



# brandthinking

BLEEDING-EDGE THINKING ON BRANDING PROFESSIONAL SERVICES

## BRAND THINKING

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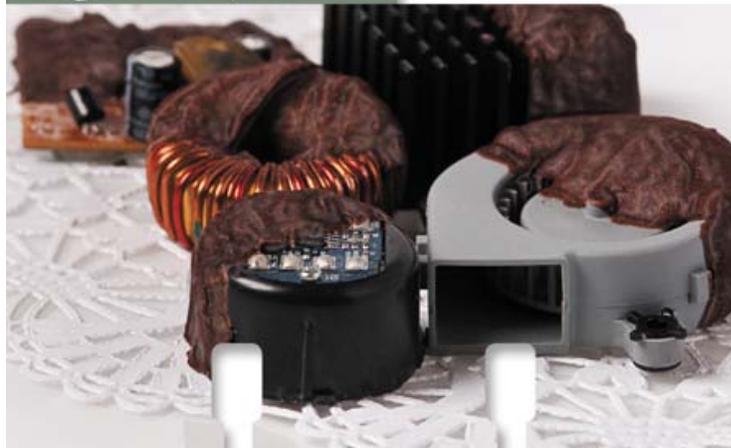
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## Getting Started With Twitter

By [Gayatri Bhalla](#)

Posted on February 18, 2011 at 11:15 am

digitalrecipe #18



I've written about how to use [social networks to generate leads](#), [how to blog](#), and [how to use LinkedIn](#) for your firm. Here are some brass tacks when it comes to getting started with Twitter:

1. First things first: create a Twitter name, called a "handle". It's first-come-first-served even when it comes to brand names, so be sure you grab your firm's handle ASAP.
2. You have 140 characters to craft your "About me" description. Be pithy, be smart, and speak with your [brand voice](#). Think of it as the opening line at a cocktail party.
3. You can customize both the background of your Twitter page as well as your Twitter thumbnail image. Take the time to do this in a branded manner as it's what people will first see when deciding to engage with you. You can see ours at [www.twitter.com/gbltd](http://www.twitter.com/gbltd).
4. Decide who will tweet on behalf of the firm. You can choose a single person or group or rotate who owns the platform every week. In either case, be sure your team is familiar with the social media guidelines of your

### CONTRIBUTORS

#### gayatri bhalla

Gayatri Bhalla, Principal of Interactive Marketing, has over a dozen years of experience in the interactive marketing and strategy disciplines. She brings a depth of understanding and experience with new media platforms and knows how to marry marketing with meaningful technologies.



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firm.

5. Set up an easy to use social media aggregation platform (we use HootSuite) to make it easy to view at-a-glance your status, mentions and timeline and to help you to schedule tweets in advance.
6. Install a plug-in that links your [blog](#), Facebook and RSS feeds to automatically update your Twitter account.
7. Let your staff know that they can link the firm's Twitter account to their individual profiles on [LinkedIn](#)—it's a win-win tactic to share information, broaden the reach of the firm, and regularly update individual's profiles with relevant industry information.
8. Don't stop there—social networks are not a platform for a one-way conversation; you need to engage with others in the community in order to have any impact. On Twitter, engagement takes the form of Re-tweets, Follows, Direct Messages, Mentions, and Convos (short for "conversations").

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