

Why should you use Twitter?

Twitter is a fast-paced social media channel with a rolling, newsfeed-style interface. It's not for everyone though. You need to weigh up the pros and cons of spending time managing your business's Twitter feed.

Twitter can give businesses a fantastic platform on which to attract new and existing customers, and post interactive content. It has millions of users, so how can you stand out from the crowd. Below are ten reasons why SMEs use Twitter: