

Buckinghamshire Business First **Twitter Talks**

Bucks Business Hour – Covid-19 Q&A

Guidelines for participants

Format:

- A Twitter based question and answer session about COVID-19 business issues
- Each **Thursday at 2pm**
- Centred around the hashtag #BucksBizHour
- Led and moderated by the team at Buckinghamshire Business First (@bbfuk) with the business support team available to answer questions.
- Our community of invested members and sector experts will be invited to join and contribute to the answers during the session
- All businesses in Buckinghamshire with queries related to the Covid-19 crisis will be invited to join and ask questions pertinent to their business
- Over the coming weeks we may start to theme these sessions or follow up with topic specific webinar's but for now we will make this an open session for all.

Overview

Buckinghamshire Business First will be hosting a series of Twitter hours featuring our expert business community, support organisations and business owners.

These Twitter Talks will last for one hour and take place on **Thursdays at 2pm**. Each talk will be on the topic of COVID-19 and will allow a general discussion and Q&A forum for businesses. Questions can relate to any covid-19 topic relevant to businesses, for example....

- Homeworking
- Wellbeing
- Diversifying business
- Business FAQs
- Funding and Finance
- Employees
- Self-employment

Questions and responses will centre around the hashtag #BucksBizHour, which should be included in all tweets.

Buckinghamshire Business First Business Support Advisers will be among those taking part. Businesses with expertise in law, accountancy, HR and commercial property will be invited to participate, while others are encouraged to join in or invite others to do so if they have informative contributions to make, or if they simply wish to find out more and get answers to their questions.

Before the Twitter Talk

Although you don't need to be the first in with a comment, you may want to prepare some tweets or thoughts before the talk begins.

Tweet out to your followers in the days and hours leading up to the talk to promote your involvement and encourage others to take part using the hashtag #BucksBizHour. Buckinghamshire Business First will also promote the Twitter Talks online, in newsletters and on social media.

During the Twitter Talk

There are a few rules to abide by during a Twitter Talk:

- Keep to the theme
- No political opinions (if discussing legislation, keep it clean and avoid personal comments about specific politicians or parties)

- No denigrating competitors
- No abuse

Twitter Talk advice

Retweet and 'like' other content within the Twitter Hour if/when you find it relevant.

Feel free to start your own discussion points. There's no need to wait for one particular line of conversation to close before raising another point.

Equally, don't feel pressured to tweet for the sake of it. Think quality not quantity. If you have nothing to say for a while, you can retweet and 'like' others' tweets.

Ensure the hashtag #BucksBizHour is in all tweets.

If you encounter any Twitter trolls or spammers, ignore them. They feed off attention, so don't give them any!

Additional Questions?

Speak to the Marketing Team at Buckinghamshire Business First

Email marketing@bbf.uk.com

Call 01494 927130