

This month's eZine is quite a serious one by all accounts. I'm on a new streak this month of serious, thought provoking banter and feel it my duty to impart on you some important information regarding a wee website that is taking the world by storm. You guessed it, it's Twitter and if you're not on it you're doing yourself and your business a huge injustice.

So, more about that later. But before the serious side of my email I couldn't resist telling you about my meeting with Superman today. He's quite a interesting person actually and I'm quite chuffed that I met him. He gave me some quite good advice you see, something along the lines of "don't buy Barbie Dolls from the \$2 Shop because their heads fall off" and some other stuff like "keep your hat on when it's sunny" and "to infinity and beyond!". I must admit, the last comment threw me. Did Superman actually say that? I was sure this particular super hero had his character's mixed up and I was about to correct this small mistake before I thought better of it. Superman you see gave another child (in the face painting line) a decent whack on the head with his Light Sabre. Good timing and lucky the kid got him before me I say!

So, on to Twitter and why you should absolutely be on it - don't be scared, just do it! [www.twitter.com](http://www.twitter.com)

Here are some facts about Twitter:

There are an estimated 8 million Twitter users (this number grows every day)  
Adults ages 35-49 had the largest representation on Twitter – almost 42% of the entire audience  
62% of the audience access Twitter from work  
In January 2009, 735,000 unique visitors accessed Twitter via their mobile device

But what does this mean for you and why should you be on it?

Quite simply, you should be on it because everyone who's anyone is on it. From lawyers to painters to golfers to real estate agents to builders to universities to cinemas, to specialty shops to cafe's to your competition! Everyone is on Twitter! And if they're not on Twitter they will be soon so hop to it!

And, Twitter is powerful. The other day, I tweeted something interesting about Sony unveiling a massive international brand campaign and one of my followers "ReTweeted" my "Tweet" to all of his followers. Catch is though is that this particular person who ReTweeted my Tweet (sounds like I'm speaking a different language I know but bear with me) had about 32,000 followers! That's 32,000 people he posted my Tweet too, 32,000 people who saw my business name across the world and who saw what I had to say about the world of marketing on this particular day. As you can imagine, I got a barrage of new followers, including a marketing guru from Greenland of all places and a restaurant or two in Las Vegas!

Who cares about a person in Greenland I hear you say; You can't sell your services in Greenland! No I can't is my reply but it's brilliant for international brand recognition isn't it? And, that's all Twitter is, it's like being in a massive room networking with lots and lots of people from around the world. Some will be important to you, other's won't but it doesn't hurt your brand to be recognised internationally as a guru in your field now does it?!!!

So, some do's and don't on Twitter and then you can make up your own mind:

DO get your username right. If you have a brand name use it!

DO ensure you have a photo of yourself on your profile - it adds that personal touch

DO write a biography on your profile that clearly and effectively sells your business and what you have to offer to a potential follower

DO ensure you have a website link off your profile page to your website or blog

DO keep your Tweets and your profile public (you can block the crazies easily)

DO ensure your Tweets are applicable to your business or industry

DO add some personal Tweets on occasion (it ensures followers see there is a person behind the Tweets)

DO ReTweet usefull links and comments applicabile to your business or industry only

DO add value all the time! Impart your wealth of knowledge and people will love you for it!

DO spread your Tweets around. Use @ replies, RT's or ReTweets and external links (not just to your website please!).

DON'T follow spammers (these guys are pretty obvious with names like emma2234)

DON'T just Tweet about yourself - it's a bore and nobody cares

DON'T keep sending followers to your website all the time, they will instantly unfollow you

DON'T fall for the 10,000 followers a month scam - ever!

DON'T steal someone else's Tweet without sourcing them

DON'T ReTweet without reading over your tweet and checking it is legitimate

DON'T ever make spelling or language mistakes. Check and double check every time

Don't follow 100 more than are following you. So if you have 200 followers you should be following no more than 300.

Please bear in mind that these are the basic do's and don'ts of Twitter. There are plenty more intricate aspects to Twitter that should be considered as you become more involved in this amazing social networking tool. Respect your followers and you will be rewarded with an amazing networking base that will give you plenty of pleasure and opportunity. And, don't forget to follow Swordfish Marketing! [http: www.twitter.com/swordfishmktng](http://www.twitter.com/swordfishmktng).

Till next month!

Emma.