



Digital marketing, social media marketing, content marketing,  
campaign development, mobile marketing,  
web analytics, market research.

# JEM 9

## Twitter Tips

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### Do

- Follow relevant others
  - Colleagues
  - Researchers
  - Competitors
  - Journalists
  - Partners
  - and one else *relevant*
- Tweet with links
- Shorten links
- Tweet with Hashtags

If not on social media, "you're missing a opportunity to .. reach people directly"

[#MarketingInspiration](#) via [@AustinKleon](#)

- Tweet with photos
- Respond to people directly
- Retweet *relevant* information
- Give credit either by saying:
  - "via @<twitter-handle>
  - RT @<twitter-handle>

RT @mobithinking: Mobile marketing resources: links to the most useful places on the Web (2014 update) [#mobile](#) [#links\\_ow.lv/t1u4s](#)

- Tweet with photos
- Tweet sound bites
- Retweet *relevant* information



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## Don't

- Forget to include links to your website (it's worth saying twice!)
- Quote people without giving credit

## Some of the Mechanics

- 140 characters (shorter is better)
- Except for direct message it's public
- [@Jane\\_E\\_Morgan](#) at the beginning of a tweet, puts the tweet in only my stream and 'home' page
- [.@Jane E Morgan](#) (i.e. with a dot) puts the tweet to the stream of all my followers
  - E.g. if an influencer tweets something positive about you reply with [.@](#)

[.@Jane E Morgan](#) delighted you liked that new product feature Jane [ow.ly/xxxx](#)

## Remember

Marketing is not about you: it's about your customers and their interests, questions and needs.