TWITTER TIPS FOR INTERIOR DESIGNERS

PROMOTE YOURSELF
Twitter is a great place to showcase successful projects. Take pictures of completed rooms or projects (with your client’s permission, of course!) and share them on Twitter to create a portfolio of work that can be updated regularly and from a mobile device.

ENGAGE WITH CLIENTS
Use your account to respond to questions, take suggestions and interact with clients and potential clients. A business that is easily accessible to clients and fans can inspire more faith than one that isn’t as transparent.

BE PERSONAL BUT PROFESSIONAL
The most appealing aspect of social media is the social aspect. Interact with other users, share interesting stories or best practices, and make connections in the field, but remember that even though you can interact casually, you are always promoting yourself and your business.

FOLLOW NOTABLE FIGURES AND ORGANIZATIONS IN THE FIELD
Many organizations like Florida Design (@FLDesignMag) and The American Society of Interior Designers (@ASID) have Twitter accounts that post information about current issues in the field, and can be a great resource for connecting to other professionals.

LINK TO OTHER SOCIAL MEDIA ACCOUNTS
Many social media sites give users the option to link accounts, such as Facebook and Twitter. Since each social media outlet is designed to fill a different niche (Instagram for pictures, Facebook for longer posts) linking accounts makes it easier for clients to find the type of information they need from your business.

TERMS ON TWITTER

Widget A widget is an application that allows you to display your Twitter content on another webpage.

Hashtag A hashtag is a way for Twitter users to search for conversations on a particular topic. For example, #interiordesign lets you see conversations that are taking place about interior design.

Follower A Twitter user that follows your account. They can interact, retweet and like your updates.

List A collection of accounts that you can create to keep your Twitter page organized. You can create lists for specific subjects (like “textiles” or “other professionals”) so you can browse quickly.