

Using Twitter

Twitter is a fast-paced “micro blogging” site where people post short messages called “tweets”. 500 million tweets are sent per day. Users can search keywords via hashtags or trending topics to immediately join in on a conversation that is underway. The social media site allows consumers the chance to keep up with the latest developments happening with any industry, business, community groups, friends, or public figures.

Here are some tips to consider when using Twitter:

- If you’re going to use Twitter, it is important to regularly post content.
- You only have 140 characters to get your message across in each tweet. However, with mobile browsing being so common on smartphone devices, consumers are willing to click a provided link and see what may be waiting on the other side. Offering an incentive through Tweets can drive usage, as on-the-go consumers can be informed about a deal and immediately sign up through their smartphones. For example: “Start using our mobile banking SmartApp today and enter to win a free iPad!” Be sure to include a link to the landing page on your website where consumers will find links to the app store downloads.

You will need to track who downloads the SmartApp in order to enter them into a drawing. You can do this in REBA by accessing Mobile Management, then the Mobile Users report and looking at those who signed up within the timeframe you ran this special promotion. You should be able to tie the user CIF to their contact information you store so that once you draw a winner you can notify them about their prize! Be sure to comply with applicable contest rules in your state.

- Hashtags are used to categorize information. That way, people can search for specific hashtags to find information or to join the conversation. To draw attention to an industry or trending topic or a person, or to start your own marketing campaign, prefix a word or phrase (without spaces) with a hashtag (number sign). For example, We just added a security feature to #mobilebanking, it’s #cardmanagement. Thanks @MalauzaiMonkeys! If you want to start your own campaign, use a hashtag or campaign name that hasn’t been used before. Keep it informative but short.
- Use the @ symbol to connect with users on Twitter. If you put the @ before a company or person’s user handle (name) on Twitter (as above example), you are tweeting at them directly, sort of like sending an email to someone, but it’s public.
- It’s OK to abbreviate words or use numbers in place of letters in order to get your message out. For example: “Learn how 2 use #remotedepositcapture at our event Fri! Join us at 4pm at the south branch. Get n2 mobile banking and enter 2 win an iPad!”
- By tweeting, you can send out mass messages to your followers about events that your business is hosting. For example, if you plan on hosting a customer/member day at the branch to demonstrate how your SmartApp works, you can tweet about it for a few days leading up to and on the day of the event. You could even hold a live tweet session where you post short questions and answers happening at your branch during the training session.

