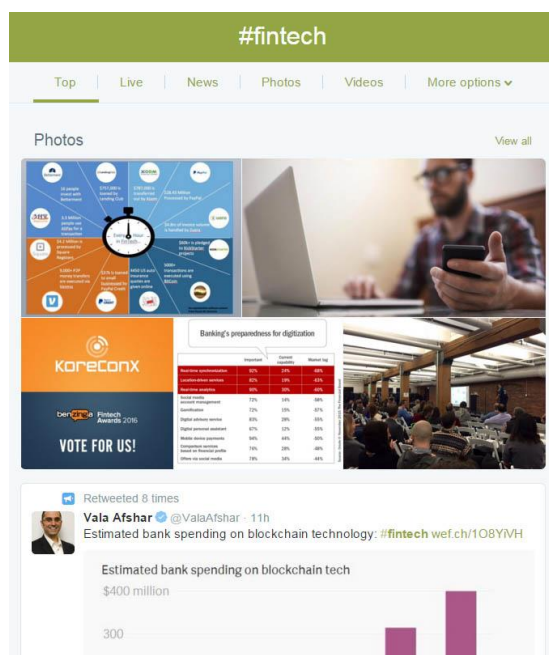


### Using Twitter for research

Are you doing some company or market research and aren't quite finding what you want on our databases? By using Twitter as a research tool, you can have quick, free and hopefully easy access to a wide range of types of information.

You can search for interesting people in business or look at corporate and company accounts to get more information about what developments or products an organisation may be releasing to the public. The best thing about using social media to research a topic is that you will hopefully get some of the latest and most up to date information possible, with some topic changing on a daily if not hourly basis. Twitter is by no means an exception. Exciting stuff!

When looking for information on Twitter, you can simply use the search box to find things out quickly. If you have specific keywords, try searching by hashtag. A hashtag is a way in which people label their tweets to show the theme that it covers. Each hashtag becomes a clickable link that when clicked on, pulls together all tweets with that hashtag in them into one scrollable list. Great examples of useful hashtags include [#fintech](#), [#energyprices](#) or more simple terms such as [#startup](#).



Any word or phrase can be turned into a hashtag so have a play with Twitter and see what you can find that is relevant to your research area. Don't forget to use different keywords or synonyms to find as much as possible.

You can use social media management tools to make the whole process a little bit easier for yourself too. Hootsuite is a great browser based service that allows you to view all your social media channels in one place. You can set up streams based on keywords or hashtags so you can pull together all of those useful resources that you found into one place. The best bit is once you have set up a stream, it stays on your account and automatically refreshes itself so you can come back and check in on a theme that might be changing on a regular basis.

While this short guide looks at Twitter, you can use many other social media platforms for research. For example, [LinkedIn](#) is great for researching companies and people who manage those companies. [Glassdoor](#) is another great company platform which pulls together reviews, salary ratings and approval ratings about companies. The unique selling point here is that all of this content is created by employees of those companies so they have a real inside scoop as to what is going on.

Don't forget, you can always get in touch with the [Information & Library Services team](#) if you would like some further help with using Twitter for research.