

# Peacock Arts Trail - Guide To Using Twitter



Twitter is a really good marketing tool, it's short, fast and can be great fun. It's ideal for passing information along, for spreading the word especially about things that are happening right now. With Twitter you are sending messages that contain a maximum of 140 characters, you can add images and links.

## Getting started:

Go to <https://twitter.com/>

**Start with a good name**, it's best to use your business name or name you go by so that you can raise the profile of your business. If possible keep all your names the same or similar across all Social Media platforms to make it easier for a follower on one site to search for you on another.

**Your avatar:** (the little round image / picture that appears each time you send or respond to a Tweet.) Select a photo that sums up your business – either a photo of you or a piece of your work or your logo if you have one. Avoid changing this too often as a consistent image is easier for followers to spot you.

You can write a short profile to explain a little about yourself and what you do. Take a look at what other people have done to give you an idea.



This screenshot shows your activity

If you click your Avatar (circular Image) it will take you to your profile page. Click it again and it will take you to your Home page showing you all your recent activity (Tweets and Retweets).

### Finding your way around your Home Page

Across the bottom of the screen you will see icons, a bird house, magnifying glass, bell and envelope.

The **house** is your home page, it will show you your activity or click it again and it will show you your news feed, all the Tweets and Retweets from everyone you follow (including your tweets). These show in chronological order.

**Magnifying glass** is the search engine, you can search other users or #hashtags

**Bell**, this is your notifications, it will have a small number next to it showing the number of interactions you've had since you last logged in.

The **envelope** is used to show you if anyone has messaged you directly.

**Engagement:** Likes, Comments and Retweets.



Icons

Below each post is a Speech bubble, Arrow and Heart.

**Speech bubble** sends a comment directly to that person which is visible to all, a conversation can go back and forth but also allows others to join in the conversation.

**Arrow** is a Retweet, if someone retweets one of your posts, it will then show in their feed to all their followers, who may, in turn, come to your page and follow you themselves or if they themselves retweet the post, it will then show to all their followers.

**Heart** is a 'like' – similar to Facebook.

**Envelop:** this allows you to send a message directly to that person (if you follow each other) which is not seen by everyone.

**Get started:**

Search for organisations, businesses and artists you think might be on Twitter and who might share a similar clientele. Start following them - so they can follow you back, if they want to, their followers will see that they have followed you and might start following you themselves. You could start with @Peacocktrail, and follow the other exhibitors, sponsors and any other profiles that will be relevant to your chosen art field.

To do this, use the search engine to find the person you're looking for, click on that person's name or Avatar and it will bring up their page. At the top right corner there will be a 'follow' button, click this and it will turn to a blue 'following'.

**To Like or Retweet someone's post:**

Click the heart button (which will show red once you've Liked' it, or the arrow button. When **Retweeting:** you have the option just to simply Retweet, where an exact copy of that Tweet will then appear in your feed for others to see. Or, you can 'Quote Tweet' which gives you the option to add a comment and then have the Tweet attached below your comment. This is a good way to draw attention to something. E.g. if someone has posted that they are preparing some new work or testing new colours etc, you could Retweet it and add 'wow this looks great, I can't wait to see this finished on the @peacockartstrail' . Or if you come across some content that you think would be useful for others, flag it up 'This could be really interesting for anyone planning an Open Studio #peacockartstrail'

**Now you're ready to start Tweeting:** The more interesting the content or image, the more response you will get. Tweets which include an image will be more successful. Make your tweets, interesting, funny, helpful, conversational. Don't make them all about you, mix it up a bit. Share information. You can link in other users by adding the @ in front of their username and add clickable links by adding http:// in front of a web address.

**#hashtags** are used more in Twitter than in Facebook and create themes which can be followed. This is particularly good for finding out what's going on in a local area e.g. #corsham #wiltshire #chippenham it can also be used to group together tweets for a certain event i.e. #peacockartstrail #peacock\_workshop . Many local businesses will look out for the local area # and they do retweet. @CorshamTownCouncil, @ChippenhamNow, @Springfield, @WeLoveCorsham are just a few examples of our local businesses and groups that you can build relationships with.

A popular one is #FF (Follow Friday) for creatives. This happened every Friday on Twitter and you can invite people to follow people that you like. Simple use #FF and then add some @Twitter names that you like, or select few and say why you like them. It's a simple fun way to spread some happiness and goodwill.

On Twitter, there are also many specified themed 'Hours' that you can look out for and join in e.g. @handmadehour runs on a Wednesday at 7.30pm and Sunday at 8.00pm - use the hashtag #handmadehour in your Tweets if you want to join in and you can search #handmadehour to only see relevant Tweets. Others are: #SouthWestHour Thurs 8-9pm, #CraftBeerHour Tues 9-10pm - there's one for everyone and these communities are a great way to interact with like-minded people and build up relationships.

**Lists:** is a great feature with Twitter is that you can create manageable lists. You could put all the exhibitors and interested parties of @Peacockartstrail into a list where you can see all of their tweets without them being lost in amongst all the other tweets from others that you may follow.

Simply click on your image (avatar) at the top right of your screen and select 'lists' from the drop down menu.' You can then 'create list' by naming it and adding in the usernames of the people you want to follow.

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