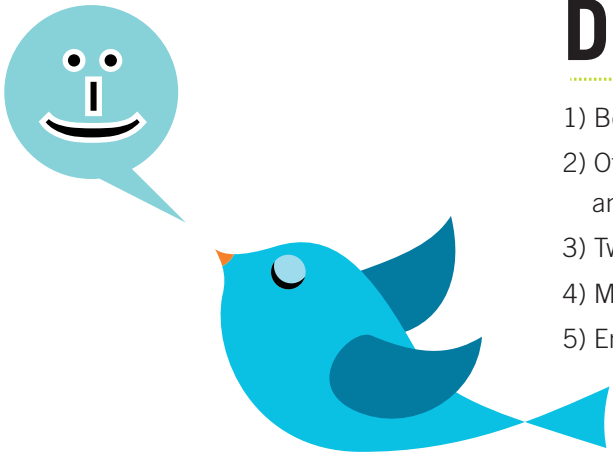


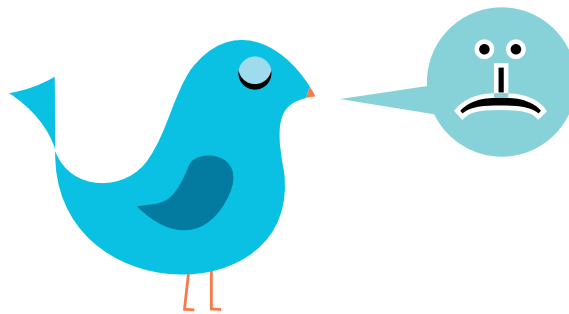
# TWITTER

Twitter is a very powerful marketing tool. It can help you build your brand, or harm it. Twitter can reach a wide audience so follow the unwritten rules of Twitter carefully to elevate your brand to its highest potential.



## DO

- 1) Bee precise. Remember, you only have 140 characters.
- 2) Offer captivating content. Show who you are as a brand and bee sure to brand your profile page.
- 3) Tweet regularly to build up a community.
- 4) Make sure you have a plan and remember your target audience.
- 5) Engage your audience. Interact with them. Reply to their tweets.



## DON'T

- 1) Don't clog the tweed feeds with sales chatter. Rather, educate your followers and offer exciting contests for them to participate in.
- 2) Don't hurt your brand. Don't get too personal. Reply to criticism quickly and in a positive manner.
- 3) Don't bee negative. Remember, people can share your content with their followers, so you never know who may see your tweet.
- 4) Don't hashtag every word in your tweet.
- 5) Choose your words wisely. Once a tweet is published it's hard to remove from the cyber world.

*bee smart. bee successful. bee compelling.*