

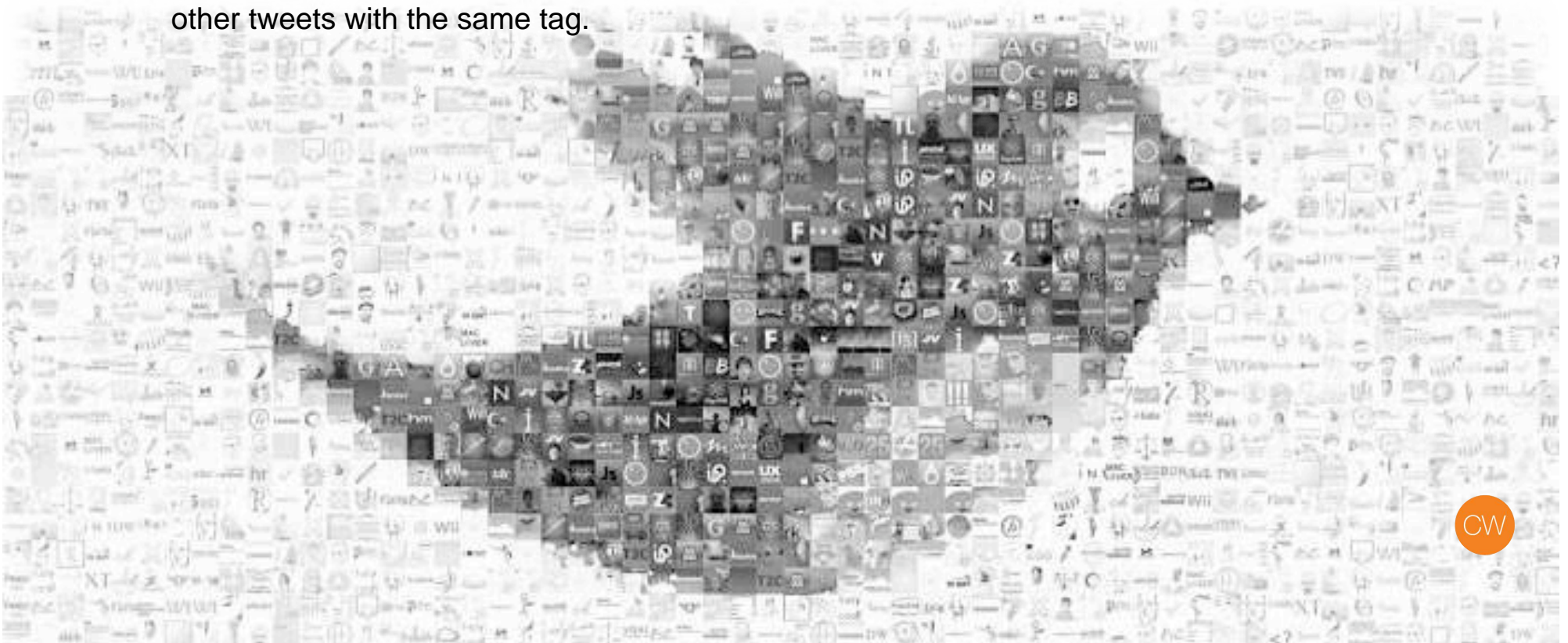


## What is it?

Twitter is a free to use social network where individuals communicate via tweets – microblogs limited to 140 characters that can include images, videos and links. Twitter is now in its 8<sup>th</sup> year, used by 284 million users.

## How does it work?

Tweets sent from individuals' accounts are broadcast to other users that 'follow' that user, unless the tweet is directed towards a specific recipient or recipients. Content spreads across the social network via 'retweets' (a user is able to share another person's tweet with their own followers). Content is also discoverable via 'hashtags'. By placing the # symbol before a word, users can tag their tweet. This automatically becomes linked to all other tweets with the same tag.



## How do people use it?

Twitter is used for a wide range of broadcasting, information gathering, entertainment, business and communication purposes.

Twitter is most popular among 18-29 year olds (31% of users are of this demographic). Twitter is often referred to as a 'micro-blog' – this is exactly what it is. Using it is very similar to using an RSS reader that pulls together feeds from your favourite blogs or news sites. Twitter has become incredibly popular for those who like a quick hit, easy interactivity and variety over volume.



## What's the opportunity for brands?

### Relationship building

Twitter isn't about selling; it's about establishing and building relationships.

### A great resource

Twitter is a great resource for businesses. Brands can listen to the relevant conversations that are happening and can jump in when they spot opportunities to add value.

### Brand communication in real-time

Twitter is instant. It's also easy, given the large number of users, to quickly recruit a following. Tell your followers engaging stories, participate in real-time events and conversations, raise your online profile and delight fans and customers alike with direct interactions and attentive customer service.

### Driving action

Twitter is the perfect place to generate leads, nurture relationships, and drive brand-relevant conversations. There are many ways to attract followers and keep them interested. Integrate Twitter into your existing channels and work with partners to reach even more users. Regularly give customers promotions and incentives to follow and share; a thoughtful content strategy will keep them engaged for the long haul.





## Best practice: 7 top tips

1. **Create a branded page** – Make the most of every branding opportunity – use your Twitter page to showcase your brand and promote your key messages or new products. Include a brief company description that includes keywords and a link back to the website
2. **Follow to be followed** – One way to get noticed and increase your followers is to follow others. Don't just follow at random, seek out people that are in your industry or in related industries or that hold sway with your target audience
3. **Retweet** – Twitter is all about sharing. By sharing the work of others you are increasing the chances that they will share your content reciprocally
4. **Link to a mobile friendly site** – A huge percentage of people that use Twitter are accessing it from a mobile device. If you are sharing links back to your website, the content should be able to load quickly on a mobile browser. People want information quickly
5. **Check analytics** – Check your website analytics to see what content is generating visitors to your site from Twitter. Change your Twitter content strategy to reflect this
6. **Share timely news** – If you want to be read and retweeted, then you need to be relevant. Tweet about current events/trends to engage your followers
7. **Include pictures** – Pictures speak 1,000 words and with only 140 characters to work with, this is a great way of getting information across. Pictures and video carry more influence than simple text or links. Impactful visuals will help you stand out in busy newsfeeds.

## Learn the lingo

Twitter Term	Twitter Meaning
Tweet	A 140-character status update. It can contain text, photos, links and videos
Reply	Click 'reply' to respond to a Tweet
Retweet	When you choose to take a tweet from someone else and share it with your followers
Favourite	Showing your appreciation for or acknowledgement of a tweet
Hashtag	Any word or phrase (without spaces) beginning with the # symbol. It links that tweet to all other tweets with that tag
Mention	Bring a tweet to another person's attention by including their @username in your message
Discover	This feature surfaces personalised content tailored to your interests
Geotagging	The use of location data in a tweet, tells those who see it where you are
Pinned Tweets	You can pin a tweet to the top of your profile page to keep something important to you above the flow of time-ordered tweets
Promoted Accounts	Suggested accounts you might want to follow as promoted by advertisers. They appear in your home timeline
Promoted Tweets	Tweets that are paid for by our advertisers. They appear in your home timeline, at the top of search results on Twitter and elsewhere on the platform
Trends	Topic or hashtag that is determined to be one of the most popular on Twitter at that moment

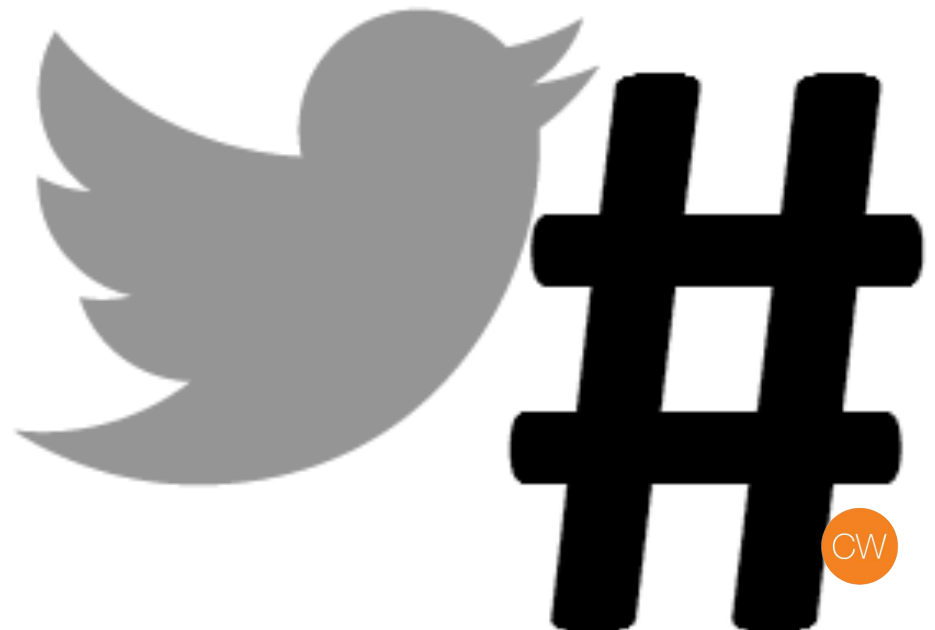
## Trending hashtags

A hashtag 'trends' when it has been used by a significant number of users in a short period of time. Whilst some hashtags may trend only once as they are relevant to a specific moment in time, others trend regularly. It's worth keeping an eye on both the most popular hashtags and the hashtags of the moment. When you see a trend that relates to your business, engage in it by using the tag. By using a trending tag in your content update, you can significantly extend its reach.

## Popular hashtags

There are popular hashtags, many of which are used daily or even hourly, relating to all subjects including:

- Places
- Interests
- Specific current events
- Specific people/teams
- TV shows
- Communities





PINTEREST

**SOCIAL SITE THAT IS ALL ABOUT DISCOVERY**

**LARGEST OPPORTUNITIES**



**USERS ARE:**

**32% MALE**  
**68% FEMALE**

**70 MILLION ACTIVE USERS**



TWITTER

**MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS**

**LARGEST PENETRATION**



**BUT SPREADING SLOWLY AND STEADILY**

**5,700 TWEETS HAPPEN EVERY SECOND**

**560 MILLION ACTIVE USERS**



FACEBOOK

**SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE**

**LARGEST OPPORTUNITIES**



**COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY**

**USERS SHARE 2.5 BILLION PIECES OF CONTENT EACH DAY**

**1 BILLION ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS**

**MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS**

**AND POSTING PICTURES CONSUMERS CAN RELATE TO**

**MOST FOLLOWED BRAND IS**

**150 MILLION ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES**

**NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING**

**GROWING RAPIDLY WITH 925,000 NEW USERS EVERY DAY**

**400 MILLION ACTIVE USERS**



LINKEDIN

**BUSINESS ORIENTED SOCIAL NETWORKING SITE**

**BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT**



**79% OF USERS ARE 35 OR OLDER**

**240 MILLION ACTIVE USERS**

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