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’

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