



SRB Solutions Stresses How The Twitter Announcements Can Affect Healthcare Practitioners In Online Marketing

July 29, 2016

July 29, 2016 -

SRB Solutions, a San Diego, CA-based online marketing company headed by Stephanie Beck, wants to highlight how the new Twitter announcements can affect the online marketing efforts of healthcare practitioners. Recent Twitter announcements have been the talk of the internet marketing world for the past few weeks. Twitter will be making changes to simplify Tweets, and those changes basically allow users to more effectively use the 140 allowed characters in each Tweet.

"Practitioners will find it easier to reach people given the changes that Twitter has made," Stephanie Beck says. "There are going to be so many more opportunities to get your entire thoughts into your Tweets because of the changes that effectively expand beyond the 140-character limit of Tweets."

Twitter announced that in the coming months, changes will be made to simplify Tweets, and that media attachments will no longer be counted as characters, meaning that the allotment for 140 characters will no longer be reduced when adding attachments like GIFs, photographs, Quote Tweets, polls, and videos.

"When replying to Tweets," Beck says, "The @names will also no longer count toward the character count, which gives healthcare practitioners much more freedom to carry on thoughtful conversations, without worrying so much about cramming their thoughts into those tiny little posts."

Beck explains that as indicated at <https://blog.twitter.com/express-even-more-in-140-characters>, the changes are set to directly affect practices in a positive way. She explains the new Retweet button that Twitter is implementing as well, and how it can be helpful to healthcare practitioners who want to share reflections or their own quotes, so that they can ensure their followers are seeing what they want them to see.

Another dramatic change Twitter is implementing is that it will no longer be necessary to use the @ convention when indicating a username. All new Tweets beginning with a username will now reach all of its followers. Beck explains that this will significantly help healthcare practices to ensure that specials and promotions are seen by their chosen targeted audiences.

SRB Solutions specializes in online marketing for healthcare practitioners, such as chiropractors, acupuncturists and massage therapists. Those who are interested can check the company's official website, where a complete list of the services offered by the company, as well as other helpful information can be found.

###

For more information about SRB Solutions, contact the company here: SRB Solutions Stephanie Beck 888-476-9773 info@srbsolutions.net 7614 Beal St. San Diego, CA 92111

SRB Solutions

SRB Solutions are Educators and Advocates for the online & offline marketing success of chiropractors, massage therapists, acupuncturists and spa owners.

We provide proven strategies to achieve the goals for your practice.

Website: <http://www.srbsolutions.net/>

Email: info@srbsolutions.net

Phone: 888-476-9773

