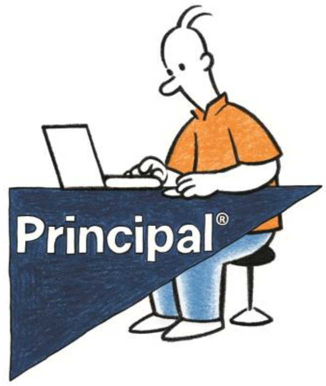

Getting Started with Twitter

Build your retirement professional online brand when you grow the number of prospects and clients following YOU on Twitter. Offer economic insights, investment perspectives and other thought capital content that prospects and your clients find valuable. If your broker dealer allows the use of social media, get started:

First, build a Twitter profile.

- Go to Twitter.com and open an account using your professional email address
- Establish a user name. Your name should be your first name and your last name to make it easy for followers to recognize you. If that is taken, try your first initial and your last name. If that is taken, try your last name followed by your first initial
- Your bio should include your title, industry certifications, standard descriptions of your company, and your product/service expertise in less than 160 characters
- Use a great photo of yourself wearing something with your firm's logo. A friendly headshot is great.

Now you are ready to join the conversation.

You can tweet (share your thoughts), or retweet (share other's thoughts). For each, you need to write tweets and retweets people want to follow.

- Use a conversational tone. Be human.
- Keep it short, focus on "what's in it for my follower?"
- Don't sell it. Just provide good information.
- Keep it professional. Always.

Retweet great information from others

To retweet from your desktop or laptop computer:

- Hover over the tweet, click on the retweet icon.

To retweet on your smart phone:

- Download the Twitter app from the ITunes app store.
- Open a tweet from The Principal®, hit the "retweet" button.
- Hit send.

Add your own slant, point of view, or pose a question to your retweets. Examples:

1. **You're a business owner. Too busy to manage employee retirement plans? I can help.**
2. **A compassionate business owner wants the best for their employees. That should include giving them a competitive retirement plan.**
3. **74% of #social security recipients are receiving reduced retirement benefits. Are you one of them?**
4. **Some people dream about retirement, others prepare for it. Which one will you be?**
5. **When it comes to investment allocation, small, tactical changes have meaningful impact. What changes can I help you make?**
6. **#Advisors are optimistic about the markets in 2012. Let me tell you why I'm one of them.**
7. **Is your financial advisor meeting your objectives, or meeting their own?**
8. **Markets are all over the map. What is your financial advisor doing to help keep you on the right path?**
9. **Top 3 objectives of my clients: generate income, protect purchasing power & manage volatility. What are yours?**

Following and Followers

- Who should you follow? Follow companies and people that interest you. A few we like: @ThePrincipal, @PlanAdvisor, @SmartAdvisor. Most of all, follow your prospects and clients. Click on the phone icon to have the tweets sent to your phone
- Grow your following:
  - *Plug a prospect or client name into the Twitter search box. If they are on, follow them. You can also import your address book to Twitter to find out quickly who has an account.*
  - *Respond to tweet by mentioning them. Use @NAME in your tweet. For example, if the prospect tweets something interesting you can reply "Great insight @NAME" or give them a hat tip "Great insight HT@NAME".*
  - *Ask questions you would like prospects to respond to*
  - *Many clients and potential clients don't have a Twitter account. Call or email a few and ask them to follow you. Use the email template and promotional tips in this toolkit to grow your following.*

Promote Your Twitter Activity

- Put the Twitter icon on your email signature and hyperlink to your Twitter.com page.
- Put your Twitter user name on your business cards.
- Put the icon and user name on presentations, contact me sheets, bios, anything you leave behind
- "Link up" your Twitter account with other online mediums such as your LinkedIn and Facebook profiles.

Need more help with Twitter vocabulary and best practices?

Follow *The Readable Blog* at **http://www.readableblog.com/ways-to-improve-your-english/twitter/twitter-vocabulary/** or Twitter basics at **http://www.blogworld.com/2011/01/21/a-beginners-guide-to-twitter-basics/**

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