

# 4 REASONS FOR ADVISORS TO USE TWITTER

Of the “big three” social platforms, Twitter is used least by financial advisors. BUT, given the role Twitter can play and the relative ease of using it, here are reasons why Twitter is as valuable as the others.



## REV UP SEARCH ENGINE RESULTS

When prospects search – and they will – for information about your practice, a Twitter account can help you “own” Google (or Bing).



## BUILD YOUR BRAND

Facebook is great for reflecting your values and personality. Twitter, however, provides an easy way to demonstrate your expertise and niche.

**HOW, YOU MAY ASK?** If you specialize in serving retirees and executives of a local business, your Twitter feed should regularly address retirement topics, news and updates about that company. When a referral looks for someone within this niche, their Google search will reveal these posts as relevant points of validation.



## LEVERAGE NEWS

Use Twitter to follow, collect and share news relevant to clients and prospects, as well as updates from writers/analysts, centers of influence, and companies important to your practice.



## STAY IN CONTACT AND TOP OF MIND

Use Twitter to distribute communications to clients and centers of influence who are using it for news aggregation.

To learn **6** reasons why you should use Facebook, click [here](#).

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