

Social Media for Business



How to make it work? It's an opportunity to:

- Build a community
- Start a conversation
- Foster trust and loyalty

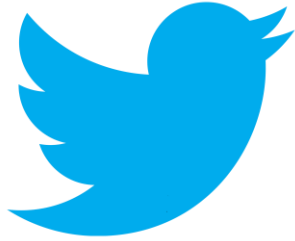
What to write on Twitter?

“Engage, don’t broadcast!”

Ask yourself:

- Will the audience of this message find it of **value** or will they find it **annoying** and **disruptive**?
- Would **I want to receive** this message as a consumer?

Get your customers talking or get involved in their conversations.



Successful approaches to writing for business tweets

- Be authentic, honest, and transparent
 - Ask questions
 - Provide value for free
 - Share stories
 - Respond to tweets
 - Inspire your customers to share stories
 - Admit mistakes
 - Deliver excitement, surprise, and delight
 - Lead customers to take the next step
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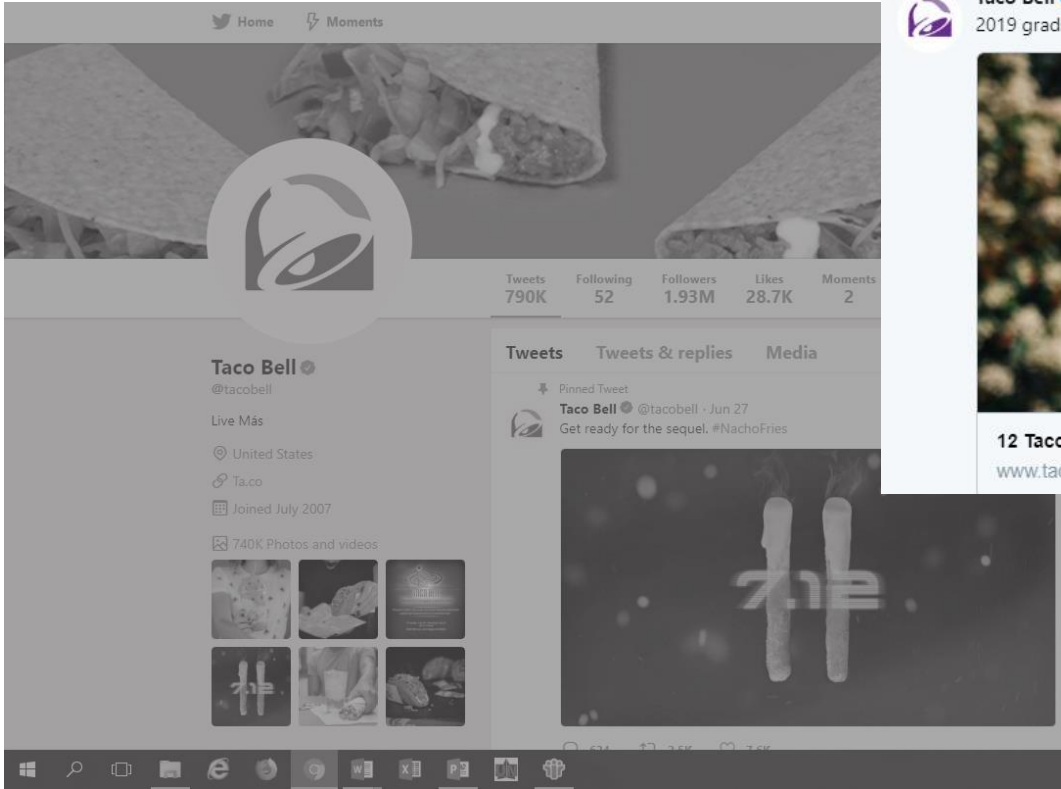


Length? Only 280 characters per post.

Language? Content words. Abbreviations. You may remove articles and some pronouns.




<https://twitter.com/MetLife>



Which approach(es)
do you find in this
tweet?

<https://twitter.com/tacobell?lang=en>

Home Moments




Tweets 790K Following 52 Followers 1.93M Likes 28.7K Moments 2

Taco Bell @tacobell
Live Más
United States
Ta.co
Joined July 2007
740K Photos and videos

Tweets Tweets & replies Media

Pinned Tweet
Taco Bell @tacobell · Jun 27
Get ready for the sequel. #NachoFries



Taco Bell @tacobell · Jun 12
2019 grads, take notes.



12 Taco Bell Graduation Caps That Will Spice Up Your Commencement
www.tacobell.com

- Deliver surprise and delight



Habitat for Humanity @Habitat_org · 4h

After Hurricane Harvey left a wake of destruction in Texas, families across the state partnered with Habitat's hurricane recovery program #HabitatHammersBack to rebuild their homes and their lives. Here are just four examples.



Habitat helps Texas families rebuild after Hurricane Harvey

www.habitat.org

Which approach(es) do you find in this tweet?

https://twitter.com/Habitat_org



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www.habitat.org

- Shares a story
- Leads to a next step.

World Wildlife Fund Retweeted



Spike Mendelsohn @chefspike · Jun 19

Do you eat food? Then you can help fight climate change by wasting less of it. Food loss and waste contributes billions of tons of greenhouse gases each year. Learn more at worldwildlife.org/land #foodwaste #GCAS2018 #StepUp2018



A missing piece in the fight against climate change | Stories | WWF

worldwildlife.org

Which
approach(es) do
you find in this
tweet?

https://twitter.com/World_Wildlife

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A missing piece in the fight against climate change | Stories | WWF

worldwildlife.org

- Asks a question
- Leads to a next step.

Starbucks Coffee Retweeted



SIFF @SIFFnews · Jun 7

SIFF is honored to partner with @Starbucks again to bring you some of the world's best short films about love and friendship. Grab a cup of coffee, sit back and enjoy a sneak peek of 7 films available exclusively on the Starbucks Channel!



Starbucks + SIFF Proudly Present

Watch 7 original Seattle International Film Festival short films, curated exclusively for Starbucks customers.

starbuckschannel.com

Which approach(es)
do you find in this
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<https://twitter.com/Starbucks>

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starbuckschannel.com

- Provides value for free
- Delivers excitement
- Leads customers to take the next step



Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnslizzerd](#)

Which approach(es) do you find in these tweets?

We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

about 11 hours ago via ÜberTwitter
Retweeted by 86 people





Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettnngslizzerd](#)

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- Admit mistakes
- Be authentic (and witty, if appropriate)



Target @Target · Jun 23

Congrats @chipgaines and @joannagaines! We can't wait to meet the newest member of the family. 🥰❤️

Chip Gaines @chipgaines

And then there were 5.. The Gaines crew is now 1 stronger! 10 beautiful toes and 10 beautiful fingers all accounted for, and big mamma is doing great! #blessedBeyondBelief

3

22

478

<https://twitter.com/Target>

Question,
invitation to share.



KFC @kfc · Jun 10

Time to settle the debate. Which of these does our twitter following prefer to click on? #HerbsAndSpicesDay

37% Herbs

63% Spices

2,812 votes · Final results

26

35

109

<https://twitter.com/kfc?lang=en>

Authentic
voice, respond
to customer.

Some Twitter mistakes:

- Tweeting #buythisproduct
- Begging for followers
- Making tweets too long (yes, even 140 words may be too long)
- Not responding to mentions (@...)
- Using too many hashtags #soannoying #dontdothis #horrible #whysomany #ahhh

Find Your Voice and Tone

1. If your brand were a person, what kind of personality would it have?
 2. If your brand were a person, what's their relationship to the consumer? (a coach, friend, teacher, dad, etc)
 3. Describe in adjectives what your company's personality is not.
 4. Are there any companies that have a similar personality to yours? Why are they similar?
 5. How do you want your customers to think about your company?
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