



HOW TO BEST UTILIZE twitter

AS A BUSINESS PROFESSIONAL

1

DEVELOP A STRATEGY OF WHO TO FOLLOW

Consider following key corporate clients, news sources, key associations, sports teams, etc.

Following:



@AgCareersOZ



@AgChatOZ



@meatlivestock



The Ag Guy

@AgGuy12345

Cattle manager. Grower.

Tweets are my own.

Brisbane

2

DO YOUR OWN TWEETING!

Followers value business leaders who do their OWN tweeting while driving the following of their business.

3

SUPPORT YOUR MARKETING TEAM

In a leadership role your social media efforts/actions should be in tandem with the marketing team and not in lieu of their activities.



Retweeted by Eric D Spell



@AgCareersOZ:

Career stalled? Move it forward with tips from this week's #newsletter. Plus, find all the hot #agjobs in #NZ & #AUS



@ericspell:

#JobTipFriday: Be thankful for your job! Remember there are always jobs that are a lot worse!

pic.twitter.com/quV91cvE8J

4

HAVE FUN & BE GENUINE

Show a little humor! Followers notice funny tweets from a business leader. It's also a superb place to compliment or even brag about your team in a public manner!

Tips from Eric Spell, President of AgCareers.com

