



Twitter currently has 313 million active monthly users and is one of the most popular social networking sites. According to research from Visit Britain, Twitter is most commonly used for seeking suggestions and advice when travellers are actually on holiday.

Here are some of my top tips for how you can improve your Twitter Marketing.



### **BE CONSISTENT WITH YOUR TWEETS**

People are likely to start thinking about their holidays during winter, so make sure your online business presence is active throughout the year. If you don't tweet often, you will probably get lost in the constant stream.



### **ENGAGE IN CONVERSATIONS**

Conversations are happening all the time on Twitter. The key to gaining exposure on Twitter is to join in with relevant conversations - TIP: Join in with relevant Twitter chat sessions such as #CoastHour (hosted by @coastmag Thurs 12-1pm).



### **USE PLENTY OF IMAGES IN YOUR CONTENT**

Make sure your Tweets stand out amongst the crowd by using high-quality images, videos, or even GIFs! TIP: Whenever you're composing a Tweet you can search the Twitter GIF library - not only are they eye-catching, they're a really fun way to express emotions.



### **USE RELEVANT HASHTAGS AND @MENTIONS**

Make your tweets more visible by using relevant hashtags and tagging other accounts by including their handle name (i.e. @VisitIOW) within your tweets. TIP: Use Visit Isle of Wight campaign hashtags and tag @VisitIOW to get your Tweets noticed.



### **BUILD YOUR FOLLOWING**

Again, use relevant hashtags in your tweets - you will attract users who are searching for those keywords. Encourage follow backs by following people who are interested in your industry - TIP: Find them by looking at who's following other profiles in your niche.



### **CREATE LISTS**

To save you time and keep organised, set up Twitter lists to create groups of relevant users you want to focus your attention on. Lists provide you with a way to see updates from specific accounts such as travel industry contacts, giving you the opportunity to engage with those who add the most value to your online efforts.