



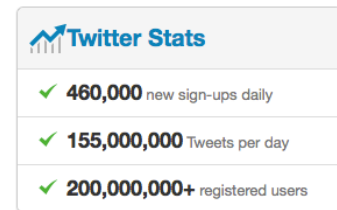
Social Media Concierge: Twitter Strategy

Getting Started with Twitter

What is Twitter? Twitter is an information network. Millions of people, organizations, and businesses use it to discover and share new information.

On Twitter, anyone can read, write and share messages of up to **140 characters**. These messages, or Tweets, are public and available to anyone interested in them. Twitter users subscribe to your messages by following your account. Followers receive every one of your messages in their timeline, a feed of all the accounts they have subscribed to.

When you combine messages that are quick to write, easy to read, public, opt-in, and accessible anywhere, you have a powerful, real-time way of communicating.



As a business, you can use Twitter to quickly share information, gather market intelligence and insights, and build relationships with people who care about your company. Often, there is already a conversation about your business happening on Twitter.

Twitter Glossary

Mention - you can mention an account in your Tweets by preceding it with the **@ symbol**

*"Glad your shipment of DE Essentials arrived **@naturalhairstylist!**"*

Retweet - When you see a Tweet by another user that you want to share, click Retweet below it to forward it to your followers instantly.

Message - If you want to privately Tweet to a particular user who's already following you, start your Tweet with **DM or D** to direct-message them

*"**DM** **@naturalhairstylist** what is your order number and we'll track?"*

Hashtag - Think of hashtags as the theme of your Tweet. Users can then click on a hashtag to see other similarly-themed tweets and find yours in a search.

*"Check out our new products for the Fall: <http://.bt/ly> **#fallsale**"*





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Rules of Engagement

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 events. Users come to Twitter to get and share!
2. **Listen.** Regularly monitor the comments about your company, brand, and products.
3. **Ask.** Ask questions of followers to glean valuable insights and show you're listening.
4. **Respond.** Respond to compliments and feedback in real time
5. **Reward.** Tweet updates about special offers, discounts and time-sensitive deals.
6. **Be a Leader.** Reference articles and links about the industry as a whole.
7. **Praise.** Retweet and reply publicly to great tweets posted by your customers.
8. **Establish a 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.

Comment Moderation from Customers & Fans

For comment moderation, allow the good, the bad, *but not the ugly*. Allow both good and bad content regardless of whether or not it's favorable or unfavorable to the company. However, we won't allow content that's offensive, hateful, or denigrating.

About Blue Poppy

Blue Poppy is helping small to mid-size companies make the leap from traditional marketing into the digital world with sound strategy and ROI driven tactics. Blue Poppy campaigns blend digital, social and traditional marketing tactics with an uber-rigorous commitment to metrics and measurement – *all in the name of solving your business problems in the most cost-effective way possible.*

We pride ourselves on our reputation of providing cutting-edge knowledge and a wide range of industry experience, but we hang our hat on customer satisfaction. Above all else, we're committed to our clients and inspired by their customers.

Our Services Include,

- Digital Strategy & Project Consulting
- Sponsored Search (PPC) Campaigns
- Contextual (CPM) display advertising
- Influencer and buzz marketing campaigns
- Social media marketing, management
- Search engine optimization (SEO)
- Online press strategy; optimized PR releases
- Customer evangelist (affiliate) programs
- Market research, ideation, NPS, surveys

