

DIGITAL BOOST

power up your business

TWITTER & HOOTSUITE FOR BUSINESS GUIDE

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SECTION 1

TWITTER

WHERE DOES IT FIT FOR YOU?

Twitter is one of the best platforms to reach into both the B2B and B2C arenas, so you can always find an appropriate presence and audience for your business, dependant upon your goals.

Twitter is an excellent source of information and knowledge, which allows you to build up a robust content schedule of your own, through your own blog and writing, to other peoples blogs, and retweeting others tweets.

A fantastic platform to get involved in conversations and stories as they unfold, Twitter is a fast paced real time social network. Offering various ways to interact with content, customers and other brands and raising your visibility in the process.

A brand advocates program can be supported through Twitter by building on relationships and using the platform advocates to share support towards your business.

When considering Twitter as a platform for your business, consider the time required to manage and monitor your account. The average lifespan of a tweet is less than 20 minutes, meaning if you are to grow an engaged audience on Twitter, there will be a considerable amount of time and effort needed to achieve your goals. There are numerous social media management tools available to help you use your time efficiently and cut down on the need for spending hours on Twitter.

WHEN SHOULD YOU USE TWITTER?

The most successful Twitter business accounts tweet at a very minimum, once per day, usually more. The tweets that businesses put out can depend on the type of business they are in, for instance a retailer may tweet more product focused content, whereas a b2b services organisation may post more thoughtful blog posts or ask questions of their audience.

On the whole a mix of blogs, product specific tweets, company information, questions, replying to mentions make up the bulk of a businesses Twitter content.

TWITTER & CONTENT MARKETING

Twitter can be a very powerful component of your overall content marketing strategy by allowing you to amplify your message and display your expertise. This is achieved by sharing content from your own blog as well as timely updates and insights on industry news and third party content.

This helps to drive your brand awareness, attracting new and repeat customers. These customers then have the opportunity to further interact with your brand online and become your brand advocates.

TWITTER CONTENT STRATEGY

The content you share through Twitter will be dependant up on your overall strategy but may be a mixture of:

- Your blog articles
- Other people's blog articles
- News articles
- Live tweeting
- Company updates
- Retweets
- Questions

CREATION & CURATION MIX

On average, companies are currently sharing content at a rate of 65 percent created and about 35 percent curated - [source](#).

Created content will directly align with your campaigns as it allows you to share your brand voice and unique point of view.

Curated content adds depth to your created content and your current marketing aims by offering timely and relevant insights from others within the industry, further informing your customers and validating your standpoint.

In conclusion, the content you create should directly align with the themes of your overall marketing strategy, and in turn, your curated content should add depth to, and compliment your created content.

#BRANDEDHASHTAGS

Having a branded hashtag which is unique to your organisation, or current campaign, allows you and others engaging with you to categorise and differentiate content around a specific topic.

Some tips are:


- Keep it unique
- Topical
- Consistent with brand
- Capitalise first letter of each word
- Clever and / or humourous

An example of a branded hashtag includes #DigitalBoost below:


Steven Sefton and 4 others follow

63 Gary Ennis @nsdesign · 35m
So the morning I'm running a **#DigitalBoost #Facebook** workshop is the morning Facebook decide to completely change the layout of my page!!

40 BGatewayClacks @BGatewayClacks · Aug 2
Find out what kind of online content customers need with our free **#DigitalBoost** Workshop: ow.ly/g1vF302Ncq7



40 BGatewayClacks @BGatewayClacks · Aug 1
Find out how to produce engaging online content with our free **#DigitalBoost** workshop: ow.ly/R86m302Jwv6



57 Business Gateway @bgateway · Jul 28
Learn the basics of understanding your website through analytics in our **#DigitalBoost** guide: bit.ly/29yYHn5

TOOLS FOR TWITTER

FOLLOWERWONK

Followerwonk helps you dig deeper into Twitter analytics: Who are your followers? Where are they located? When do they tweet? It allows you to find and connect with new influencers in your niche, use visualisations to compare your social graph with others and easily share reports.

TWEETREACH

TweetReach monitors tweets in real time and provides comprehensive analytics on reach, performance and engagement. Trackers continuously analyse all tweets about your topics, displaying your results in eye-catching charts and digestible reports. They also monitor your Twitter data for new trends and automatically add key insights into your dashboard's insight stream. TweetReach can monitor all the Twitter hashtags, keywords and topics that are important to you and learn about any Twitter account's audience using account engagement reporting. Your content can also be measured to see how it is performing and which tweets, hashtags and URLs are resonating the most on Twitter.

SOCIAL MENTION

Social Mention is a social media search and analysis platform that aggregates user generated content from across the internet into a single stream of information.

It allows you to easily track and measure what people are saying about you, your company, a new product, or any topic across the web's social media landscape in real-time. Social Mention monitors 100+ social media properties directly including: Twitter, Facebook, FriendFeed, YouTube, Digg, Google etc. Social Mention currently provides a point-in-time social media search and analysis service, daily social media alerts, and API*.

The Social Mention API* enables developers to interact with the Social Mention web site programmatically. The API provides a single stream of real-time search data aggregated from numerous social media properties. It's designed to make it possible for anyone to access and integrate social media data into other applications.

API'S

Twitter allows you to interact with its data i.e tweets & several attributes about tweets using Twitter APIs. The API's allow for data to be fed into other tools and services away from Twitter e.g Social Mention.

SECTION 2

TWITTER ADS

PROMOTED TWEETS

To create an advert on Twitter we must first select our campaign objective. This objective will depend upon what you are trying to achieve and what 'call to action' you require your audience to perform.

PROMOTED TWEET OBJECTIVES:

Tweet engagements - This objective may be selected if your strategy calls for you to drive engagement on Twitter. You may have an existing audience that you need to interact with on a more regular basis.

Website clicks or conversions - This objective may be selected if your strategy is looking to drive traffic to a specific landing page to convert your Twitter audience into signing up for newsletters, purchasing products etc.







App installs or app re-engagements - This objective would be chosen if you are aiming to increase installs of your app.

Video views - This would be selected if you had a video to share with your audience

Followers - If your strategy is to grow your audience on Twitter

Leads on Twitter - If your strategy is to encourage your Twitter followers to share their email address with you in relation to a specific offer

Example of campaign objectives:

	Tweet engagements (e.g., retweets, favorites, replies) Reach more people and drive conversation	Select
	Website clicks or conversions Send people to your site (to purchase, sign up, etc.)	Select
	App installs or app re-engagements Get people to install or re-engage with your mobile app	Select
	Video views BETA Get people to watch your videos using Twitter's native video player.	Select
	Followers Grow your community on Twitter	Select
	Leads on Twitter Collect emails from people who express interest in your offer	Select

SET UP A CAMPAIGN

We then begin building our campaign with specific information. After we have given the campaign a name we choose the campaign timeframes.

The default setting is to start immediately and run continuously. This means your campaign will run until you stop the campaign manually or the budget limit is reached.

Alternatively, you also have the option to run your campaigns for a specific time period.

This is useful if you would like to match your campaign with a sale, a limited time offer, conference, industry event, or a season like autumn or winter. You then need to input your domain name (not the specific landing page address) and select a category.

The final option on this page is to enable conversion tracking for this ad using your Twitter website tag.

Set up a campaign example:

The screenshot shows the Twitter Ads setup interface. At the top, it displays '(untitled campaign) WEBSITE CLICKS OR CONVERSIONS' with 'Exit', 'Save', and 'Launch' buttons. Below this, it shows 'UNSAVED' and a progress bar with steps: 1 Overview, 2 Audience, 3 Budget, and 4 Creatives. The main heading is 'Set up your campaign STEP 1 OF 4'. The first section is 'Name your campaign' with a text input field containing 'Untitled campaign'. The second section is 'When do you want to run this campaign?' with two radio buttons: 'Start immediately, run continuously' (selected) and 'Set start and end dates'. A blue box highlights 'Twitter Audience Platform' with the text: 'Increase your campaign's reach by displaying ads across Twitter and the Twitter Audience Platform, subject to Twitter Ads Policies and Terms & Conditions.' Below this is a checked checkbox for 'Expand your reach on the Twitter Audience Platform' with the text: 'Increase your campaign's reach by displaying ads across Twitter and the Twitter Audience Platform'. The third section is 'Enter the domain name of the website used for this campaign' with a text input field containing 'yourdomain.com'. The fourth section is 'Select which category best describes your website' with a search input field and a 'Browse categories' button. The final section is 'Website tag for conversion tracking' with a 'Tracking status: NO TAG SETUP' indicator and a 'Learn More' link.

SELECT YOUR AUDIENCE

The next step is to set up our audience we want to show our ad to.

You can target your campaigns to specific geographies. You configure these options just below the targeting section when creating a new campaign or editing an old one. You'll be able to target specific locations or show your ads to all available locations.

The campaign settings default to targeting all genders, but you can limit targeting to only one gender if preferred. We infer gender from information our users share as they use Twitter, including their profile names.

The campaign settings default to targeting all languages, but you can limit targeting to specific languages if preferred.

You can also target users by the type of mobile device they use, the operating system for their device and/or the user's carrier. You also have the option to target only users with new devices.

We also have the option to use keyword targeting, which allows you to reach Twitter users based on keywords in their search queries, recent Tweets, and Tweets they recently engaged with. Because you can reach people for whom your message will be most relevant and top of mind, this targeting option puts you in a better position to drive engagements as well as leads and conversions.

Additional audience features which allow you to specify your target audience even further include:

- Keywords
- Followers
- Interests
- Tailored audience
- TV targeting
- Behaviors
- Event targeting

SET YOUR BUDGET

There are two budget fields for each campaign: Total Budget and Daily Maximum. Use these to manage how much you spend each day and for the overall campaign budget.

TOTAL BUDGET

This is an optional feature. You can allocate a maximum spend toward your campaign by setting a total budget. The number you enter represents your total budget for that individual campaign. If you choose this setting, your campaign will stop once your budget has been reached.

DAILY MAXIMUM

Set a daily budget based on your goals. Twitter will automatically stop showing your ads once this amount has been reached. You'll never be charged more than the amount you specify here. Daily budgets reset each day at midnight.

Below your daily budget, you can select one of two options indicating how daily budgets are spent -

STANDARD DELIVERY

Spend daily budgets evenly throughout the day.

ACCELERATED DELIVERY

Spend daily budgets as fast as possible,

Standard delivery pacing attempts to smooth your campaign over the course of the day while still allowing you to spend your daily budget in full. This is default setting and most common selection for advertisers.

Accelerated delivery is good for running time-sensitive Promoted Tweets during live events, conferences, TV shows or sporting events, etc.

Set your budget example:

Set your budget STEP 3 OF 4

• **Set a daily maximum (required).**

Cap the amount you will spend each day. The maximum resets daily at midnight, Europe/London time. [Learn more](#)

• **Set a total budget (optional).**

If set, this campaign will stop running once this budget has been reached. We will not exceed this amount during the life of the campaign. [Learn more](#)

[Show advanced options](#)

ADDING CREATIVES

We then need to build our 'creatives' which include any images, links and copy that will make up our finished advert.

Once we have input information and uploaded our image we can see a preview of how the ad will look on different platforms.

In order to grab the attention of those the ad is shown to, it is vitally important to select the right image. The image we choose must align with the overall message of the ad and be consistent with our overall strategy. If the ad is to drive brand awareness, the image we choose may be heavily branded, if the ad is to drive engagement on a particular topic, then the image we chose may be more centered around that specific topic.

The text of the tweet that will be used alongside the image will also be set here. Again, it is important to align the text to the overall aims of the campaign and any creatives you include.

CONVERSION TRACKING

Conversion tracking for websites enables you to measure your return on investment by tracking the actions users take after viewing or engaging with your ads on Twitter. Twitter's conversion tracking lets you attribute conversions beyond last link click, to include actions driven by all types of ad engagements (like link clicks, Retweets, or likes) and impressions.

For a better understanding of the return on investment (ROI) of your Promoted Tweets campaigns, including the total revenue (or total conversion value) your campaign generated, and total number of items purchased, you can pass transaction values from your website into your Twitter Ads analytics. Setup conversion tracking on your website to analyze, compare, and optimize your direct response campaigns.

If you've done direct response advertising on other online ad platforms, you might be familiar with the basics of how Twitter's conversion tracking for websites functions. To start measuring conversions, you need to add a snippet of Twitter code to a page on your website that corresponds to the conversion event. We call this code snippet a website tag. On other ad platforms, the website tag is commonly referred to as a tracking script or a "pixel."

Twitter Ads conversion tracking for websites is unique in that you are able to track conversions from users who viewed your Promoted Tweet on their mobile device and later came to your website on a desktop computer. This offers deeper insight than ever before on the impact of mobile advertising on Twitter.

SECTION 3

INTEGRATING TWITTER

With your website to amplify content

Social plugins are the Like button, retweet, follow and other tools that let you share your experience off of Twitter with your followers and others on Twitter.

SOCIAL PLUGINS

Share / Tweet button: Allows users to share the current web page / article on Twitter with a link and link preview

Follow button: Allows users to click a button on your webpage to follow your Twitter account

Retweet button: Click Retweet to write share an embedded tweet to your followers

Click to tweet: Allows you to share a snippet of an article as a Tweet, with a link to the article

Comments box: Publicly comment on another website using your Facebook account

Displaying your social media channels on your website allows visitors to your website to be directly taken to your social media profiles and begin following your content on their preferred platforms.

Allowing your blogs and content from other web pages to be easily shared on your visitors favourite platforms, amplifies your content out to a wider audience, putting it in front of potential followers and customers.

WIDGETS

Twitter Widgets allow us to embed content and buttons from our Twitter elsewhere, usually our website.

SECTION 4

SOCIAL MEDIA MANAGEMENT

There are many social media management tools available.

TOOLS

We have chosen Hootsuite as an example to show what these tools can do. It is up to you as a business to decide which tool is the best for you. Each tool has its own pro's and con's. Some platforms are more competitively priced, while others offer extra functionality. The solution you chose for your business will likely be down to a balance of price and functionality. A great website to compare and contrast the above platforms against each other can be found here, allowing you to make an informed choice:

<http://social-media-management.softwareinsider.com/compare/1-22-95/Hootsuite-vs-TweetDeck-vs-Buffer>

SOCIAL MEDIA MANAGEMENT TOOLS ALLOW USERS TO:

- Monitor your social media channels from one dashboard
- Save time and effort
- Respond quickly to incoming comms
- Delegate tasks to members of your team
- Syndicate content
- Monitor trends



HOOTSUITE OVERVIEW

Multiple platforms including: Twitter , Facebook, Youtube, LinkedIn, Pinterest, Instagram and more

One dashboard - Hootsuite allows you to view all of your social media accounts in one easy to customise and navigate dashboard.

Focussed streams - Mean that users can access specific information they need very quickly, without the need for performing searches or switching through different screens

Scheduling - Scheduling your content schedule as far in advance as you wish to allow your content to be posted while you are busy concentrating on other areas of your business. Auto schedule is also a very powerful way of scheduling your tweets to go out at optimum engagement times.

Extensions - Additional functionality and customisability is available through the numerous Hootsuite extensions

Consistency - Monitoring all channels through the dashboard, allowing you to respond quickly to inbound messages and answer questions and jump on trends as they emerge, giving an overall consistency to your social presence.

Time saving - Scheduling your content for the week all in one go allows you to save time, once your content is scheduled Hootsuite will share it for you.

Efficiency - From the scheduling to the monitoring, you will save time and resources by using Hootsuite effectively

Analytics - Hootsuite offers a range of detailed analytics reports including detailed information on link clicks.

Insights - Monitoring keywords, hasthags and competitors gives you a deeper insight into exactly what is being spoken about online in an easy to see, customisable way.

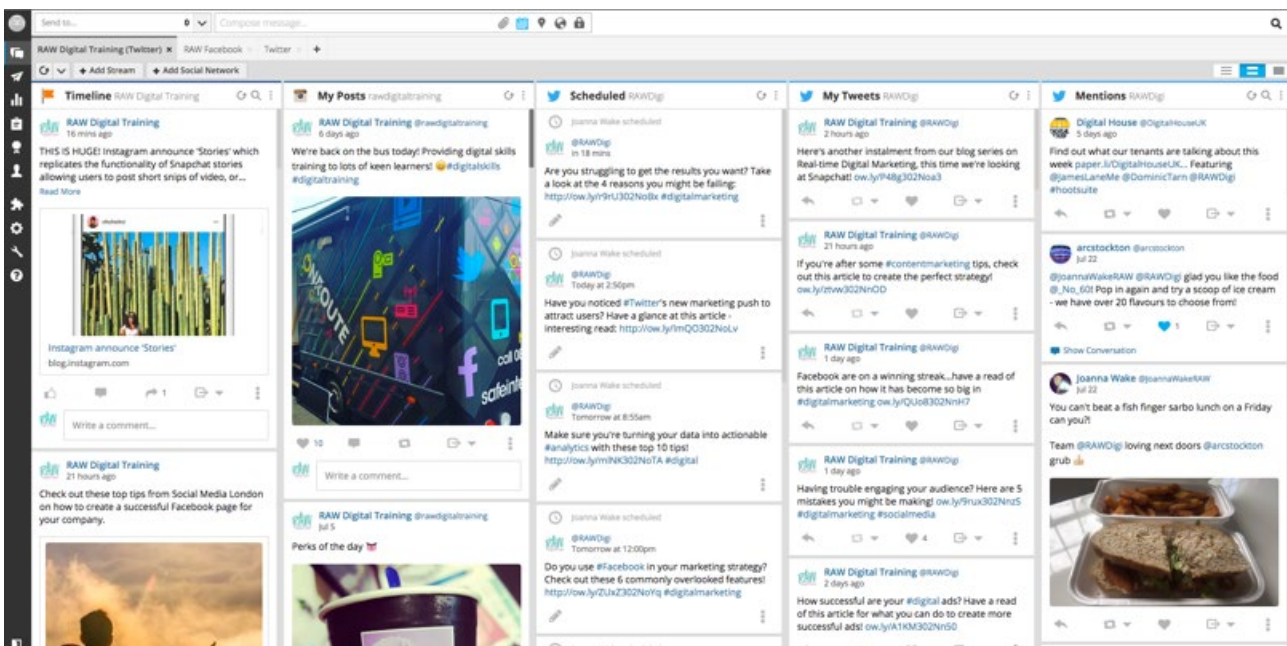
Safe and secure - Manage your social media efforts efficiently, safely, and securely—while meeting all of your

reporting and compliance obligations—with the Hootsuite platform’s robust and flexible workflow, security, and compliance features

THE HOOTSUITE DASHBOARD

The Hootsuite dashboard allows you to create a number of different tabs (different views), and within each tab are a number of streams. The streams display a feed of information from a specific network you have connected. Streams do not all have to be from the same network, for instance, you can have the mentions of two different Twitter accounts on separate streams, displayed next to each other, alongside your Facebook timeline stream.

HOOTSUITE DASHBOARD EXAMPLE:



CONTENT SUGGESTIONS

Within the Publisher section, Hootsuite also has a ‘Suggestions’ feature, which is a feed of suggested content, with ready made copy and shortened link to an external article.

Suggestions auto-generates messages to share by analyzing posting history and popular topics, it suggests a week’s worth of messages containing relevant content that are ready to AutoSchedule.

AutoSchedule selects publish times based on optimal high engagement time periods, already scheduled content, and customized settings.

CONTENT SCHEDULING

Content scheduling allows you as a business owner to schedule and post content to your social media channels when you are not logged in to your accounts and are on with running your business.

Typical users schedule their content framework a week or two in advance to allow themselves peace of mind their social accounts will be active while they are concentrating on other things.

SECTION 5

SOCIAL LISTENING USING TWITTER & HOOTSUITE

TWITTER ADVANCED SEARCH

Twitter advanced search is a hugely powerful and sometimes under used area of Twitter. As well as searching hashtags, keywords and phrases, you can exclude words from search results, pin point results from certain locations and accounts, set a specific date range and even only show results with a positive tone, a negative tone, or results that contain a question.

MONITOR COMPETITORS AND TARGETS

Monitoring competitors allows you to inform your own practice, to do more of what is working and less of what isn't whilst keeping your finger on the pulse of trending topics within your industry. All of this combined will better prepare you for how you market your business by learning from the best practice and mistakes of others whilst being up to date with current trends.

Clients: You may want to put together a collection of your clients so that you can keep an eye on their activities and what they're sharing to Twitter, allowing you to engage with any emerging trends, or get involved in any conversations relevant to you. For lists like these, you may want to set them to "Private" in the interest of keeping your client list away from the eyes of your competition. The privacy setting comes up when you're creating the list, and you can always go back into your list settings later on to edit.

Competitors: Keep tabs on the others in your industry similar to you. See what type of content they share on social media, and take inspiration from their popular posts and do less of what doesn't get engaged with.

This is another one you may want to set to private.

Industry experts: Similar to the competitors list, the industry experts includes any Twitter users who work in your field, not just the ones you directly compete with, who may share content relevant to your audience.

TWITTER LISTS

Group Twitter accounts together and view content from a group away from the noise of your home stream. Allow users to subscribe to a community and set as public or private.

MONITOR KEYWORDS AND #HASHTAGS

In Hootsuite, you can set up streams which feed in content based on a specific hashtag or keyword you set.

This is a great way of monitoring your industry specific hashtags that your competitors, customers, peers etc use, allowing you to keep up with the latest news and industry trends. This is also a great way of monitoring your unique branded hashtags.

MONITOR THE MENTIONS OF ANY ACCOUNT

The example below shows a stream from Hootsuite, setup to display any tweets containing the handle @bgateway.

Use this to monitor the mentions of:

- Competitors
- Peers
- Other related accounts

 **@bgateway** Search RAWDigi  

 mcleolh retweeted

 **Business Gateway @bgateway**
17 hours ago

Subscribe to Amplify, our quarterly magazine for entrepreneurs who are looking to develop and grow their business: bit.ly/1WZDwe8

  2   

 deana_baird retweeted

 **Business Gateway @bgateway**
3 days ago

Win up to £150,000 for your business! Applications for #ScottishEDGE9 now open: buff.ly/29jRqES



  9  7  

 **STEP @STEPScotland**
19 hours ago

Check out @bgateway #Stirling 's *NEW* course: Introduction 2 Data Protection. Register here: bit.ly/2aTnPWj #business #skills

SOME OTHER TOOLS

Social Mention - Social Mention monitors over one hundred social media sites. It is a free listening tool that analyses data in more depth and measures influence with 4 categories: Strength, Sentiment, Passion, and Reach. It also displays top keywords, hashtags, and sites.

Klout - Klout is probably one of the most controversial social media monitoring tools. There are those who hate it and claim that its scoring system is completely inaccurate and that trying to interact with them is an impossible mission (they provide interaction-measurement services). On the other hand, some people find it useful, as it measures influence through engagement on Twitter. It is a good means of keeping an eye on what people think about your brand, and to see what influences them the most. Using the Klout score you can adjust your posts according to your target audience's interests and increase your engagement rate.

TweetReach - TweetReach is a great monitoring tool for your business if you're interested in checking how far your Tweets travel. TweetReach measures the actual impact and implications of social media discussions. It is a good way of finding out who are your most influential followers, implicitly guiding you towards the right people you should be targeting when aiming to share and promote online content.

Simply Measured - SimplyMeasured allows you to analyze your paid, owned and earned activity. The main suite is a paid tool, but it can still be used to create free individual reports for Instagram, Twitter, Facebook, Vine and Google+. They provide insights such as Facebook content, competitor and fan page analysis, key customer service metrics measurement on Twitter, Instagram engagement, content and trends analysis and many others.

Hashtagify - Hashtagify allows you to identify trending topics and popular hashtags from around the world.

SOCIAL LISTENING STRATEGY

After considering the different social listening tools available and the priority of what you would like to use them for, you can create a social listening strategy. There are elements you will probably monitor all the time, and others at specific time. For example you may monitor your branded hashtags every day, but monitor seasonal campaigns as they are ongoing. Also you may monitor certain competitors all of the time, and others periodically.

SECTION 6

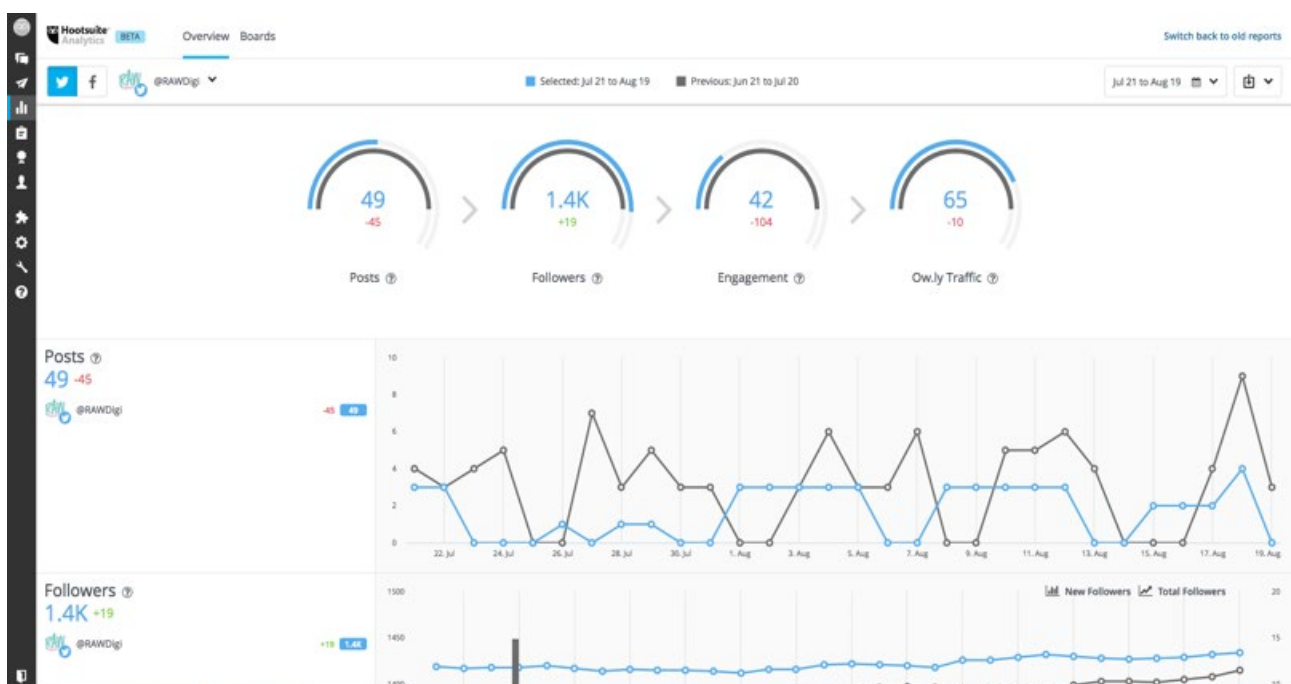
ANALYSIS & REPORTING WITHIN HOOTSUITE

HOOTSUITE ANALYTICS

Within Hootsuite the Overview analytics provide a small dashboard to track the most common analytics including:

- Posts
- Followers
- Engagement
- Ow.ly Traffic (posts published from Hootsuite)

An example of the Hootsuite dashboard:



The dashboard and the reports show you the change in the displayed metric over the time period selected.

Below the dashboard are reports for the same four metrics. The graphs provide a more tactical view allowing you to see interactions on your accounts day-by-day. The graphics are interactive. You can hover over lines, bars, and peaks in

the graph to see stats for that day. Below the Reactions by Sentiment graph, is a list of recent posts that you can sort by interaction type (such as retweets, replies, quotes, likes, etc.). This allows you to see which content has achieved the most engagement.

SECTION 7

BEST PRACTICE

GENERAL GUIDANCE:

- Tweets are considered public property so don't disclose confidential information
- Don't infringe anyone's intellectual property
- If you have employees, put in place a social media policy
- Make sure you comply with advertising regulation
- Don't make any defamatory statements
- As with content you share on any social platform, ensure that all third party content is thoroughly vetted for quality, relevance and reliability.
- Use strong, and different passwords for both your Twitter and Hootsuite accounts and only give access to each to relevant users within your organisation.
- Digital advertising in the UK is regulated by a combination of legislative rules (such as the [Data Protection Act](#) of 1998 or the [Privacy and Electronic Communications](#) (EC Directive) (Amendment) Regulations 2011 and self-regulatory rules such as the UK Code of Non-Broadcast Advertising and Direct and Promotional Marketing.
[Read more](#) at [Internet Advertising Bureau UK](#).

CONTACT YOUR LOCAL BUSINESS GATEWAY OFFICE

Get expert advice on this and a wide range of topics for free at your local Business Gateway office.

bgateway.com/local-offices