



Social Media 101 - Improving engagement on your Twitter Business Page

Twitter is a great social platform for discovery. Many users flock to Twitter to find out what is trending, to have open dialogue about pressing social debates and to find out about great opportunities that will benefit them. For a business (including GP practices) that sells products or perhaps provides a service, this discovery mindset is what makes having a Twitter Business page beneficial for a business. If you are struggling with getting your Twitter Business page to attract your target audience and generate new customers, the following tips will help you manage your page better so that your brand can leave a lasting impression and hopefully lead to sales.

- **Trending Topics:** Twitter provides access to what is happening in your industry and users tend to come to Twitter to see what's trending. It is good practice to always stay abreast with what's topical and who is saying what. This will help you identify your customers' needs and any gaps that need filling. You can now add value, by tailoring your message and approach to capture their attention.
- **Building Brand Awareness:** Building your business page organically with information about your company and regular messaging does not mean you will achieve constant growth in activity and engagement. You may even think that simply rejigging your message calendar or revamping your page design will inject a new lease of life. But this is only half the job done; to achieve high levels of engagement and consistent growth, a business page must include paid efforts to leverage all your organic groundwork. You can extend your reach by incorporating Twitter Ads to your business page. *If you are a GP practice, it is not necessary to use a paid for approach.*
- **Customer Service:** Find ways to weave your companies unique selling points (USPs) into what you post on your business page. Let your followers and potential customers know that you can support in other ways beyond selling them a product or service they need. Sometimes, creating an environment that promotes good aftercare builds trust and legitimacy around your brand and encourages customers to come back and recommend you to others. *For GP practices, you can use your Twitter Business page to make patients aware of your PPGs or any additional services you offer.*
- **Network with influencers:** Lastly, you cannot place a price on the value of networking with people or organisations who are influencers in your business sector. They have the social clout to carry your brand to the masses and put in a good word or two which will send an influx of traffic to your page. The best way to network with them is to first make them aware of your presence by following their page and following their conversations. This will help you to find common ground and contribute to the conversation when an opportunity arises. When the influencer takes an interest in what you have to say or offer, this will boost your company page and place you above the competition when it comes to reaching your audience. *If you're business is a GP practice, you can use your twitter business page to liaise with other practices in your catchment to share best practice. You can also keep up to date with policy changes like flu vaccines and stay connected to companies that can help your practice save time and money.*