

Twitter ideas for Bodyshops





15 Twitter Ideas For Bodyshops

1. Build an account and immediately start using Twitter Search to listen for your name, Insurers, Paint companies, distributors, work providers, your competitor's names, words that relate to accident repair. (Listening always comes first.)
2. Add a picture. We want to see you or your Bodyshop
3. Promote your jobs, stories, employees' outside-of-work stories.
4. Talk about non-business, too.
5. Have more than one twitterer at the company. People can quit. People take vacations. It's nice to have a variety.
6. Ask questions. Twitter is GREAT for getting the opinions of others.
7. Follow people in your industry - ABP, Repairer TV, Bodyshop Mag, Collision Week, Automotive PR. See who they follow and who follows them.
8. Tweet about other people's topics. Again, doesn't directly impact your business, but makes us feel like you're not "that guy".
9. Talk about interesting and helpful topics, make it useful. Give advice, blog posts, pictures, etc.
10. Share the human side of your company. If you're bothering to tweet, it means you believe social media has value for human connections. Point us to pictures and other human things.
11. You don't have to read every tweet.
12. You don't have to reply to every @ tweet directed to you (try to reply to some, but don't feel guilty).
13. Use direct messages for 1-to-1 conversations if you feel there's no value to Twitter at large to hear the conversation
14. Learn quickly to use the URL shortening tools like TinyURL and all the variants. It helps tidy up your tweets.
15. Commenting on others' tweets, and retweeting what others have posted is a great way to build up your following.

