

how to use twitter



an e-book by Union Street Media
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table of contents

what is Twitter? pg1

Twitter vocabulary pg2

setting up your profile pg3

best practices pg4

marketing pg5

seo pg6

metrics and reports pg7

what is Twitter?

Twitter is an information network that brings people closer to what's important to them. Every day, millions of people turn to Twitter to connect to their interests, to share information and find out what's happening in the world right now. Businesses can use Twitter to listen and gather market intelligence and insights. It is likely that people are already having conversations about real estate, your competitors, and you.

There is a certain nuance to Twitter; it's much different from Facebook, and tends to attract a more diverse mix of active consumers waiting to learn about the newest products and trends.



“Twitter stream”

the list of a user’s real-time updates

“mention”

putting an “@” in front of a twitter handle indicates that your tweet is directed at them

DM

“direct message”

a private message sent from one user to another, similar to email

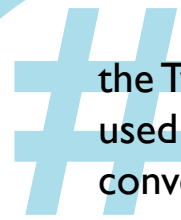
Twitter vocabulary

For agents and offices that are just getting started, it’s useful to familiarize yourself with some of the common terminology associated with Twitter.

“handle”

this is your username that represents your account

“hashtag”

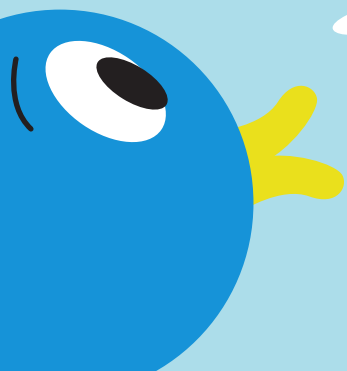


the Twitter tagging system used to aggregate a conversation surrounding an event, topic or theme

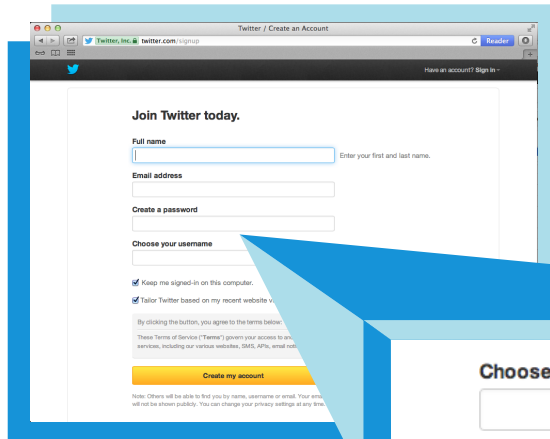
RT

“retweet”

RT will appear in front of any message that is a re-post of another Twitter user



how to create a profile



The screenshot shows the Twitter 'Create an Account' page. It includes fields for 'Full name', 'Email address', 'Create a password', and 'Choose your username'. There are also checkboxes for 'Keep me signed-in on this computer' and 'Tailor Twitter based on my recent website visits'. A 'Create my account' button is at the bottom.

Now that you understand what Twitter is and some of the vocabulary, let's get started with your account setup. The first thing you'll need to do is create an account here: [Twitter.com/setup](https://twitter.com/setup)

Choose your username

Ideas for your Twitter Handle, aka "username"

1. Your full name
2. Variations of your name
3. Combination of your name and company
4. Combination of your name and industry

Handle Don'ts

1. Don't use something random
2. Don't use numbers
3. Don't use an underscore

Add a description

Upload an avatar

Customize your twitter cover photo

Customize your twitter background

Find local and influential People To Follow

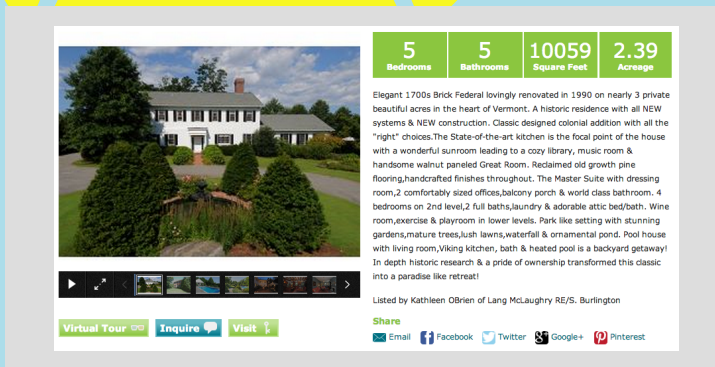
Link to your website, blog, LinkedIn profile

fully customized profile by Union Street Media

personalize your account

best practices

Content tips



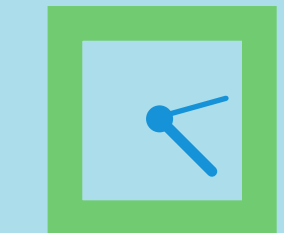
Share listing photos and behind the scenes information about your business. Give a glimpse of developing projects and events.

What to tweet?

Tweet original content
75%
of the time

Retweet important content
25%
of the time

Ask your followers questions to gain valuable insights and show that you are listening.



Respond to people's compliments & feedback in real time. By doing this they are 59% more likely to follow you.³

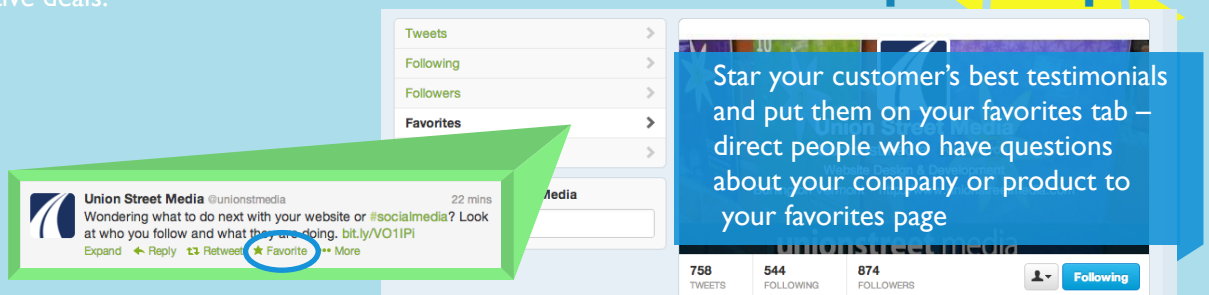
Reward followers with special offers, discounts and time-sensitive deals.



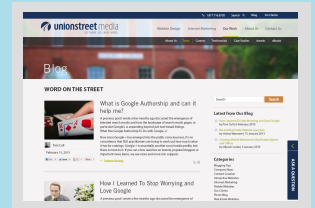
Connect with journalists and bloggers

profile tip

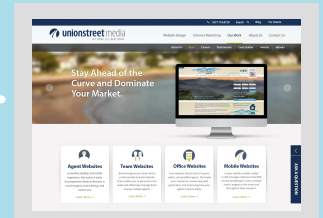
Star your customer's best testimonials and put them on your favorites tab – direct people who have questions about your company or product to your favorites page



Tweet links to:



Blog Posts



Landing Pages



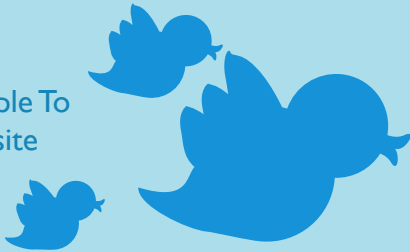
new tools/apps

marketing with twitter

Twitter is a tool for making and maintaining business relationships; the most obvious use of Twitter is to meet potential customers and leads the same way you would at an open house.

You Can Also Use Twitter To:

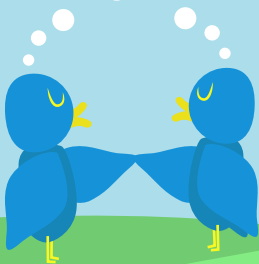
Drive People To
Your Website



Monitor Competitors' Brands and
Keep Up with Industry News.

promote your brand, listings, and open houses

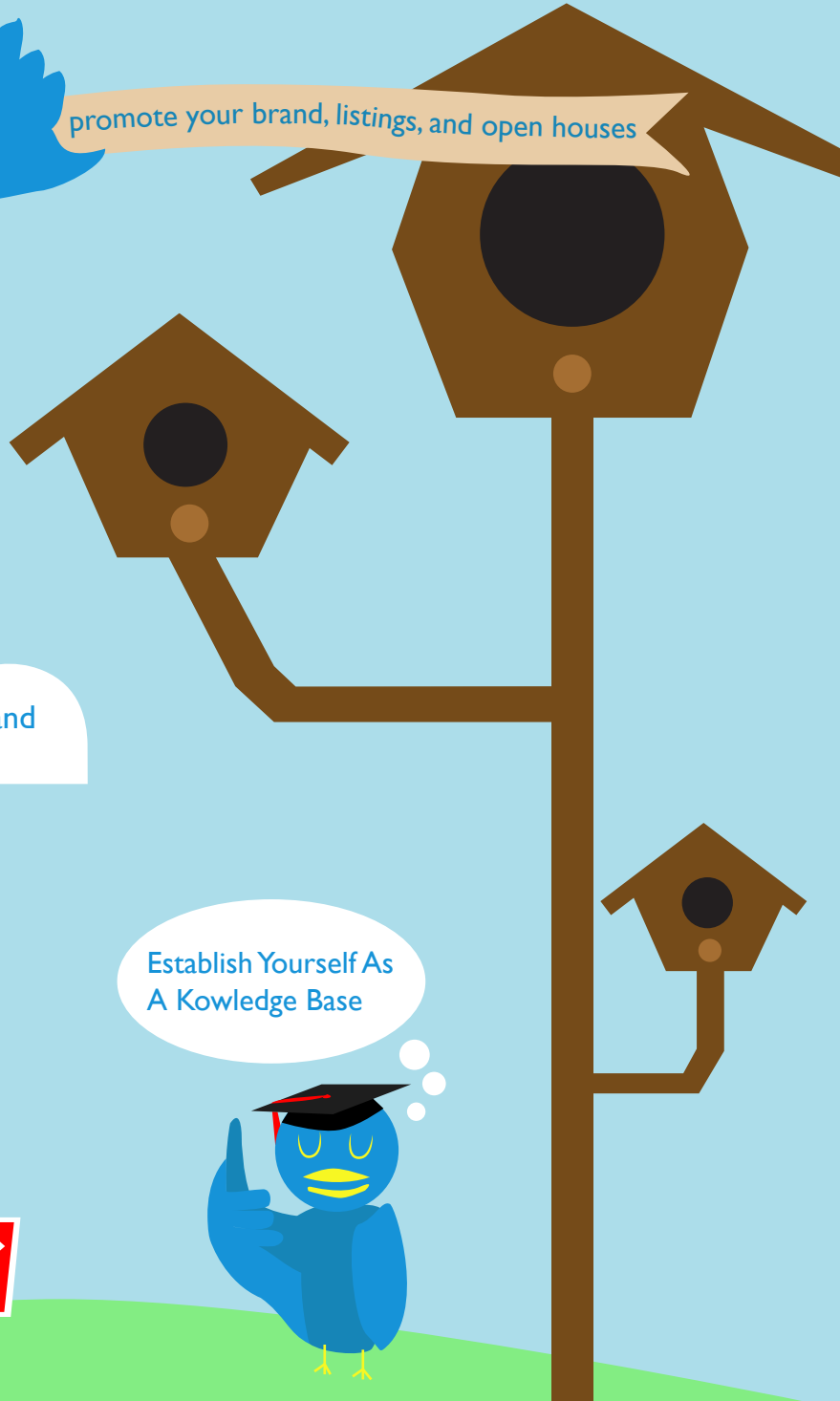
Supplement Your
Public Relations Effort.



Establish Yourself As
A Knowledge Base



OPEN →
HOUSE





seo

SEO, meaning search engine optimization, is a way to get a website to show up earlier (or higher) on a search engine results page. This causes your website to be seen and used by more people. But, how can you use twitter to help?



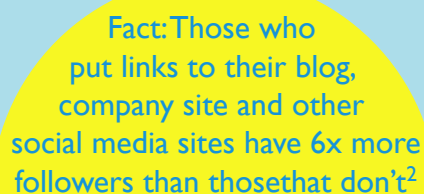
twitter cred

Google takes your retweets, followers, and content into account. By tweeting relevant content frequently and having others share that content, Google takes your brand and website more seriously—it gives you “authority”.


Here are a few things you can do to help your Twitter profile gain credibility:

Make sure your profile is completed.
Check out page 3 for a break down of all the customization options.

Link back to your account frequently.
This includes putting links on your website, blog, and Facebook account

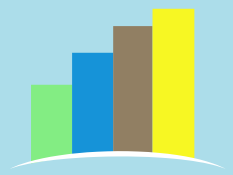


Fact: Those who put links to their blog, company site and other social media sites have 6x more followers than those that don't²



Twitter users who fill out their bio have over 6x as many followers than those who do not²

metrics and reporting



There are a few ways to gather “metrics” or data about your Twitter usage. All of these data gathering programs are third party applications. This means that while Twitter doesn't offer metrics, insights, or data, there are plenty of other sites/apps out there that do!

helpful concepts:

Reach- This is a measurement of how many people are reading/seeing your posts.

Tip: To maximize this number, be sure to tweet between 1pm- 3pm, when most users tend to be online⁴.

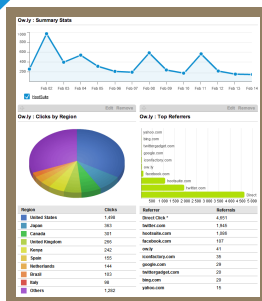
Response Rate- The amount of people that '@' reply to you or RT (retweet) what you said.

Tip: 50% of retweets contain links. Shorten your links with HootSuite or at Bitly.com to monitor who clicks through from Twitter!

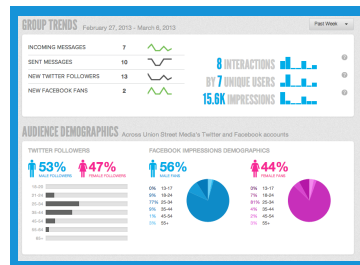
Branding and Awareness- As with any aspect of marketing, branding is important! Be sure that your Twitter avatar is of your logo, your background is clean and contains useful information, and your timeline is filled with useful content.

Twitter Grade- If you visit tweet.grader.com you can see your twitter grade. This takes into account numerous points of interest such as: follower/following count, engagement, and activity (updates and response rate).

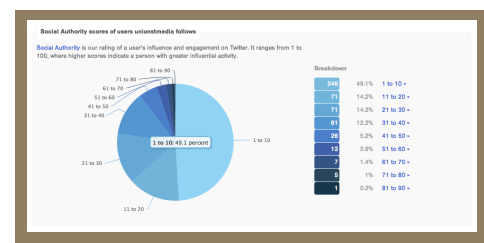
sites to go to for metrics:



HootSuite.com has free insights, all you have to do is set up a report!



SproutSocial.com is just a few dollars per month to get pages of reporting on everything from follower count, to publishing recommendations



Followerwonk.com gives you an analysis of all of your followers and how they interact with you.

Facts to know:

More than 1/2 of active twitter users follow companies, brands or products¹

79% of US Twitter users are more likely to recommend brands they follow¹

67% of US Twitter users are more likely to buy brands they follow¹