

Twitter Guide



A step-by-step guide to Twitter

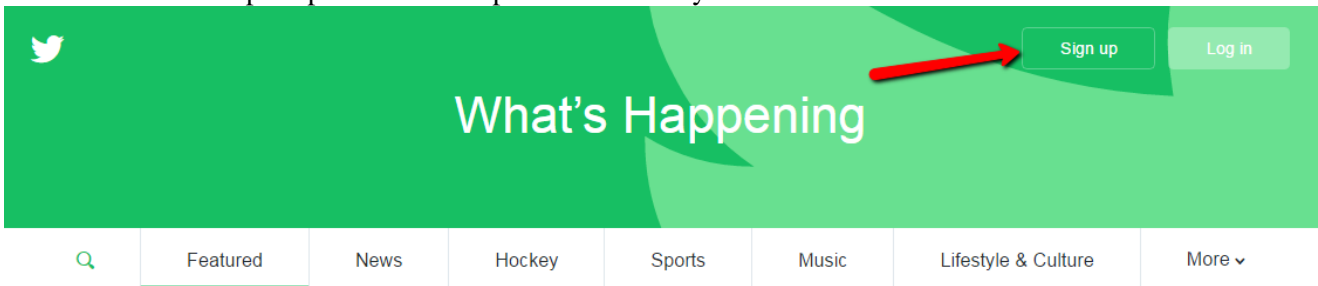
Twitter is a social media platform for real-time posts under 140 characters. It is used to share relevant information going on in your town and around the globe. Here at Norwex we use Twitter to share exclusive information, hold monthly Twitter Chats, Instagram posts, and event information along with updates from our newest products and behind the scenes at the Home Office! Be sure to follow us at: www.twitter.com/Norwex

How-to sign up:

1. Go to Twitter (<https://twitter.com>) and create an account.
 - a. Although the username is limited to 15 characters a user's real name can be 20 characters long.
 - b. The bio area has 160 characters.

Twitter profile using the Norwex trademark

- The username/url has character limits of 15 characters and can be anything you chose providing it is does not include the Norwex, trademark, product names, or taglines. (Note: The username/URL character limits prevent the use of full name and Norwex Independent Sales Consultant.) Ie. www.twitter.com/JanDoeCleans)
 - The bio area has 160 characters and should list your Consultant title as Norwex Independent Sales Consultant.
 - The thumbnail picture should be a personal picture of yourself and may not be an image of a Norwex product, logo or tagline.
2. You will be prompted to select topics that interest you.

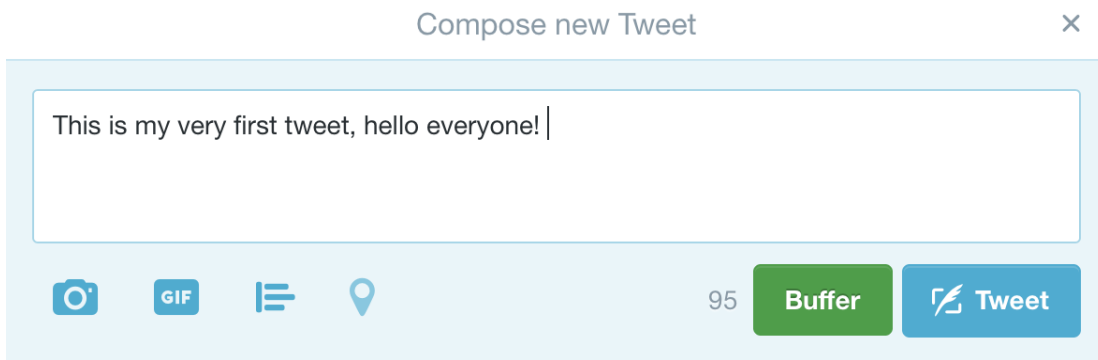



3. Once you select topics, you will be required to follow 40 Twitter accounts to get started!
4. From here you will upload a photo and customize your profile to your desired tastes.
5. Next, you will find people you know from other social networking accounts and follow them. Following someone means your are subscribing to their updates.
 - **Hint:** If you follow someone they are not automatically your follower.
 - **Hint:** Follow @Norwex for updates from the Home Office!
6. Now that your account is set up you can start Tweeting!

How to tweet:

A tweet is a post with 140 characters of text or less, which may contain photos, videos, and links. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search.

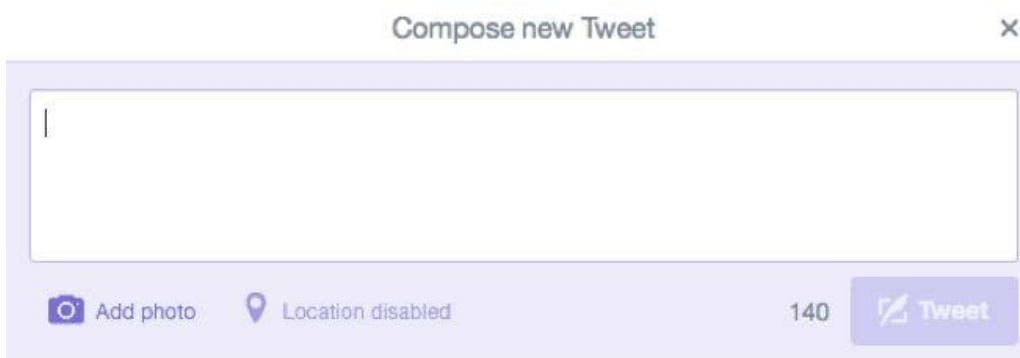
1. To tweet, type what you'd like to share into the box at the top of your home page timeline and click 'Tweet'.



- You can also [Retweet](#), or forward another user's tweet by clicking on the double arrows  underneath another User's tweet. What is a Retweet? A Retweet is a re-posting of a Tweet. Twitter's Retweet feature helps you and others quickly share that Tweet with all of your followers. Sometimes people type RT at the beginning of a Tweet to indicate that they are re-posting someone else's content. This isn't an official Twitter command or feature, but signifies that they are quoting another user's Tweet.



- Add a photo to your Tweet by clicking "Add Photo" in the left hand side when you are composing a new tweet!



Now that you're a Twitter rookie, get ready to start thinking short & sweet - in 140-Characters or less of course! Questions? See the Twitter help area for more information: <https://support.twitter.com/>! See the answers to common questions like:

- How do I [get started](#)?
- How do I [find friends](#)?
- How do I [reply](#) to people or Tweets?
- What is a [hashtag](#)?

How to use Twitter for your Norwex business:

If you plan to use Twitter for your Norwex business marketing please see information here: <https://business.twitter.com>. This is a **more advanced option** so please review the information to determine if this may be a valuable asset for your Norwex business.

With hundreds of millions of users and over 500 million Tweets being sent each day, Twitter offers a great opportunity for businesses to reach a global audience of new and existing customers. No matter what type of business you are you can use

Twitter to build meaningful connections with a relevant and engaged audience. These connections can lead to actions across a network of loyal customers for your business.

Twitter for business has resulted in:

- Discover: 66% of customers have discovered a new small or medium-sized business (SMB) on Twitter*
- Customers: 94% of customers plan to purchase from the SMBs they follow*
- Sales: 69% of customers purchased from an SMB because of something they saw on Twitter*

*Twitter + Research Now “Customer Insights Study”, 2016

<https://business.twitter.com/en/basics/intro-twitter-for-business.html>