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Twitter Marketing

Twitter Marketing

Twitter (now known as X) is a very useful platform for businesses and content creators. It's a great place to share business updates, join trending conversations, build a brand voice, and send people to your website. Many companies use Twitter marketing to reach more people, engage with their audience, grow communities, and boost their business.

Even though social media is crowded today, Twitter still has a large user base. As of recent estimates, X has around **600 million monthly active users worldwide**, with over **230-250 million users checking the platform daily** – making it an important part of many marketing strategies.

Because so many people use it every day, advertising and networking on Twitter can help businesses gain visibility and reach the right audiences.

Twitter Basics

Twitter (now also known as X) is a popular social media platform where users share short messages called **tweets** to communicate with others. Here are the basics to help you understand and start using Twitter:

• **Creating an Account**

To use Twitter, you need to create an account.

Visit the **Twitter website** or download the **mobile app**.

You will need to enter a **username (handle)**, **email or phone number**, and a **password** to sign up.

• **Profile Setup**

After signing up, you can set up your profile:

- Add a **profile photo**
  - Add a **header image**
  - Write a **short bio** (a few lines about yourself or what you do)
- This helps others understand who you are.

• **Followers & Following**

- You can **follow** other users so their tweets appear in your feed.
  - Others can **follow you** to see your tweets on their feed.
- Your feed shows tweets from accounts you follow.

• **Tweets**

- A **tweet** is the main content shared on Twitter.
- Tweets can include **text, photos, GIFs, videos, and links**.
- Twitter now allows longer content beyond the old 280-character limit in some formats like threads or paid features.

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You can interact with tweets by:

- ✓ Liking (heart icon)
- ✓ Retweeting (sharing with your followers)
- ✓ Replying (commenting)

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• **Hashtags (#)**

A **hashtag** is created by putting # before a word or phrase (like #Travel). Hashtags help group similar tweets together and make them easier to find.

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• **Mentions (@)**

Using **@username** in a tweet mentions that user. For example, @JohnDoe will notify that person and link to their profile.

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• **Direct Messages (DMs)**

You can send **private messages** to other users called **Direct Messages**. People you both follow each other can usually send DMs unless settings are changed.

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• **Privacy & Settings**

Twitter gives options to control:

- Who can reply to your tweets
- Who can send you DMs
- Who can tag or mention you

You can adjust these in your account **settings**.

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• **Trends**

Twitter shows **trending topics** – popular hashtags, phrases, or topics many people are talking about right now.

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• **Explore**

The **Explore** tab helps you discover:

- Trending topics
- Popular tweets
- Tailored recommendations based on your interests

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**Twitter Handle**

A **Twitter handle** (username) is the unique name that identifies your account on Twitter. Since millions of users are on Twitter, your preferred handle might already be taken. Don't worry if that happens!

You can:

- Ask the current owner if you can use the handle.
- If your business name is trademarked, contact Twitter for help.

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**Why Your Twitter Handle Matters**

- Makes your account **easy to find**
- Shows **professionalism**

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- Easy to remember
- Builds your **brand identity**

Your handle should represent your name or business, be simple and memorable, and help people recognize and trust you.

Tips for Choosing a Good Twitter Handle

1. Keep it **short and simple**
2. Avoid **special characters** unless part of your brand
3. Use your **real name or business name**
4. Make it **consistent** with other social media accounts

Example Twitter Handles (Personal Names & Businesses)

Personal / Student Accounts:

- @RohanSharma
- @PriyaKumar12
- @AnkitCareer
- @NehaRajOfficial
- @Amit\_Verma

Business / Brand Accounts:

- @ChaiAdda (tea café)
- @DesiTiffin (food delivery)
- @EcoIndiaSolutions (sustainable products)
- @TechGyaan (technology blog)
- @BharatHandlooms (handicrafts & textiles)

Following and Followers on Twitter

Twitter is a social network, but it only works if people follow you or if you follow others.

- **Followers:** People who follow you can see the tweets you post in their feed.
- **Following:** When you follow someone, their tweets appear in your feed automatically.

Unlike some platforms, **following on Twitter doesn't have to be mutual.**

- You don't need to follow someone for them to follow you.
- Similarly, someone can follow you without you following them back.

Why Following is Important

- Following accounts lets you **stay updated** with their tweets in real-time.
- Your feed will show tweets from everyone you follow, so you can see news, updates, or posts you care about.
- Following someone also allows them to **send you Direct Messages (DMs)** if your settings allow it.

In short:

- **Follow others** → See their tweets and updates.
- **Get followers** → People see your tweets and can interact with you.

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Sponsored Tweets on Twitter

Sponsored tweets are **paid advertisements** on Twitter. Brands and businesses use them to reach a larger audience and promote their products, services, events, or content.

**How Sponsored Tweets Work**

• **Advertiser & Twitter:**

Businesses choose a tweet or campaign to sponsor. They manage it using **Twitter's advertising platform**.

• **Target Audience:**

Advertisers can select **who sees their sponsored tweets** based on location, interests, age, gender, and other factors. This ensures the tweet reaches the people most likely to be interested.

• **Budget & Bidding:**

Advertisers set a **budget** for the campaign and can bid for specific keywords or audience groups. The cost of a sponsored tweet depends on **audience size** and **competition** for that target group.

Assignment

Q1. What is Twitter (X) mainly used for?

- A) Long blogs
- B) Real-time updates & conversations
- C) Shopping only
- D) Gaming

Q2. Best objective for increasing tweet engagement?

- A) Website clicks
- B) Engagement campaign
- C) App installs
- D) Awareness only

Q3. What symbol is used for hashtags?

- A) @
- B) #
- C) \$
- D) &

Q4. If you want more website visitors, choose:

- A) Engagement
- B) Followers
- C) Website Traffic
- D) Video views

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