

# TOP 10

## TIPS FOR LEVERAGING TWITTER TO ENGAGE YOUR CUSTOMERS

- 1.** Monitor what the community is tweeting about your brand. Thank them for positive mentions and address any concerns that they might have. Use direct messaging where appropriate.
- 2.** Do more than just thank and run damage control. Take the time to actually interact with your current and potential followers. Answer their polls, laugh at their jokes and ask questions.
- 3.** Keep your followers up to date with the day-to-day activities within your organization. Tell them about birthdays, (appropriate) office jokes and happenings. Twitter offers engagement at a level never seen before.
- 4.** Develop a persona and find your focus. Ask yourself, what value are you offering your followers? Consider separate accounts if you have separate goals such as engagement, customer service and idea scouting.
- 5.** Keep it human. Don't automate your tweets. People see twitter as a direct channel for communication. If they wanted autoresponses, they'd use your website contact form or email. This includes welcoming new followers.
- 6.** Twitter is not RSS. It's OK to tweet about top articles, but tell them why they should read it. Ten tweets a day with "New Blog Post: [Title] [Link]" is not a good use of the medium. If you can write a blog, you can write a <140 character description.
- 7.** When you throw an event, consider integrating Twitter. Set up a keyword and notify attendees beforehand. Let their tweets be featured on-screen when using the keyword. This has proven to be a big hit.
- 8.** Showcase your employees' tweets. Re-tweet any profound thoughts that could be interesting or useful to your audience. But make sure that they are aware and appropriate parties to interact with the public.
- 9.** Don't censor your employees' accounts, but remind them that potential or even current customers could find them quite easily. Advise to protect feeds that might contain clearly objectionable content.
- 10.** Keep sensitive political issues away from your company Twitter account. Sure, Twitter is a popular place for discussing politics, but you don't want to alienate customers that you should instead be building relationships with.



MINDCOMET™

1.800.668.1761x4  
service@mindcomet.com  
www.mindcomet.com

