with Twitter

Grow your business, 140 characters at a time, with Twitter. Twitter allows you to connect with followers and customers in timely short messages referred to as “Tweets”. We’ll show you how to set up your twitter page and how to create engaging tweets. There are some tools we’ll share with you that will make tweeting easy and fun.

Agenda:

- What is Twitter?
- Setting up your Twitter account
 - Choosing a Twitter name
 - Creating your Twitter page
 - Designing your Twitter page look (*branding*)
- How can Twitter help your business?
- Understanding Twitter terminology (*Tweet is that a noun or verb?*)
- Connecting with others on Twitter
- Connecting Twitter with your Website and other social media sites
- Tweeting good content
 - How often is enough or too much
 - Brand building
 - Including links, photos and video
 - Conversational tweets
 - Sharable tweets
 - When and where to tweet
- Tweet Deck, Hoot Suite and Twitter for Mobile

Outcome: This program will give you an understanding of how to setup and use twitter to promote your business.