

TWITTER FOR EXECUTIVES

The moments that matter in business, matter on Twitter. Drive thought leadership, influence, and impact by building your presence on the platform.



EXECUTIVES USE TWITTER TO

1

Humanize the Brand;
Be the Brand's Conscience

2

Listen & Respond
to Customers

3

Control the Message
& Influence the Press

4

Connect with
Employees

5

Move the Market

6

Respond to Critics

7

Attract & Retain
Great Talent

8

Engage With
Partners & Peers

9

Inspire the Next
Generation of
Business Leaders

10

Promote Causes &
Ideals; Share a
Unique Point of View

WHY TOP BUSINESS LEADERS USE TWITTER

"The truth is, I learn almost everything I need to run T-Mobile in there."

- John J. Legere
@johnlegere

"Reporters are obsessed with it. It's like a tube and I have loudspeakers installed in every reporting cubicle around the world."

- Marc Andreessen
@pmarca

MASTER THE BASICS

The heart of Twitter is the timeline. When you follow people, their messages called Tweets instantly show up in your timeline. Similarly, your Tweets show up in your followers' timeline.

← REPLY

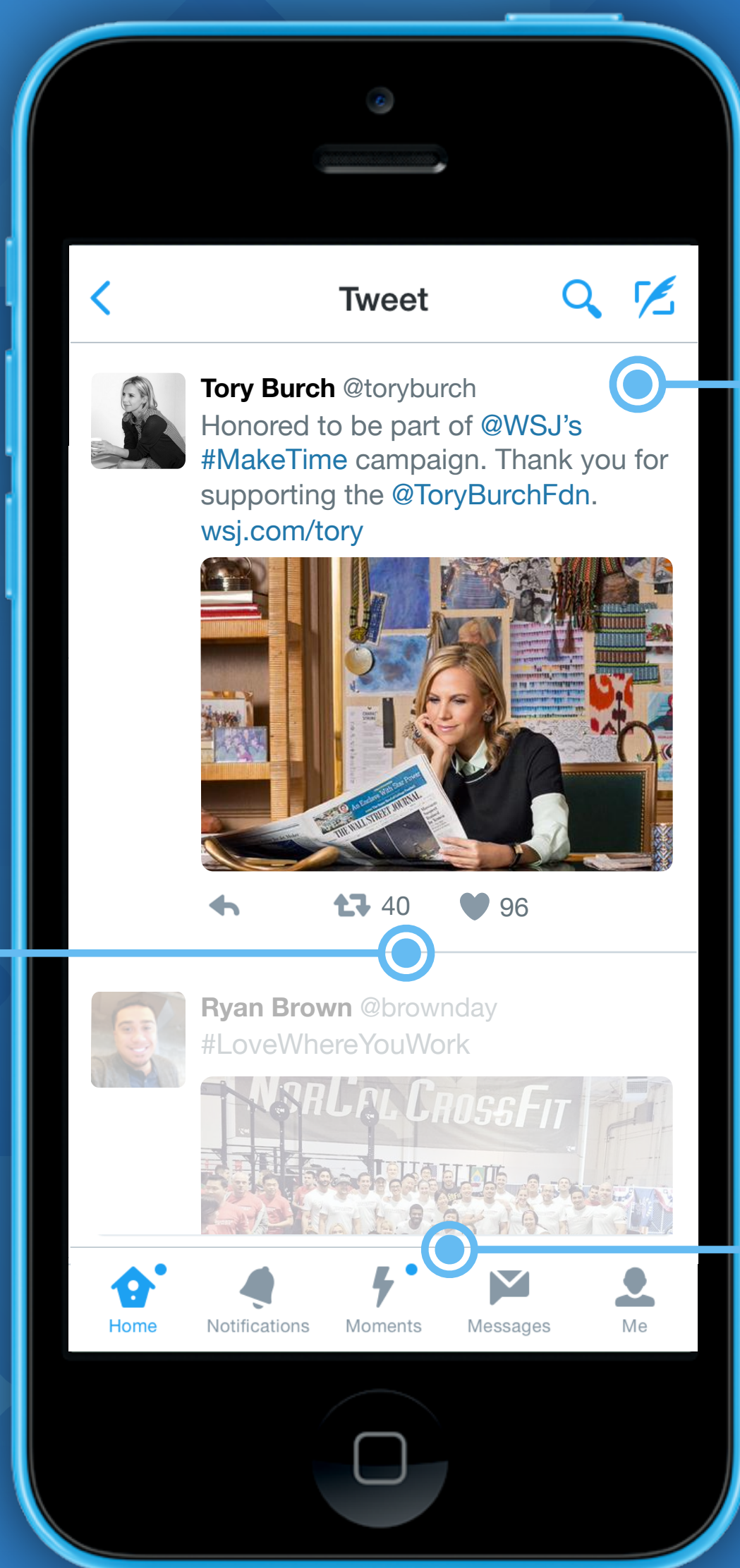
Comment on a Tweet and join the conversation.

↻ RETWEET: RT

Share a Tweet with your followers. You can even add your own thoughts before you share it. Select "Quote Tweet" to add context.

♥ LIKES

Give feedback to the original poster by liking their Tweet!



@USERNAME

Your account name is the way your name appears on Twitter and @username is used to call out an individual in a Tweet.

#HASHTAG

The # symbol is used to mark keywords or topics in a Tweet. They allow people to join a conversation about a specific topic on Twitter.

TWITTER MOMENTS

The best of Twitter in an instant. Cycle through news, sports and entertainment-related Tweets in a media-forward consumption experience.

Your Profile

Make sure it is reflective not only of what you do but of who you are and what you are passionate about. It will help guide your content strategy. Include a photo of yourself and not your brand logo or product.

Why 140?

The 140 character maximum is based on SMS texting limitations plus up to 20 characters for a username. True now as it was, Twitter's strength is the ability to communicate with anyone on any mobile phone in the world.

@Username vs .@Username

Twitter is great for conversations. Starting a Tweet with an @username means that only the people who follow both you and @username will see the tweet. If you want all your followers to see your conversation, start the Tweet with .@username.

SETTING UP YOUR PROFILE



UPLOAD AN AVATAR



ADD A COVER PHOTO



WRITE A BIO



CONNECT WITH INFLUENCERS

BEST PRACTICES



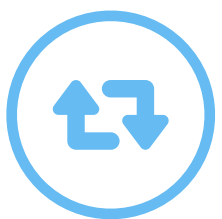
BE AUTHENTIC

Let your personality and perspective shine. Twitter is a great way to humanize yourself to your colleagues, customers, and the world. You don't have to be perfect. There is value in being real; it's ok to be less polished and produced.



USE PHOTOS

Tweets containing rich media standout and perform 3-4X better than those without. Upload photos directly to Twitter to ensure they are visible in the timeline. You can share up to 4 images in a single tweet.



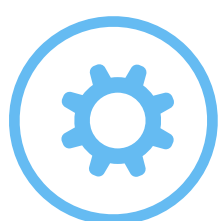
RETWEET

Share the news and posts that reflect your passions and point of view. As a leader, there are millions who care about what informs, inspires, and resonates with you. Quote tweet to add context and let your followers know why you are sharing a particular tweet



SHARE YOUR VIEW

Take followers behind the scenes at work, give them a snapshot from a flight, or create a Periscope broadcast from a unique event. Share your inside access.



TEST TO SEE WHAT WORKS FOR YOU

You will figure out what resonates and engages your audience. Try various topics and styles to see what works for you and what you are most comfortable sharing.



QUALITY OVER QUANTITY

One great Tweet per day is far more compelling than 3-5 boring Tweets, but 3-5 interesting Tweets are even better.



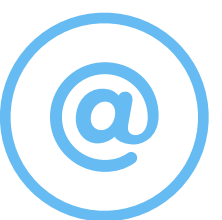
OPTIMAL TWEET LENGTH

Though there is room for 140 characters, tweets under 110 characters tend to perform better.



CREATE A CONTENT CALENDAR

Let this be your guide. Remember it's not set in stone and you should of course engage in live moments that happen everyday; this will help you build a cadence.



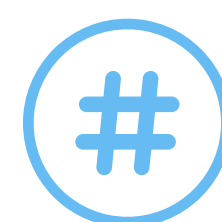
#PRO-TIP FOR TAGGING OTHERS

Save characters by tagging others in photos in lieu of mentions in the copy of your tweet. You may tag up to 10 people per tweet. For example, fellow execs, your employees, partners, or celebs,



QUOTE TWEET

If you are sharing an article, post, photo or video click the Retweet icon and then select "Quote Tweet" to add a bit of commentary and let your followers know why you are sharing it.



USE #HASHTAGS TO JOIN OR DRIVE A CONVERSATION

Hashtags enable you to join or drive a conversation. Don't get hostage happy. Include only a meaningful hashtag that will enable users to understand what topic you are commenting on and /or how they can participate.



CREATE & SHARE VIDEOS

Videos drive significant engagement. You can now shoot directly from the Twitter mobile app or use Periscope to broadcast live.



HAVE A SPECIFIC GROUP IN MIND WHILE TWEETING

It's daunting to think about crafting a Tweet that will resonate with all of your followers. Think of just one person you are trying to reach and craft your copy accordingly.

BUILDING YOUR CONTENT CALENDAR

MONDAY	What are you reading? Articles, books, posts, Tweets?
TUESDAY	Exclusive Experiences- Share behind the scenes content.
WEDNESDAY	Inspiration & Motivation- Share a quote or post that has inspired you.
THURSDAY	Industry Talk- Highlight, topics within your industry and role.
FRIDAY	Promote Your People- Highlight achievements about your employees.
SATURDAY	Share Your Hobby- Engage with Fellow Enthusiasts
SUNDAY	What are you watching? Connect in real time

MONTHLY PLANNING:

Pinpoint the moments and events that matter throughout the year:

May/June: It's graduation time. Sprinkle in career advice for recent grads. They'll be grateful for it.

September It's back to school. Share educational pursuits, college memories, and advice to students.

November/December: Show humility and gratitude by highlighting what your thankful for. Throughout the holiday season focus on charitable causes you care about, or community service initiatives your company has partaken in.

February: Super Bowl. Share the scene inside your team war room or photos and videos from the sidelines.

WHO TO FOLLOW

Media Outlets
Publications that Interest You
Journalists Who've Interviewed You
Employees
Industry Leaders
Other Executives
The Investment Community
Partners

Mentees
Emerging Entrepreneurs
Family & Friends
Brands You Admire
Athletes
Actors
Comedians
Politicians
Competitors

EXECS TO FOLLOW: A STARTER LIST

Listen, Engage, Inspire, Elevate, Promote, Connect, Influence and Lead to Drive Real Business Impact.



Jack Dorsey
@jack
@Twitter



Mary Barra
@marybarra
@GM



Richard Branson
@richardbranson
@Virgin



Satya Nadella
@satyanadella
@Microsoft



Beth Comstock
@bethcomstock
@GE



Marc Benioff
@Benioff
@salesforce



Antonio Lucio
@ajlucio5
@hp



Keith Weed
@keithweed
@unilever

Who cares about what I'm doing?

A lot of people. Your customers, employees, journalists, financial analysts, critics, partners, aspiring executives, and peers are interested in your thoughts, ideas, and experiences. The same people that read *Forbes*, *Fortune*, *WSJ*, *Inc.*, and more are thirsty for insight and perspective from the top. Fortune 500 CEOs were mentioned, quoted, or referenced on Twitter 6.7 million times in 2014.

I don't like sharing anything personal...

You don't have to. Your messaging can focus on your professional persona. Share brand moments, give accolades to your team, or utilize your brand's existing assets in a unique way. Dip into the archives and offer context around corporate culture and heritage. Share quotes or advice that has impacted you; it will likely have the same effect on your followers. Retweet brand news, launches, or press coverage you are proud of.

What if I don't have anything to say?

Share what others have said. Post a quote, mantra, or motto that speaks to you, retweet an article or comment someone else has shared, or link to an article or site you think is worth checking out.

Can I have someone else tweet for me?

There is tremendous value in your vision and voice. Authenticity is important. If you have someone else tweet for you, you should compose the tweets and make sure retweets are reflective of your preferences.

How often should I tweet?

Tweet when you have something to say or share. It's about quality over quantity. One great tweet per day is better than several boring ones. Try to maintain a consistent cadence so your followers know what to expect from you. Those who tweet 1-3 times daily tend to see better engagement.

Can I keep my account private?

Yes, but we don't recommend it. Twitter is a public platform and should be embraced as such. You don't need to share anything overly personal. It's ok to start out private at the beginning to get used to the functionality and test what works for you.

What if I make a mistake?

Don't stress. You're human and mistakes humanize you. If you notice that you've made a spelling or grammatical error, it's best not to delete as you will lose likes, retweets and comments. You can tweet a follow up correction in response to your own tweet.

How should I respond to negative tweets, false claims, and criticism from consumers?

That is to be expected. Resolving an issue or publicly addressing a complaint or criticism can be beneficial to all parties involved. It shows humility and illustrates a willingness to rectify a situation. There is no need to respond to everything, but selectively reacting and offering to rectify a situation or address a concern indicates that you are listening.

How can I keep my account secure?

- Create a strong password: Your password should be at least 10 characters that include upper & lower case letters, numbers and symbols.
- Use a private domain e-mail address. A private-domain account will generally be more secure than a public service like GMail, Hotmail and others, and will reduce the possibility of password-reset and other e-mails being intercepted. If you must use a public e-mail provider, consider employing added precautions such as GMail's two-factor authentication.
- Don't give your user name and password to third parties.
- Watch out for suspicious links, and always make sure you are on Twitter.com before you enter your login information.