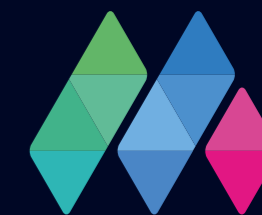




Twitter Guide 3

How to grow your Twitter Account





To help you navigate and make the most of your Twitter account, we have listed some of the most important Twitter terms below:

- **@** - The 'at' symbol is used for all users name handles. It can tag people in a post or mention them in the comments section of another post.
- **#** - Hashtags are used to index certain words or phrases on Twitter. Often particular hashtagged words will go viral or 'trend' on Twitter. When you click on a hashtag, Twitter will show you over tweets using the same hashtag. This makes it easier for users to follow popular topics, events or trends.
- **Direct Message (DM)** - Direct messages are often referred to as 'DMs' on Twitter and other social media platforms. A DM, or Direct Message, is a private message between two users. For example, if one of your customers reaches out to your Pharmacy with a question, you could ask them to DM you.
- **Follow** - When you follow an account, you will see that user's posts in your timeline, and visa-vera, if another user followers your Pharmacy account, they are subscribing to see your posts in their timeline.
- **Lists** - Twitter lists enable you to make private or public lists of other users you find interesting. These could be accounts related to your industry or Twitter accounts of your competitors. You don't have to follow a user to include them in your lists.
- **Tweet** - A Tweet is a 280-character post on Twitter. All Twitter users can create Tweets and respond to other users Tweets by liking, sharing and commenting.
- **Retweet** - Retweeting is the terminology used on Twitter for sharing other users posts. If you like another user's Tweet and wanted your followers to see the post, you could retweet it, and then the Tweet will show on your profile and your followers' timeline.
- **Trending** - Trending topics are the most currently discussed topics and hashtags on Twitter. You can see a list of trending topics on the left-hand side of your Homepage in the 'trend' box. In addition, you can customise your trends display to show popular trends in your location.

Twitter Terminology

When using Twitter for the first time, you might encounter some terminology you are not familiar with. These terms are essential to know when using Twitter for your Pharmacy Business.

Using Twitter for your Pharmacy Business Account



There are lots of tools on Twitter you can use to increase the reach of your Pharmacy business account and engage with your followers:

Use Hashtags - Hashtags are searchable indexed words or phrases that help other users find particular topics or trends. They are a great way to increase the reach and visibility of your Tweet beyond your followers. Brands and businesses often lookout for trending topics and contribute to the conversation. Create a list of hashtags relevant to your business, keep an eye on trending topics, and use these hashtags in your Tweets. Try only to use hashtags related to your industry or business and limit how many hashtags you use. The more you use, the more likely people will view your Tweets as spam-like and not interact with them.

Use Direct Message - Direct Message is a great tool to be more available to your patients and engage with your followers. Letting your patients' message and ask questions via Direct Message makes it seem like your Pharmacy is more helpful and accessible, especially if they have a question they feel uncomfortable asking in-store or over the phone.

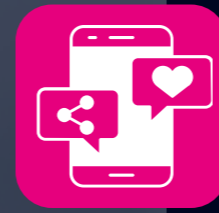
Use imagery in your Tweets - Tweets typically tend to be text-based posts, but you can also add photos or GIF to your Tweets. Mixing up your content and using image-based content in your Tweets is a great way to catch followers attention while scrolling through Twitter. Creating visual content can seem daunting, especially if you have no design or photography experience. However, you can easily create your content using free online tools such as Unsplash, Pexels, Pixabay and Canva.

Be consistent - There's no set guide or magic number of times you should Tweet. However, it's essential to be consistent. For example, if you start off Tweeting several times a week but then don't post for a whole month, your followers will forget who you are. Choose a realistic goal and one that you know is achievable. Once you have decided how often you want to Tweet and what days, make sure you stick to it. You could try scheduling your post in advance to prevent your Twitter account from becoming neglected. Twitter TweetDeck is an excellent tool for helping users plan their Tweets.

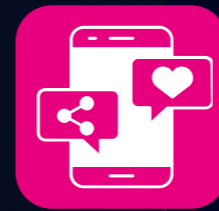
Engage with your followers - While regularly posting great Tweets to your pharmacies Twitter Profile will encourage new users to follow you, it's not enough to grow your Twitter account and create new customers. To start seeing long-term results, you need your followers to engage with your content. And on Twitter, to gain engagement, you must first spend it. Interact with the accounts you follow Tweets by liking, commenting and retweeting them. Also, join in with conversations on trending topics and engage with other Twitter users. Over time people will start to notice your Twitter account and value your input. Be sure to monitor and respond to comment on your Tweets. If someone approached you in your Pharmacy, you wouldn't ignore them, so you shouldn't ignore your Twitter followers. If a follower has commented on your Tweet, use your profile to like their comment and write out a friendly reply answering their questions or address any concerns if they have raised any.

Things to avoid and common problems with Twitter business accounts

When starting with Twitter, there are a few common issues and pitfalls that can prevent your account from growing followers and engagement. Read below what these are and how you can avoid them when starting your Twitter business account.



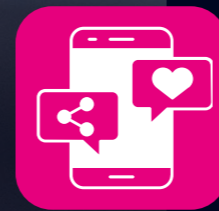
Not Tweeting enough – Not Tweeting regularly enough can prevent your account from growing in followers and engagement. Stick to a consistent posting schedule, whether that's once a day or once a week.



Not seeing results quick enough - At first, it can feel like you're Tweeting content and not seeing results back, but it's essential to remember building a following on Twitter can take time, so don't give up and stop posting after a few weeks. This is a marathon, not a sprint!



Not engaging enough – Twitter is a community and thrives on conversation. You will need to spend engagement to earn it.



Tweeting the wrong type of content – If you're looking to grow your engagement, posting many sales-focused Tweets may put people off following you. Instead, mix up your content and share Tweets of value with your audience.