



What is Twitter?

If you don't have a Twitter account yet, you must have been wondering what is so good about it that all your colleagues are on that band-wagon. Twitter is a **social networking site** that enables people to share ideas through short texts popularly known as tweets. Twitter is considered as a micro-blogging service due to the users' ability to post information in the form of texts, images and videos and share with friends across the globe.

Twitter messages, commonly known as tweets are made up of up to 140 characters; much like an SMS. You can still say much in such few words, can't you? This is an aspect that makes Twitter experience charming. You can send a message to a group of users or a single user, or communicate directly with friends you have followed (and have followed you) with short tweets like "I'll be attending the summer gig this weekend, you may join." This lets know what your plans are and if they intend to join you.

In twitter, there is great flexibility when it comes to choosing what to make public and what not to. You can send a message to a certain friend without others seeing the message, and you can as well share some information with a section of friends. Your general profile can also be made private or public

How do i download the twitter app?


<https://itunes.apple.com/gb/app/twitter/id333903271#>

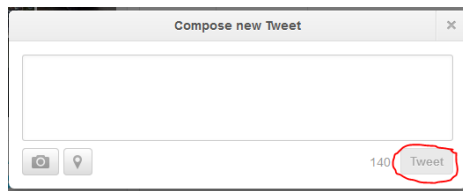
How do i set up a Twitter account?

If you don't have a twitter account, signing up is quite simple and it's free. Just go to www.twitter.com and fill in the sign up form with your basic information like name email and password. It is recommended to use your real name or part of your real name so that friends will easily recognize you. Otherwise you may have no one following you because you have used a funny name that they are not familiar with. Then you can set your profile with your additional details concerning yourself such as marital status, your locality and a brief description of who you are and what you like. You can as well upload your photo as a profile picture so that your friends will recognize you much easily. Within a few minutes of the set up; which is quite simple, your Twitter account should be up and running.



How do i tweet

Very simply click on compose new tweet  and type a 140 character (or less) message and hit Tweet!



Replying to a Tweet

Find the Tweet you want to @reply to. Hover over the Tweet and click on Reply. A Tweet box will pop up with the @username (e.g @CEMEX_UK) of the account you are replying to already added at the beginning of the Tweet. Complete your @reply and click Tweet to post it.



Posting an @mention

Type your Tweet as you normally would, but replace any names you include with that person's @username. For example: "I love @CEMEX_UK " Click Tweet to post it. The system will recognise and link to the @username (in this case CEMEX_UK) in the Tweet.



Retweeting Explained

Retweeting or “RT”ing is used when you want to forward along a tweet that someone else said to your followers. There are a few ways to do this. It is very easy on twitter.com as they built in a native retweet feature. Native retweet is a feature in many mobile and desktop apps as well and is generally the best way to go (it is built into your iphone app!). The bottom tweet below shows a native retweet, which has a little symbol in the upper left corner and states whom it was retweeted by at the top.



More Advanced: One of the other ways to "RT" is to copy the full tweet including the person's username and put "RT" before it. Your followers then know that whatever comes next was said by that user. Another way to retweet is to quote the user by writing "via @username" at the end of the copied tweet. Just be sure not to replace the original author of the tweet with the newest person to retweet it.

Hashtags Explained

Hashtags are a way to label tweets so that other users can see tweets on the same topic. Hashtags contain no spaces or punctuation and begin with a "#" symbol. Many times at events like conferences or concerts, the organisers will tell attendees to add a particular hash tag to their tweets to gather opinions about the event and unite people at the same event. Twitter users create trending topics by using hash tags. For instance, a user might create a hashtag as a fun way to start a conversation. Lastly, hashtags are used to punctuate statements or jokes on twitter. Some twitter users make sentence-long hashtags for comic effect.



What is a favourite tweet?

A Favourite (represented by a small star icon next to a Tweet), is most commonly used when users like a Tweet. Favouriting a Tweet can let the original poster know that you liked their Tweet, or you can save the Tweet for later.



How is Twitter useful to CEMEX?

Twitter has become a favourite target for social media marketing. This new form of getting the message out was used effectively by Barak Obama during his Presidential campaign, and is used by everyone from press to movie stars as a quick way to connect with an audience. CEMEX have been successful in getting people interested in the Union Jack liveried vehicles and also our cyclist safety campaigns. Here are some reasons we want you to use Twitter:

1. Connecting with customers

This is the main reason why you should use twitter. You will be able to connect with your customers because they themselves are using twitter. Twitter has become a daily routine where people log onto it every single day, some log onto twitter the first thing they wake up even before brushing their teeth. If you have an unsatisfied customer you will hear them on twitter. This will help your company to help them.

2. Customers feedback

Once you have connected with your customers you will for sure be getting feedback on how you can improve your product, your services and maybe even improve your customers service. Listening to them will help you in the future.

3. Marketing & Brand

One of the reasons to use twitter is to help CEMEX to market our products, services and brand to more people and the best part about that is its FREE. You don't have to pay.

4. News

You can also give latest updates on twitter about CEMEX by retweeting our news.

5. Spying on competition

Did you know you can spy on competition too? Best part about this and spying on customers is that its FREE using twitter search. You can not only read what customers are talking about you but you can also read what customers are talking about your competition. If your competition is not doing anything with their customers complaints. Then what happens if you (the saviour) suddenly tweet them "hey I heard you have a problem with....." Just an example :)

6. Brand loyalty

At the end of the day, once you have engaged, helped your customers (your followers) on twitter. They will be more loyal to the CEMEX brand.

What do we want you to do?

1. Install Twitter and set up an account
2. "Follow" CEMEX, CEMEX UK and Jesus Gonzalez as a minimum

<https://twitter.com/CEMEX>

https://twitter.com/CEMEX_UK

<https://twitter.com/jvgonh>

Some VP's are also on Twitter!

<https://twitter.com/LeeseChris>

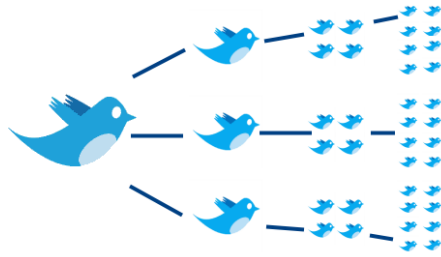
<https://twitter.com/cemexlex>

<https://twitter.com/churus12>

<https://twitter.com/mattwild1971>

but also useful orgs to add are RSPB, MPA, Competitors etc and your colleagues

3. Retweet CEMEX_UK Tweets! - all we ask is **please don't alter them!** So WHY do we want you to retweet?



That image should explain it!

4. Please avoid retweeting competitors Tweets or Tweets they are mentioned in ... why? because we don't want to give them publicity!!!