

Buckinghamshire Business First **Twitter Talks**

Guidelines for participants

Format:

- A discussion on Twitter about key business issues
- On the final Friday of each month
- Centred around the hashtag #BBFTwitterTalk
- Led and moderated by the team at Buckinghamshire Business First (@bbfuk)

Overview

Buckinghamshire Business First is hosting a series of discussions on Twitter featuring businesses, support organisations and individuals on a range of subjects relevant to them.

These Twitter Talks will last for one hour and take place on the last Friday of each month. Each talk will have one specific overarching subject that will tie the discussion together, with an open ended amount of sub-topics available for discussion connected to this. The overarching subject of each Twitter Talk is determined in advance by Buckinghamshire Business First.

Questions and responses will centre around the hashtag #BBFTwitterTalk, which should be included in all tweets.

Buckinghamshire Business First team members will be among those taking part. Certain businesses, support organisations and individuals may be invited to participate in particular talks, while others are encouraged to join in or invite others to do so if they have informative contributions to make, or if they simply wish to learn more about a subject.

Twitter Talk theme

The theme of the next Twitter Talk on **Friday 29th September at 11am** is **Business Growth**.

Potential sub-topics include, but are not limited to:

- Access to finance
- Financial management
- Recruitment
- Finding the right premises
- The art of 'letting go' and delegating
- Digital
- Exporting
- Cyber security
- Marketing
- Sales
- Winning contracts
- Legal issues

Before the Twitter Talk

Although you don't need to be the first in with a comment, you may want to prepare some tweets or thoughts before the talk begins.

Tweet out to your followers in the days and hours leading up to the talk to promote your involvement and encourage others to take part using the hashtag #BBFTwitterTalk. Buckinghamshire Business First will also promote the Twitter Talks online, in newsletters and on social media.

Tweets highlighting confirmed participants in a Twitter Talk will be sent out on the morning of a talk, giving participants a chance to look into their fellow contributors and spot any possible topics for discussion.

During the Twitter Talk

There are a few rules to abide by during a Twitter Talk:

- No political opinions (if discussing legislation, keep it clean and avoid personal comments about specific politicians or parties)
- No promotion of products or services you offer
- No denigrating competitors
- No abuse

If business opportunities arise during a Twitter Talk and you spot a chance to sell to a fellow participant, that's great! But please ensure this does not detract from the talk. Please remove the hashtag #BBFTwitterTalk from any overt sales pitches you make to fellow participants, or direct message them.

Buckinghamshire Business First will be monitoring and moderating the discussion, and will chip in from time to time with replies, questions and prompts.

Twitter Talk advice

Retweet and 'like' other content within the Twitter Talk if/when you find it relevant.

Feel free to start your own discussion points. There's no need to wait for one particular line of conversation to close before raising another point.

Equally, don't feel pressured to tweet for the sake of it. Think quality not quantity. If you have nothing to say for a while, you can retweet and 'like' others' tweets.

Ensure the hashtag #BBFTwitterTalk is in all tweets.

If you encounter any Twitter trolls or spammers, ignore them. They feed off of attention, so don't give them any!

After the Twitter Talk

Buckinghamshire Business First will round-up the main points covered on the day in an article published online and through social media channels. A link to the article will be sent to Buckinghamshire Business First members who notified the team in advance of their participation in the Twitter Talk, or who request it afterwards.

Additional Questions?

Speak to the Marketing Team at Buckinghamshire Business First

Email marketing@bbf.uk.com

Call 01494 927130