

Social Networking - Twitter



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Destination Manawatu Online

As most of you are already aware, Destination Manawatu is committed to advancing the region's prospects by using the Internet, and all of its many facets, as our key marketing channel. Twitter is just one of the many social network channels available to us. For many of us these new social networks are a little scary and driven by our teenage sons and daughters. Be brave, jump in...

Free Promotion for your Business



It was blogging. Now tweeting, or twittering, is the latest form of online social interaction. What does it mean for your business? Chances are that some of your customers make their purchasing and travel decisions based on what their 'friends' have said on Twitter.

For businesses Twitter is an ideal forum for promoting special deals and conveying your latest news.

Make the Most of Twitter by 'Tweeting' Daily

Twitter is free and easy to use, and like anything online, it needs to be kept up-to-date. Unlike maintaining a website though, it only takes a minute to post a 'tweet'.

Try Twitter Now

To find out more go to <http://business.twitter.com/twitter101> or www.twitter.com to sign up straight away. If you already have a Twitter page, make sure you 'follow' Destination Manawatu's new page - www.twitter.com/Destmanawatu (see below).

Destination Manawatu is having success with its Twitter profile and daily tweeting, even attracting travel bloggers to the region. Read more for suggestions from the Destination Manawatu team on how to make the most out of Twitter...

Quick Tips from Destination Manawatu

- 1 Set up a Twitter profile via www.twitter.com.



- 2 In the Settings section make sure you fill out key information to be displayed on your profile, including a link to your website and a summary sentence about your business.
- 3 Upload an image which will accompany all of your 'tweets', and also a background image to be displayed on your profile page.



- 4 Sign up to Twitpic to upload images to your 'tweets' via www.twitpic.com



- 5 Download Tweetdeck to easily 'tweet' with images, shortened website links, and also to monitor Twitter conversations about things you're interested in. Go to www.tweetdeck.com



- 6 Start 'tweeting'! Make sure you 'tweet' daily with little news snippets.

Monitor Conversations on Twitter

Both via your profile on www.twitter.com and Tweetdeck (recommended) you can monitor conversations about things you're interested in and possibly nab a potential customer. Destination Manawatu has permanent searches on conversations regarding, "Palmy", "Palmerston North", "Feilding" and so on. So, for example when people ask a question about the region we can reply in real time.

Follow Others on Twitter



To gain a following via Twitter, follow others. You can search for businesses and friends on Twitter and choose to follow them. Tourism New Zealand and some local businesses are on Twitter already.

See Destination Manawatu's page to see who we're following.

Monitor Whose Following You on Twitter

You can set up an email alert in the Settings section so you receive an email everytime someone 'follows' you. This is very useful, as you may wish to 'block' certain people.