



# Simple Practices for Managing Your Twitter Account

Twitter connects you and your stakeholders in real-time. You can use twitter to share information with people interested in your services, gather real-time input, and build relationships with providers, partners, and influential people.

Build your following, reputation, and relationships with the following simple practices.



## RESPOND

Respond to compliments and feedback in real time.



## ASK

Ask questions of your followers to glean valuable insights and show that you are listening.



## LISTEN

Regularly monitor the comments about your Network, brand, and services.



## SHARE

Share photos and behind the scene information about your Network. Even better - give a glimpse of developing projects and events!



## ESTABLISH A VOICE

Consider how you want your Network to appear to the Twitter Community -- a direct, genuine, and likeable tone is often preferred!



## CHAMPION YOUR STAKEHOLDERS

Retweet and reply publicly to great tweets posted by your followers and customers.



## DEMONSTRATE LEADERSHIP

Reference articles and links about the bigger picture as it relates to your Network.