

## 7 Twitter Tips for Retailers

As with all social media, the goal of Twitter is to create conversation and encourage community. With Twitter it's done with 140 characters or less.

For information on how to create a Twitter account, check out:

<https://support.twitter.com/articles/215585-getting-started-with-twitter#>

But how could short posts, called *tweets*, help you and your business? Will using Twitter increase sales? It can, but people won't follow you on Twitter if all your tweets are limited to selling your products.

So how do you create conversation and encourage community while making it worth your time and effort from a business perspective?

### 1. Identify yourself

Be sure to complete your description and include a photo. People won't want to connect with you if they don't know who you are.

### 2. Connect with Hashtags

Using hashtags (#) is the way those who share your interests will find you. Hashtags offer people a way to locate Twitter users who share their interests.

For example, the following tweet will only be seen by those who are currently following you:

Exciting summer fiction books half price this week!

But the addition of one or two hashtags will attract others searching for that particular topic:

Exciting summer fiction half price this week! #BookSale #ChristianFiction

Note: hashtags do not use spaces. So if you typed #Book Sale, the hashtag would actually be #Book.

### 3. Leave a little room

You will experience several benefits from tweets that are 80 – 120 characters.

First, Twitter posts are limited to 140 characters. But studies have shown that Twitter posts most likely to be retweeted are those that are 80 characters. Shorter really is better!

Second, by not using the full limit of characters, you will ensure that your hashtags won't be cut off in a retweet.

#### 4. Schedule your posts

You may be wondering how you'll have the time to tweet several times a day while you're working. Tools such as [Hootsuite](#), [Buffer](#), and [Tweetdeck](#) are programs that enable you to schedule your tweets in advance.

Of course, even though you may use a scheduler, don't limit yourself to scheduled posts. It doesn't take long to tweet a spontaneous message to your followers!

#### 5. Tweet photos

As with all social media, content may be king, but photos are the power behind the throne. Adding a photo makes your tweet more appealing and more likely to be retweeted.

Of course, photos can include products and product displays. But they can also include customers, staff, and photos related to your community.

#### 6. Make it easy for others to tweet you

CAN author [Kathy Harris](#), author of *The Road to Mercy*, suggests using [Click to Tweet](#) to make it easy for others to tweet information from your blog posts or news from your website. You create the tweet with a link that customers simply click on to share on their own Twitter accounts

#### 7. Remember the *social* in social media!

Don't limit your tweets to product information. Tweet photos of your staff or frequent customers. Tweet photos of your pets or a favorite craft you completed. Ask questions to generate conversation and reply to the people who respond to you.

Following these tips will help you master Twitter and use it to your advantage!

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