

Top Tip Tuesday #11 30th October 2018

Welcome to #toptipTuesday, your weekly email from Esther at Online Media Works.



This week's #toptipTuesday is about why you should have a great Twitter [header](#)



This week's [insight](#) is all you need to know about Twitter search from the 'relentlessly helpful' John Espirian.

The next Social Media Cafe.....



You're invited to The Social Media Cafe.... If you don't have a solid plan in place for how to use Twitter as part of your business strategy, you could be missing out on opportunities to reach potential new customers.

When: Thursday 8th November 2018

Where: Open Space, Malvern, WR14 1UT

Time: 9.30 – 11.30 am

Cost: £25.00

There'll be coffee, cake and friendly help and advice to make the most of Twitter in your business.

You'll get a printed handbook to refer back to afterwards (not a copy of PowerPoint slides!) and access to a private Facebook group for on-going support and advice. Save your seat [now!](#)

Quote of the Week



Such an insightful quote from [Arianna Huffington](#) talking about social media for businesses.

"It's not just about consuming content, but sharing it, passing it on, and adding to it."

Until next week.....

Best wishes

Esther



PS If you would like a free calendar of social media awareness days for November, please drop me an [email](#) and I'll whizz it over to you!

Esther Partridge-Warner

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