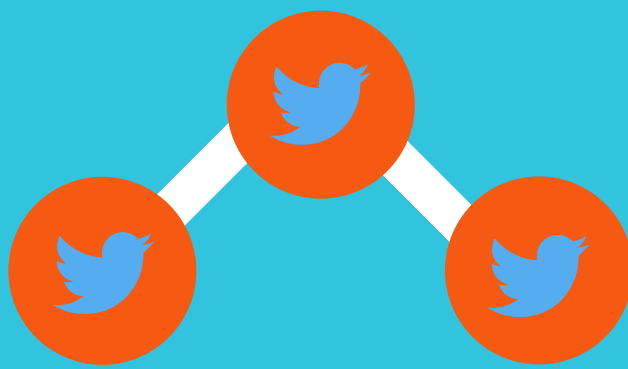


# HOW TO USE **TWITTER** TO EXPAND YOUR **BUSINESS**



The key to using it successfully:

## **MAKE GOOD CONNECTIONS**



Twitter allows you to communicate with anyone else who has a Twitter account, even if you aren't already connected.



Use Twitter to connect and communicate with people who are influential in your industry, and see who they follow.



Be sure to search for hashtags relevant to your industry. This will help you find people who are also interested in your topic.



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