

# Top Ten Tips for using Twitter as PR and marketing Tool

**Over the past two years Twitter has become a powerful social networking tool used across the globe, and if used correctly it can increase and improve the reputation and awareness of your company.**

- Twitter is a social tool and this is very important to remember. Use Twitter to humanise your company and give it a voice, it shouldn't be all about business.
- Don't dive into Twitter half-heartedly. It is used all over the world everyday so you need to tweet at least once a day. This may sound difficult but you are limited to 140 characters so it is as simple as sending a text message.
- If someone re-tweets one of your messages remember to say thank you. Twitter is all about building relationships and networking.
- Tweet about anything you find interesting - the chances are someone else will find it interesting too; this will keep your followers interested in what you have to say.
- Tweet about any new articles or company news, and add a link so people can find it.
- Don't be scared of negative tweets about your company. If the tweeter has a valid point offer an apology and see what can be done about it.
- Listen to what is being said about your company by using the search tool. It is very important to know what is happening so you can address the issues and understand what is and isn't working.
- Ask questions and get people talking, not only will this help build relationships, but you will find out valuable information and you won't be easily forgotten.
- It is very likely that your competitors also use Twitter – keep an eye on them and note what they tweet about.
- Use Twitter as a promotional tool and tweet about upcoming events and sales, or start a competition for a tweeter to win a prize. But don't do this more than once a month.

**If you need help getting started on Twitter give us a call. We'd be happy to help.**

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