



## Top Ten Twitter tips

1. Never change your avatar - it is the only visually consistent item on your twitter page.
2. Tweet and re-tweet about other people's ideas.
3. Create a dialog or conversation don't just push your product.
4. Always stay in brand and don't lose identity.
5. When you tweet occasionally include a link to your website.
6. When you re-tweet you are creating credibility and character - always stay within brand.
7. Try and space your messages throughout the day not all at once.
8. Watch the conversation and reply only if you can reply with something intelligent and useful.
9. Don't be afraid to talk about other folks companies - just avoid direct competition.
10. Try to be interested and interesting - you will gain more followers.