

The Big 4: Twitter

Hashtags

Hashtags are a key part of Twitter, they can be used to join in a conversation or topic, alert others to the subject of your tweet and expand the outreach of your tweet. What Hashtags are relevant to your business? *Tip: You can use your SEO keywords as a starting point.*

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Engagement

List 2 FAQ's that are prevalent to your industry or business. Examples (for an IT company) include: "Why is my PC slow" or "How often do I need to update my IT security protection"

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Tip: You can save these FAQs in a Hootsuite stream, so you can monitor them when they come up.

Dealing with mentions

What would be a situation when you would thank somebody for posting a tweet?

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How would you deal with a negative comment or customer service enquiry?

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Your activity on Twitter can be split into 3 categories listed in the chart below; for a strong twitter presence, you should be doing each of these on a daily basis. In the table below, give a real life example for each category:

Share own content – write an tweet	RT Valuable content	Identify an industry expert or partner to follow on Twitter

