

To tweet or not to tweet.....

The Reporter is a bit of a Twitter fan as some of you may know. Business bosses are being told they are being Twitter twits if they are not using social networking sites as marketing tools.

Ruth McKay, of Scottish business advice company UNIQ – The Academy for Entrepreneurs, says companies not using Twitter should start doing so now before it's too late.

And she plans to show business people just how to make the most of their tweets when she presents a free workshop on the subject in Edinburgh on 17th November.

“Twitter's use as a marketing tool is very much in its infancy, particularly in Scotland,” said Ms McKay. “But it is sure to take off in a big way in the next 18 months or so, and companies that get to grips with tweeting now will have a huge advantage over those that don't.”

Ms McKay, who runs UNIQ with business consultant Ben Cartwright, added: “Some Scottish companies are rising to the challenge but generally we are lagging way behind the United States, or even England, in our use of Twitter for business. I think culturally Scots are far less disposed than others to express themselves publicly, even if it is in only 140 characters.

“However, the number of firms that tweet is growing by the day and my warning is that those that don't start doing so now will be left far behind.”

UNIQ's free 'Tweet for Business' workshop will be held from 10am-noon on Wednesday, 17th November, in Scott House, 8-10 South St Andrews Square, Edinburgh. Places can be booked by calling 0845 8340058.