



Fool-proof plan for using Twitter and Facebook as part of your Online Marketing!

You have worked out what your objectives are and why you are adding social media to your marketing mix. You understand the volume of people that use both Twitter and Facebook, and know how you want to pitch your brand on both platforms. So how do you go about fleshing out the detail to make sure you make the most of it? This e-guide will highlight the factors you will need to consider when using Facebook and Twitter, recommend the best way to use monitor and interact with your client base and potential target market!

How will it support the rest of your marketing?

You understand how powerful these social media platforms are, but how exactly do you use them? The key word here is 'Integration'!

Twitter only allows for 140 characters (not words!) per post. It goes out to the people who are following you, and if you use a #tag or a key word (for example #socialmedia, or Social Media) those searching for the keywords in that tag.

Facebook allows you to create a page specifically for your brand or business, that others can become a fan of and follow new posts. On this you can add images, updates news, discussions and links to various other places on the web.

The most effective way to integrate these platforms is to use posts on Twitter to 'tickle' the interest of your target market and catch them as a regular contact on your Facebook page!

How NOT to use Twitter and Facebook!

There are a lot of things that can ruin your online reputation, here are a few social media No-No's;

- **Don't** post lots of things to Twitter or Facebook one after the other; if you have a list of 6/7 things in someone's homepage most likely they will think you are spamming them and 'unfollow' you.
- **Don't** try to post exactly the same message multiple times; Twitter won't allow you at best and at worst will freeze your account!
- **Don't** RT without editing the message; if you send out a message that reads RT @Tom; RT @Dick; RT @Harry it just looks messy and pushes the main message out of focus. Clean it up, and RT the original person with a via @Dick @Harry in there so they are also mentioned if really necessary!
- **Don't** Point people to Facebook unless the message is consistent with the information given on Twitter; it will just frustrate and confuse your audience!



5 key factors to great Twitter marketing!

1. **Use Shortened URLs!** To push people to your website, it is useful to have links within your tweets. But when you only have 140 characters to play with it can be challenging. Don't worry! There are a number of free websites out there that shorten URL's so that you can add a link and text into your tweet.

Here are a few website to check out;

<http://bit.ly/> generates shortened URLs

<http://tinyurl.com/> generates shortened URLs

<http://hootsuite.com> Lets you manage your Twitter, Facebook, LinkedIn profiles and shorten URLs!

2. **Use #tags (when appropriate)!** The best way to make sure you can either follow an event or conversation is to use #tags. This also helps with the optimisation
3. **Set out an account team.** Work out who in your business will be involved in your social media marketing. The messages should be consistent and so the people involved are;
 - Informed on how to use the website and any other social media platforms used.
 - understand what needs to go and when
 - understand the messages and the tone to be used.
4. **Communicate internally!** Work out how and when the social media account can work with other online and offline marketing that month; do you have an event you want to cause a buzz around? Is there a promotion that the social media can complement?
5. **Work out posting frequency.** When you are not creating a buzz for a specific event, product or promotion it is vital that you tweet frequently. This is tricky and it's a case of balance, tweet too much and people will feel you are spamming them, and 'unfollow'. Tweet too little and people will get bored and 'unfollow', so find the happy medium for your brand!

3 ways to make the most of your Facebook page

1. **Use the functionality correctly;** Facebook has lots of different functionalities and applications but they all fit different purposes. Don't try and shoe horn your business information into personal profile; it just doesn't work! Use the group or fan page applications!





2. **Make the most of linking!** Be it links to a website, a blog or specific videos make the most of connecting your Facebook page to as much interesting content as possible! And visa versa, link to your Facebook page from your website and promote others to do the same!!!
3. **Send cohesive messages.** Make sure messages don't conflict with other online and offline marketing. If you are promoting an event on Facebook or twitter, make sure all the details match up in all the marketing mediums you use. If the dates or times are different on email as they are to LinkedIn and Facebook people will be uncertain of your credibility.

