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Uses of Twitter in Business

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Uses of Twitter in Business

Twitter is a social media tool used to send short messages referred to like tweets and is under the microblogging tools. A person using Twitter can send messages containing up to one hundred and forty characters long to his followers. The tweets can comprise of a video, link to the web content such as a document or website page. Individuals will follow your twitter account while you will be able to read, reply and share other people's tweets with your followers (Carpenter and Krutka, 2015). In business communication is vital and technology has enhanced making more target customers available on social media such as Twitter. Twitter is used in business today in different ways such as presenting the brand to the customers, developing a concrete foundation through the use of account profiles, following and communicating with the target customers and creating traffic to the business website.

Twitter account has enhanced marketing in business today by creating brand awareness. Through the use of account username that rhymes with the business name, will allow people to view and identify you through the name. However, the name should be easy to allow your followers to type in their mobile devices. The user should also make complete use of the profile images presented in the Twitter account. The images can create awareness of the business by using business-related images as profile photos. For instance, if the business is a company then the profile photo can be set to be the logo of the company and if the business is a service offered by a person then a person can set the profile photo as their headshot picture. Moreover, another feature of image known as profile header presented by the Twitter account is used by business to tell the story about the business. People create designs that match the business branding and upload the image as customized background that people could see when they visit.

Table 1

Summary of uses of twitter in business among different age bracket

Age	Percentage using twitter (%)	Percentage not using twitter (%)
18-24	44	56
25-29	31	69
30-49	26	74
50-64	17	83
65+	7	93

Twitter develops a concrete foundation for businesses today. When one creates a Twitter account for business, they need to fill their profile account. Every feature that is presented in Twitter account provides more information about the business. Features like website, location and bio are important in every business because website feature allows the business to share their website address that will allow your Twitter followers to access the business website when they need it (Shin et al., 2015). Also, location is important as it will allow followers to know where they can find the business. The business location information should be provided with great information that will aid followers from other countries, states and cities to recognize the

location with ease. The bio feature is used to share information about the person or business; therefore, the company's account should not include the mission statement in the bio feature because Twitter gives one hundred and sixty characters to tell followers what the company does. Besides, the company's account bio feature has the benefits that the company brings and less information about the personality of the company.

Twitter has also made it easy for businesses to find target customers and suppliers by following them. The one using the company's account should only follow relevant people who will add value to the organization or create a good reputation. For instance, they can follow target customers, competitors, the specialized business network and business suppliers and partners (del Mar Galvez-Rodriguez et al., 2016). Communication using Twitter favors the business in different ways, for example, when the business needs to send information to every person who has followed them, they can do it with just one simple tweet. The business can also increase its customers through the use of @reply where the business can send a reply message by mentioning the username of the person. In turn, the reply will be viewed by every person who has followed both the business and the person who is being replied to by the business.

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