

How To Use Twitter For Your Horse Or Dog Care Business



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Twitter can seem daunting if you're not used to it, but follow some key principles - be consistent and you should find it rewarding and helpful to your business!

Top Tips - Twitter Basics

- Have a clear, completed profile - including adding a profile photo (a blank space doesn't give a good impression!).
- Add images to tweets too, so your media library then has content. Include pictures related to your job working with animals.
- Take part in "chat hours" - these are pre-arranged times when groups of people chat around a certain theme using a set hashtag. As well as there being many set around local areas - e.g. #DevonHour #YorkshireHour, etc there are also animal specific ones too - such as #EquineHour, etc.
- Use hashtags in your tweets at any time of day - use relevant and popular hashtags to help people find content relevant to their interests.
- Do "retweet" relevant information that other people tweet. And add a comment to your retweet (you get the option to do this).
- Avoid publishing information on your holidays or any personal details that could leave you or your home vulnerable to potential crime. Some people do post "everything" online - but it's not a great idea sadly.
- Be professional. You can post non-business stuff online as will help you to seem more "real". But try not to be "sweary" or too "slangy" - it can put some people off!

Get more tips to get you started on your social media journey by getting my **Quick Guide to Social Media for Animal Care Professionals** - sign up to my mailing list to then get your free copy - you can sign up at www.taranet.co.uk or at <https://www.facebook.com/HolisticAnimal/app/141428856257/>