

CAPCO

TWITTER BEGINNER'S GUIDE



Twitter is a micro-blogging tool that allows you to start a conversation, engage in debate and interact with others on a personal level.

Twitter is an important tool at Capco. It allows us to instantly share messages and opinions on our firm and industry. This helps to build our market presence, whilst also sharing our insight and unique perspective.

CREATING A PROFILE

Twitter's focus is on saying a lot with very little. As your profile is the first and last thing potential followers will see before deciding to click 'Follow' or to click away, ensure your profile is engaging and thought-provoking so that potential followers will be convinced not to miss your tweets.



SETTINGS:

Adjust settings under the profile setting me tab.

TWITTER HANDLE:

When creating your profile, you should come up with a handle. This is the name you'll be known by on Twitter. Use your real name if it's available, if not, try to include your name or initials.

Do not include Capco or CapcoUK in your Twitter handle.

PROFILE LAYOUT:

This is your chance to show your human side by adding a personal touch to your profile. Add an image of a hobby you're involved in here; a family photo or even a sporting hero.

Just make sure it's unique to you and reflects your passions or interests aside from work.

PROFILE PHOTO:

It's really important to add a photo of you so people can connect with you on a personal level. Use a photo that is professional looking and reflects the image you wish to project to prospective clients.

ADD A LINK TO YOUR PROFILE:

- There's a space to add a link on your Twitter account, therefore link it to your LinkedIn profile.
- Remember to also connect your LinkedIn account to your Twitter profile so your LinkedIn status updates get out there automatically, extending your reach.



BIO:

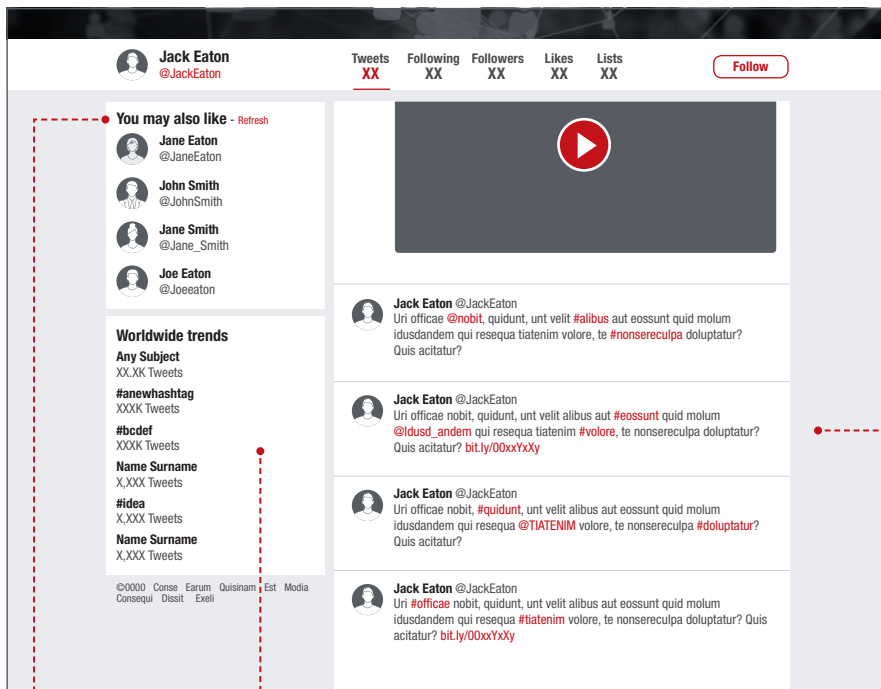
- You've got 280 characters to describe who you are, what you do and why you do it – use it wisely. Make it humanising and be unique or intriguing to make people want to follow or read more about you.
- If prospective clients or contacts like your bio, they are more likely to make a connection with you.
- Remember to add your workplace by mentioning Capco's Twitter account: @Capco

MAKE TWITTER WORK FOR YOU

Strike a personal/professional balance to your profile, ensuring you perform reconnaissance and engage on the subjects you love.

GET TWEETING:

- Tweets can be up to 280 characters long, but it is important that your content is interesting, engaging and relevant. Consider sharing insightful and educational content from your favorite online publications to enlighten your contacts on your field of expertise (example sources include Flipboard apps, FT.com etc.)
- If you want to add a photo, video, a poll, or a gif, you can do so in the lower bar of the 'compose a new Tweet' box.
- Keep an eye on who is talking to you and about you by monitoring your notifications. Just having a Twitter account and not tweeting could be viewed negatively and damage your reputation, especially if you're positioning yourself as an authority on any subject. In contrast, too many tweets equal spam and any important updates may get lost. Make sure your tweets are timely, relevant and focused.
- Pin up tweets – You can pin any tweet that you've sent, and it will jump up to the top of your profile. It will stay at the top of your profile, even when you send new tweets, until you unpin it or pin a different tweet.
- The process is simple:
 1. Scroll to the tweet you would like to pin.
 2. Click the three dots (...) next to the 'View Tweet Activity' bar graph just beneath your tweet.
 3. Click 'Pin' in the dialogue box.
 4. Refresh your profile to make sure the pin appears at the top of your profile.



TWITTER LINGO DECODED:

- An @ mention is when you include somebody's @twittername in the tweet. The person will be alerted that you mentioned them.
- RT means 'retweet'. When you retweet someone you can either just repost their tweet by itself or you can add your own commentary. If you do that, when you post your tweet, the tweet you're commenting on will appear just below your comment.
- When you retweet (RT) add your opinion, mention another user or community using the @ symbol and put the information into relevant context. Avoid retweeting without justification.
- The share button makes all of this easy – think of who you can send a retweet to, add your views and share.
- Hashtags # are used to mark keywords or topics in a tweet and will generate all related content with just one click.
- Use the hashtag symbol # before a relevant keyword or phrase in your Tweet to categorise your tweets and help them show up more easily in Twitter searches.

TRENDS:

- Twitter trends are popular topics of discussion at any particular moment in time. Twitter trends will show up to the left of your Twitter timeline, and are specific to the region you live in. Twitter trends can be a specific keyword, name, or phrase, and are sometimes indicated by a hashtag. You can also search for specific trends and keywords using the Twitter search feature.
- Following trends will increase your awareness of current business issues and monitoring the activity in your follower's network will ensure your knowledge is relevant, focused and applicable.

FOLLOWING PEOPLE:

- Actively research and follow your colleagues, business contexts and key industry experts.
- Work out who you want to target and then follow them – searching through a company's tweets can often provide invaluable knowledge for business introductions, meetings and pitches.
- Be curious about what your followers and contacts you are following are tweeting and use this information to positively influence your business conversations.



TWITTER LISTS:

- Twitter lists are a simple and effective way to organise your account by reducing the amount of time it takes to find valuable information by categorising Twitter users into specific groups. By creating and using Twitter lists, you can focus on tweets from groups of people and decide when you want to see them, so tweets from important people don't get lost.
- You can create up to 20 different Twitter lists with up to 500 accounts in each list. You can monitor each list separately using Twitter.com or Twitter tools like HootSuite.
- Creating a list in Twitter is very simple. Click the 'Profile setting me image' tab and then 'lists'. After you create a list, a box will pop up for you to type a list name and description of your choice. You will also be asked whether you would like the list to be private or public. Public means anyone can view and subscribe to the list, making the content easily searchable, whereas private allows only you to access and view the list.
- For the purpose of wider business development it is always a good idea to look at how others use and manage their lists as this will give you insight and ideas on how to manage yours. We recommend creating company, industry and sector lists.



PERSONAL BRAND:

- Your online presence is an extension of the brand you have already built offline. Focus on your online look, feel and intention and tweet things that interest you and demonstrate your personality in a positive light.
- Clients want to know that you are real person with hobbies outside of work. The sharing of this information could potentially help you build trusted relationships if you have common interests.
- Be clear about the brand message you are trying to convey because people buy from people.
- It is important to remember that whilst Twitter gives you the ability to share your own thoughts and opinions, you are still representing Capco and must remain professional. Therefore, it's crucial that you do not engage in any inappropriate behavior (engaging in Twitter wars, sharing private information about Capco, using abusive language, etc.)

CONTACT

For more information on how we use social media at Capco, please contact your regional marketing manager or email [Andrew Davies](mailto:Andrew.Davies@capco.com), Head of Digital Marketing.

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