

# How to you use twitter for your business in 2022

Twitter can be a powerful tool to raise awareness about your business, engage with customers and develop leads like other social media platforms. Setting up a Twitter account for a Business profile is simple and easy but it needs to be used on a regular basis to be most effective. Twitter for your business can go a long way in business growth if you use it properly.

Twitter is a social media and online news platform where people communicate in short messages is known as tweets. It was founded in 2006, Twitter is now one of the most popular social media platforms in the globe.

## Your Twitter profile has six steps:

1. Your Twitter handle, your username which means you will put your company name, Your profile picture, bio, header image, and a pinned tweet. All these elements should be an accurate representation of your business and it should look at your business profile.
2. Your Twitter handle is the @name of your business, your identifier on Twitter. This is the name at the end of your Twitter page's URL and the name other tweeters or audiences will use to tag you in posts if you're tagging others. It can be up to 15 characters and it should help people to find your business.
3. Your username you will see above your profile and can be up to 50 characters only. This would be the name of your company or brand.
4. Your profile photo is displayed on your profile column and in every tweet you post, so it should visually represent your company and brand. Many brands and businesses use their logo itself in the profile picture and while uploading the picture (approximately 400 by 400 pixels) and adjust if necessary.
5. For your bio, you have 160 characters to describe your business or brand. Include information such as your location, business hours,

other details, if you want to mention according to you which is important and website URL.<sup>6</sup> You can use the header image behind your profile picture to highlight promotions, events that are going to happen, or news about your business. Unlike your profile picture, this image should change on a regular basis.

Your pinned tweet is the first tweet the audience sees when they visit your profile, so make it an interesting one that represents what's going on with your business. As with your header image, you can change your pinned tweet whenever you want.

## Twitter Terms

These terms are important to know when using Twitter for your business.

**# (hashtag):** A hashtag, is the pound sign, which is used to index words or phrases on Twitter. When you click on a hashtag, Twitter automatically starts showing you other tweets with the hashtag. This makes it super easy for the user to follow topics and events.

**Block:** If you block an account on Twitter, they can't follow you, add you to Twitter lists or see your tweets profile. You also won't see their tweets until you unblock that person.

**Bookmarks:** Similar to bookmarks in an internet browser, is there even the Twitter Bookmarks button that allows you to save tweets so you can find them easily later whenever you want. This is particularly helpful if you want to read a particular article or watch a video linked in the tweet.

**Direct messages (DM):** You'll often hear people talking about direct messages which are also known as "DMs." This option allows you to chat privately with an individual user according to your preference. If one of your audience or followers has a question, they can ask you through the DM section. There is no character limit on DMs, so you can be as detailed as you want. However, if someone you don't follow messages you, their message will show up in the "requests"

folder by default, so you might not notice it immediately but it can notify you. You can change this in your settings accordingly.

**Follow:** When you follow an account, and when you follow you will see that user's tweets in your timeline.

**Followers:** Twitter users who follow you can see your tweets in their timelines when they post.

**Like:** You can like a tweet by clicking the heart symbol under the post. You can see all of your likes on your profile too.

**Lists:** You can make public and private lists of other users you find interesting according to your preference. You don't have to follow that person to include them in a list.

**Retweet:** Retweeting is similar to sharing someone's post on Facebook if you know how to use Facebook. If you like a tweet and want your followers to see it, you retweet it on your post section. Then, the tweet shows up on your followers' timelines and your profile.

**Timeline:** Your timeline displays the tweets and retweets of the person you follow as well as promoted tweets.

**Trending topics/trends option:** These are the currently most discussed trending topics and hashtags on Twitter. You can see trending topics on the left-hand side of your Twitter handle homepage in that there is a "trends" box. You can customize your trend display to show what's popular in your location or with the audience you follow.

## **How to set up a business Twitter account**

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## **Here are the steps to set up a Twitter account for business use:**

### **Create an account.**

Visit the Twitter homepage and click “sign up.” You’ll get to create a username and Twitter handle, provide your business email and a phone number, and add your date of birth to confirm that you meet the age requirements to use the service (remember your birthdate is not publicly available information). Be sure to pick a Twitter handle that clearly represents your company, but you can adjust it later if required.

### **Verify your account.**

Once you are done with the first step, Twitter will send a verification code to the phone number you provided on twitter early. Enter that code in which Twitter has given and click “next.”

### **Create a password.**

As you should when signing up for an account online, make sure that this password is hard to guess and not in use for any of your other accounts always. There are combinations of letters, numbers, and special characters to use and make it unique and complex.

### **Complete your profile.**

Now that you’ve supplied the basic terms, you’ll ask to fill out your profile. You will need these elements for a complete business Twitter profile

### **Upload a profile picture.**

This is often your company’s logo or if you’re creating a personal account to use for business purposes, a professional photo of yourself is needed.

## **Write a bio.**

Describe your business or brand in this 160-character space only. You may wish to include one or two hashtags that are important to your business or brand or related to it.

## **Select your interests.**

Next step, it will be suggested to select some areas of interest so Twitter can recommend users for you to follow. You can skip these options too, but it will be helpful to choose areas of interest related to your business or brand.

## **Tell Twitter if you want to receive notifications.**

Turn on notifications for now, as this is the better way for you to react and respond to others quickly as your Twitter presence grows faster.

## **Upload your cover photo and other business information if needed.**

You have a few more things to provide before your profile is complete.

## **Create a cover photo.**

Upload an image or custom graphic that represents your business or brand logo. This could be an original photo or create an illustration, your brand tagline, or other branded imagery.

## **Add your location and website.**

Select "Edit profile" on your main profile page to put this information. For the location field, if your company has multiple branches, or select the location of your headquarters where it is located.

# How you can use Twitter to work for your business

## 1. Use hashtags.

Hashtags are searchable and they identify words or phrases that group hundreds of tweets together.

## 2. Handle problems via direct messages.

Direct messaging has evolved over the years, especially for brands and businesses. It helps customers to directly react to the brand.

## 3. Use photos, GIFs, and polls.

Twitter allows you to add up to four photos to a post a single time. You can also create graphics to add to your tweets by exploring options.

## 4. Live tweets.

Live-tweeting is a great way to get a topic trending on Twitter. Live-tweeting is when a user tweets their reactions or posts to an event as it happens or has happened, whether it's entertainment or breaking news.

## 5. Advertise on Twitter.

- Twitter is free to use for everyone, but if you'd like to pay to promote your account, you have plenty of advertising options to choose from according to your preference.
- These ads look just like regular tweets only, except that they are labeled "promoted" at the bottom of it. Promoted Tweets are a way to increase engagement and expand your reach to a huge group of users beyond your follower base.
- Promoted Accounts are designed to help brands and businesses to become more discoverable and grow their

numbers of followers.

- Promoted Trends appear at the top of the trending topics list in the trends box on the Twitter account.