5 Top Twitter Tips for Beginners

1 Pictures Speak Louder Than Words...

Ensure you use a profile picture that is real rather than a fake avatar. If your profile picture is your photograph, ensure it is a tight shot showing you clearly. Alternatively, use a clear company logo or branding image.

Random pictures or standard clipart pictures are a waste of time. You are unique... show it in your picture.

2 Say That Again?

If you are tweeting with the intention (hope) of your post being re-tweeted, ensure you leave 15-20 characters spare to enable your re-poster to add comments or feedback.

3 Twitter Isn't Email

Don't confuse your Twitter account for an Email account. You are not compelled to answer, re-tweet or delete posts every single time. This isn't Email! And unlike your Email inbox, Tweets don't fill up space!

4 Forgotten Your Name?

Try and use your real name, brand or company/organisation name when naming your Twitter account. If it isn't available, be creative and use underscores or swap first and last names.

Don't confuse your audience by using vague nicknames or abbreviations. Even President Obama uses his real name on his Twitter account!

5 Keywords are Key...

Use as many keywords relevant to your business or organisation as possible in your bio section. This will imrpove your SEO (Search Engine Optimisation) and hopefully will increase visibility.

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