

Why Twitter and how can it help your business?

There are over 288 million active users on Twitter and 500 million tweets are sent every day*. Therefore, it's a great way to reach current and prospective customers and tell them about your business. In this digital age, it is important to have a social media presence as consumers increasingly choose to communicate with brands through these channels rather than traditional media.

Vaillant credits earned through Twitter can also be redeemed against a variety of rewards to boost your business - whether it's advertising templates, van wraps or marketing literature. Using Vaillant branded merchandise reassures your customers that you are accredited by a market leader in heating and renewables.

*Twitter internal data, 2014

How you will be rewarded

Tweets which meet the criteria mentioned are applicable for credits. These can be spent on any item in the Vaillant vCORE online shop including tools, stationery, work wear and more. Credits are earned as follows:

- ✓ Completing Twitter information handle - 10 credits
- ✓ First tweet about signing up to Advance, must use the #Advance - 50 credits
- ✓ Subsequent tweets about Vaillant must use the #Advance - 20 credits
- ✓ Re-tweet of a Vaillant tweet using the #Advance - 20 credits



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 **@vaillantuk**

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Twitter guide

This guide is designed to help you embrace Twitter, learn how to set up an account, ideas for content and how you can engage with us to earn extra credits on your Advance loyalty scheme. Our aim is to help you enhance your professional reputation, grow your business and capitalise on the latest trends.

Getting started - how to set up a Twitter account, how to tweet, how to retweet.

Before you can do anything on Twitter, you need to set up an account. This identifies you and your business and allows you to interact with other users. The process is very straightforward:

- 1 Go to www.twitter.com/signup
- 2 Enter your name, email address, and a secure password.
- 3 Choose a username of up to 15 characters e.g. @JoeBloggsGas
- 4 If your desired username is available, double check your details then click Sign up for Twitter.
- 5 Finally, Twitter will send you a verification email and/or text message. Click the link to complete registration.

To see other users' posts you need to be following them. Simply enter their username in the Search Twitter box, go to their profile, then click the Follow button. Try following [@vaillantuk](https://twitter.com/vaillantuk) to get started.

@ Tweets

Public posts on Twitter are called tweets. They are limited to 140 characters but can include links, images and videos. To send a tweet to all followers, click the Tweet button in the top right navigation bar. Enter your message then click Tweet again to publish it. If you want to direct your tweet to a particular user, make sure to include their @username to mention them.

You can also retweet another user's post to share it with your own followers. Anything you find interesting, funny or informative can be retweeted. To do this, find the post you want to share and click the retweet symbol. Choose whether to add your own comment to the post (optional) and then click Retweet to publish.

Hashtags

Hashtags are words or phrases prefixed with the # symbol. They are used to categorise posts based on topic and help users find content they are interested in. As an example, Vaillant uses #Advance for all posts relating to the Advance installer loyalty scheme.

Best practice recommends that you avoid using more than two hashtags per post. Make sure to keep them relevant - think about popular terms that people might search for around that topic.

Under the new Advance scheme you can earn credits by exhibiting positive behaviours on Twitter. Here are some content ideas to get you started:

- ✓ Uploading pictures of:
 - Vaillant product installations
 - Best practice e.g. installing a filter
 - Van wraps and other branding
- ✓ Retweeting a Vaillant tweet which uses #Advance
- ✓ Telling us how you've spent your credits
- ✓ Sharing positive feedback from customers
- ✓ Anything else you think we might like to see!

Note: to be eligible for credits, tweets must be directed to [@vaillantuk](https://twitter.com/vaillantuk) and use #Advance. We will only award credits once per tweet.

Following individuals and organisations means you can easily keep up-to-date on the latest news as well as populate your own Twitter feed. So here's a list of suggestions of who to follow:

@vaillantuk	@cibsejournal
@deccukgov	@easymcsLtd
@Greenworks_UK	@Leamingtonsbc
@Energybillrev	@Uk_greendeal
@greendealops	@gassaferegister
@chpa	