

Top 10 twitter tips

1. Use a branded or personal profile
2. Don't push one way marketing messages - become a trusted source of information
3. Follow the 80/20 rule - 80% conversational, 20% about the company
4. Listen and observe - understand how customers behave and respond accordingly
5. Retweeting is the key - people appreciate it when you broadcast their stuff
6. Offer special deals and promotions and competitions
7. Don't spam people - unsolicited DMs esp. with promos, a no no!
8. Float ideas and ask the community questions
9. Be authentic and honest - THE golden rule of social media
10. Don't just talk about it and spend time strategising - just tweet!

Useful links and contacts

Twitter tips for business

There's a downloadable PowerPoint presentation, a section on best practice and much more.

<http://business.twitter.com/twitter101/>

Mashable.com Guidebooks

As well as some top trending social media news stories and topics, you can find Twitter and Facebook how to guides

<http://mashable.com/guidebook/>

The 20 New Rules of Green Marketing

20 pointers on why green marketing is the new marketing, taken from The New Rules of Green Marketing by Jacquelyn Ottman. Click on the title link and get 20% of the price of the book.

<http://www.greenleaf-publishing.com/default.asp?contentid=106&affid=lists>

Advertising Standards Authority

All you need to know about advertising standards including access to sections on 'regulations explained' and 'advertising codes'

<http://www.asa.org.uk/>

Business in the Community (BITC)

Help establish customer trust and achieve a competitive advantage with the help of BITC's Responsible Marketing guidelines.

<http://www.bitc.org.uk/marketplace/customers/>

Chartered Institute of Marketing

All you need to know about marketing, including advice on planning strategies, branding and communication channels.

<http://www.cim.co.uk/home.aspx>

CSR Europe – Guide to Sustainable Marketing

Take your first steps to developing a responsible marketing strategy with the help of the inbuilt 'Business case for sustainable marketing' and the 'Sustainable marketing toolkit'

http://www.csreurope.org/pages/en/sustainablemarketing_guide.html

Defra – Green Claims Code

The Green Claims Code sets the standard of information that the public can expect to be given about the environmental impacts of consumer products – use it as a guideline.

<http://www.defra.gov.uk/environment/business/marketing/glc/code.htm>

Futerra – Masterclasses

Attend expert-led training sessions on sustainability communication and responsible marketing – find workshops in London or request a bespoke service at your restaurant.

<http://www.futerra.co.uk/masterclasses>

Futerra – The Greenwash Guide

Identify the top 10 signs of greenwashing so you don't end up greenwashing your customers.

http://www.futerra.co.uk/downloads/Greenwash_Guide.pdf