



Twitter Basics

- Pick a Twitter name that reflects your name, business or offering
- Complete your profile including a link to your website and a picture of you (*consider background image*)
- Limit tweet to 140 characters (*120 if you want a re-tweet!*)
- Follow people that are your target audience or potential referral partners
- Share information that is relevant and interesting
- Use hashtags e.g. #northantshour
- Share pictures and videos
- Use link shortening tools e.g. bit.ly
- Consider tools to help you better manage your Twitter account e.g. Tweetdeck, Hootsuite



@nn_connect