



15 things you should
be doing on Twitter.

#1

Share your Twitter ID

Publish your Twitter ID on all marketing collateral, including business cards, email signature, email newsletters, websites and brochures, so prospects can learn more about you.



#2

Use Twitter cards (It's FREE!)

From Twitter ads – Creatives – Cards. Create a new card – upload a picture, write the copy, save. Then you can tweet this card out whenever you choose and they are so much more eye catching!



#3

Don't be an egg head

Ditch the default Twitter avatar. Use a photo of yourself or a suitable image. This also applies towards your Twitter header image.



#4

No more than 2 hashtags per tweet

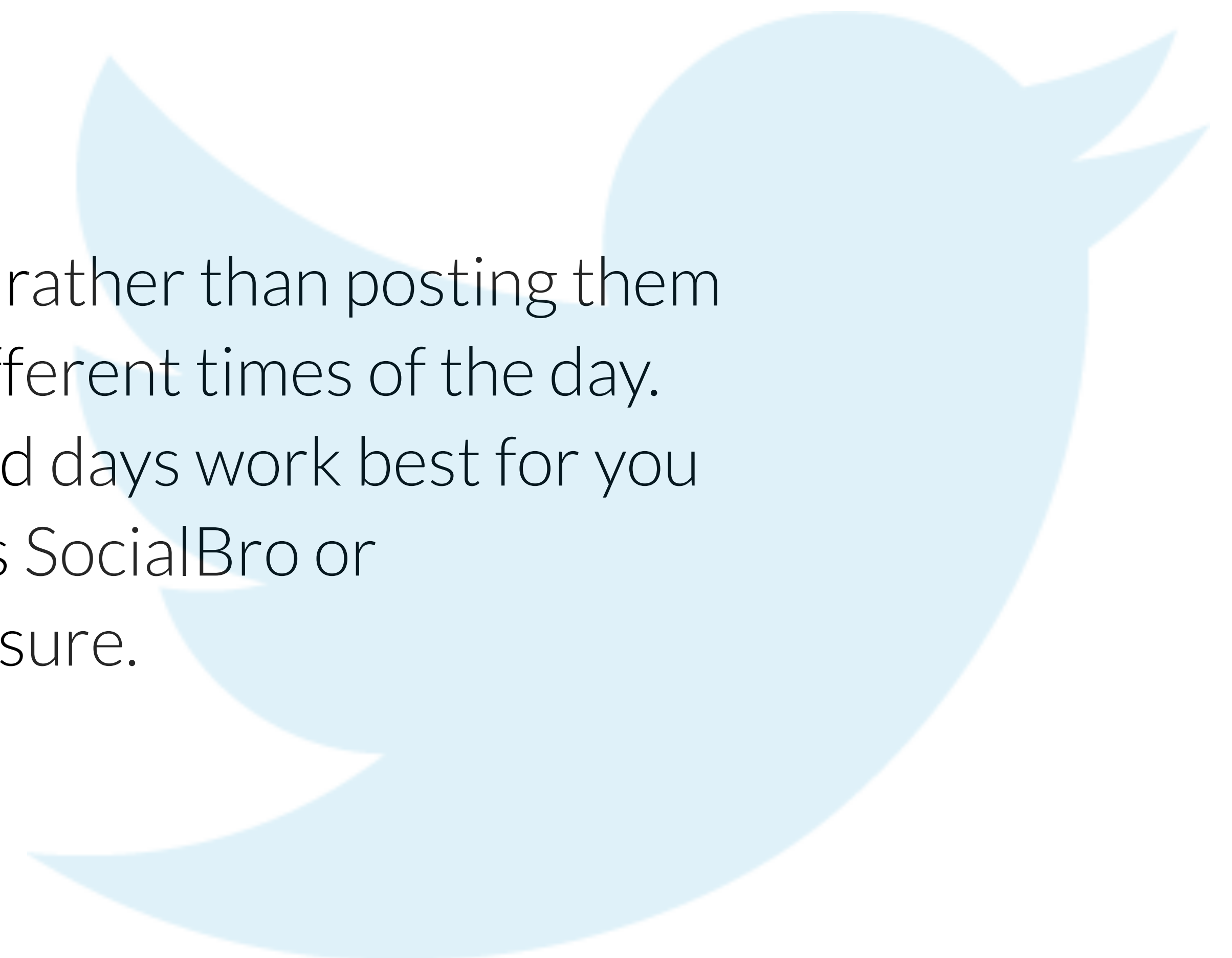
Help others with problems by using the hashtag for your industry term. Remember, Twitter recommends that the best practice is to use **no more than 2 hashtags** per tweet. Use of more than 2 hashtags drops the engagement by an average of 17%.



#5

Spread the love

Spread your tweets throughout the day, rather than posting them all at once, as people check Twitter at different times of the day. I recommend researching what times and days work best for you to post on Twitter by using a tool such as SocialBro or Followerwonk to get the maximum exposure.



#6

Tweet 5-8 times per day

Twitter is a fast-paced social media platform. Each tweet has a lifespan of about an hour before it gets buried underneath new posts, so the chances of your followers seeing every tweet in their newsfeed is slim to none. I've learned that it's important to tweet several times each day in order to be seen by your audience.



#7

Keep your tweets relevant.

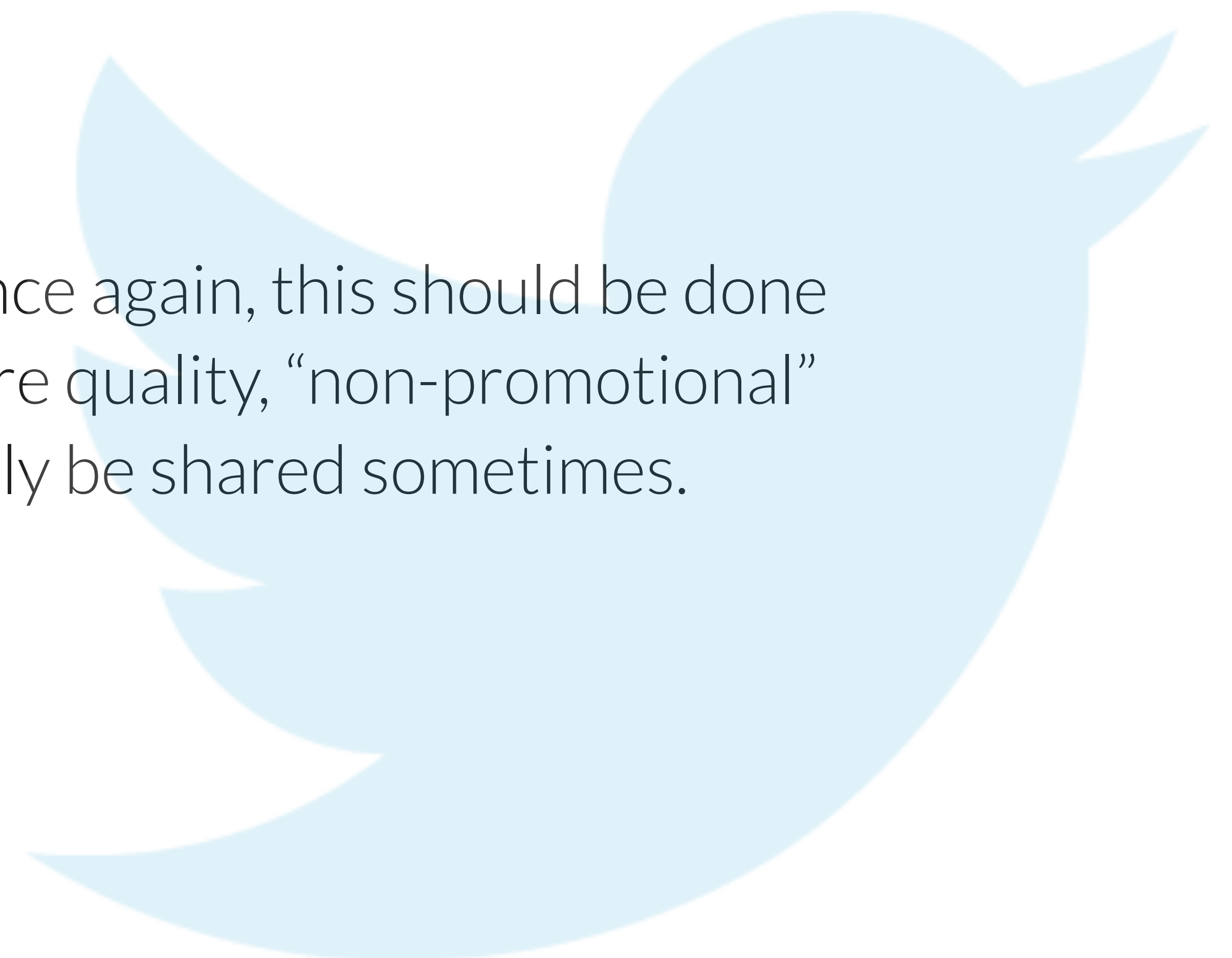
Report industry, company, world and other news that's related to your business, together with some commentary.



#8

Focus on quality content

Post discounts and offers on Twitter. Once again, this should be done sparingly. Your priority should be to share quality, “non-promotional” content. Promotional content should only be shared sometimes.



#9

Upload videos to increase engagement

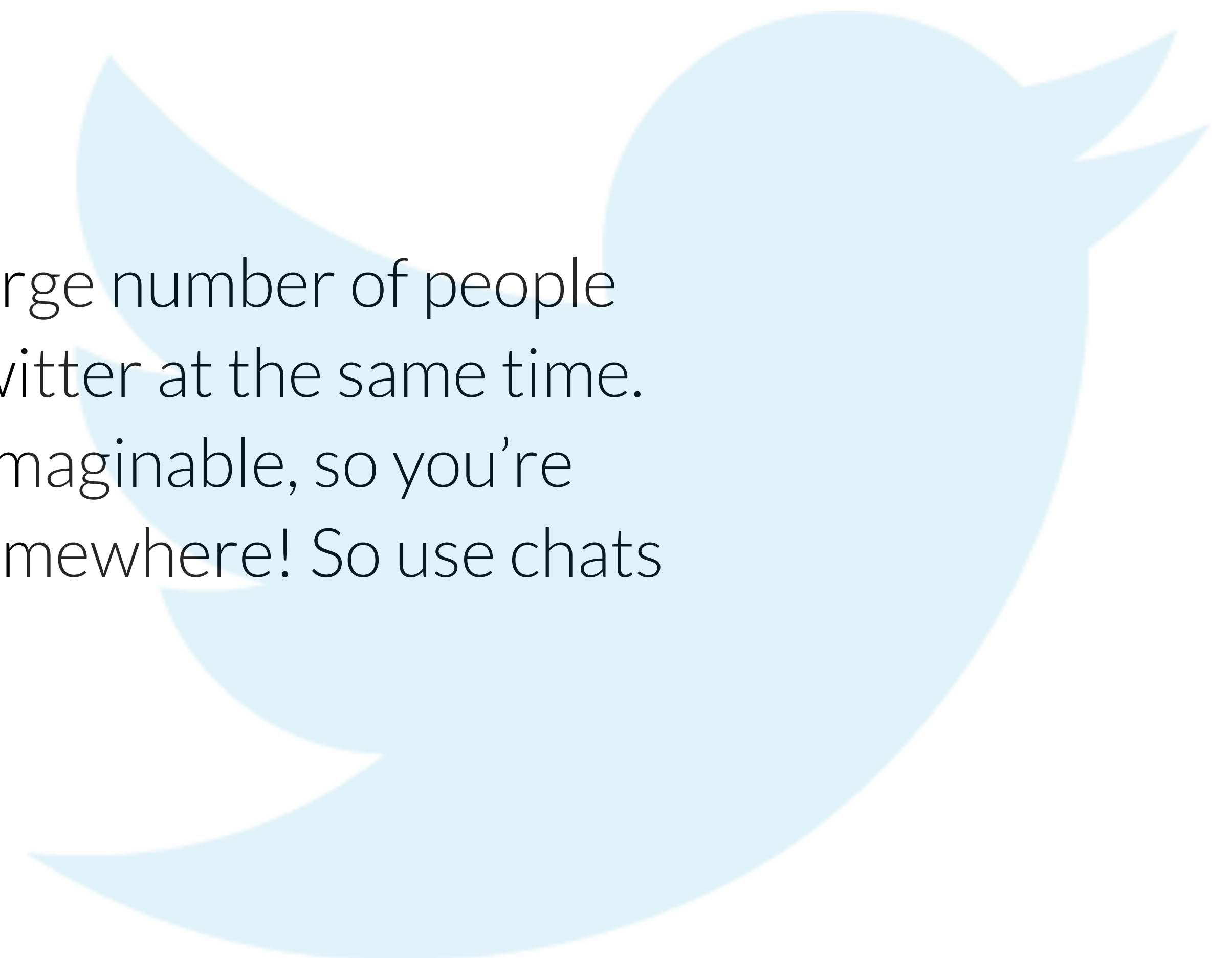
Have more to say than 140 characters? Then use video in your tweet. You can tweet out a video of up to 30 seconds. Tweets visually enhanced by photos or videos tend to get more attention.



#10

Join Twitter chats

Twitter chats are a great way to find a large number of people interested in a particular niche, all on Twitter at the same time. There are Twitter chats for everything imaginable, so you're bound to find your ideal reader there somewhere! So use chats to help create great relationships.



#11

Upload 2-4 photos for each tweet

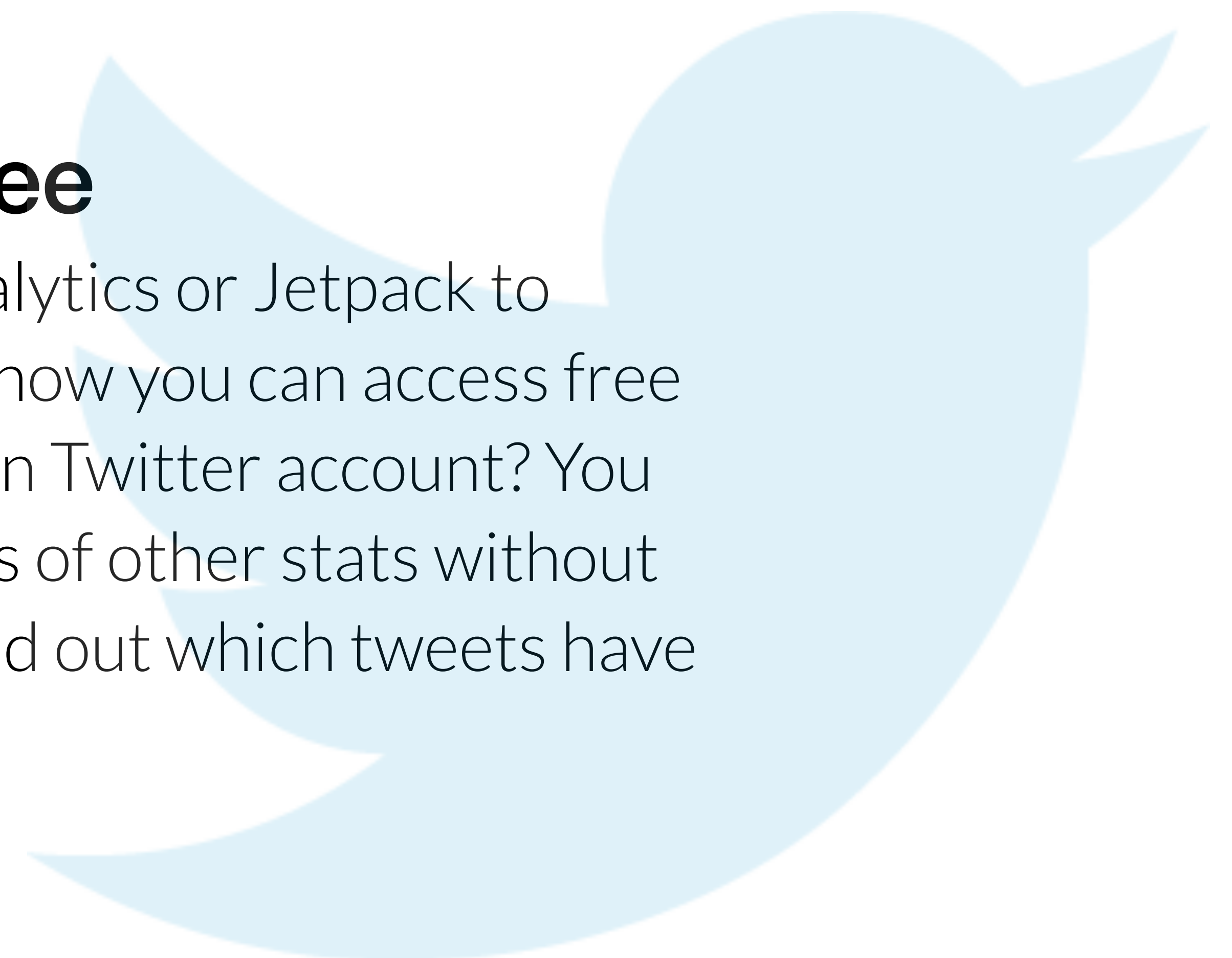
Tweets with photos do significantly better than ones without, but have you ever added more than one picture? You can actually add 4 pictures to each tweet. Once you've uploaded one photo, simply click on the photo icon again to pick another photo.



#12

Analyse your tweets for free

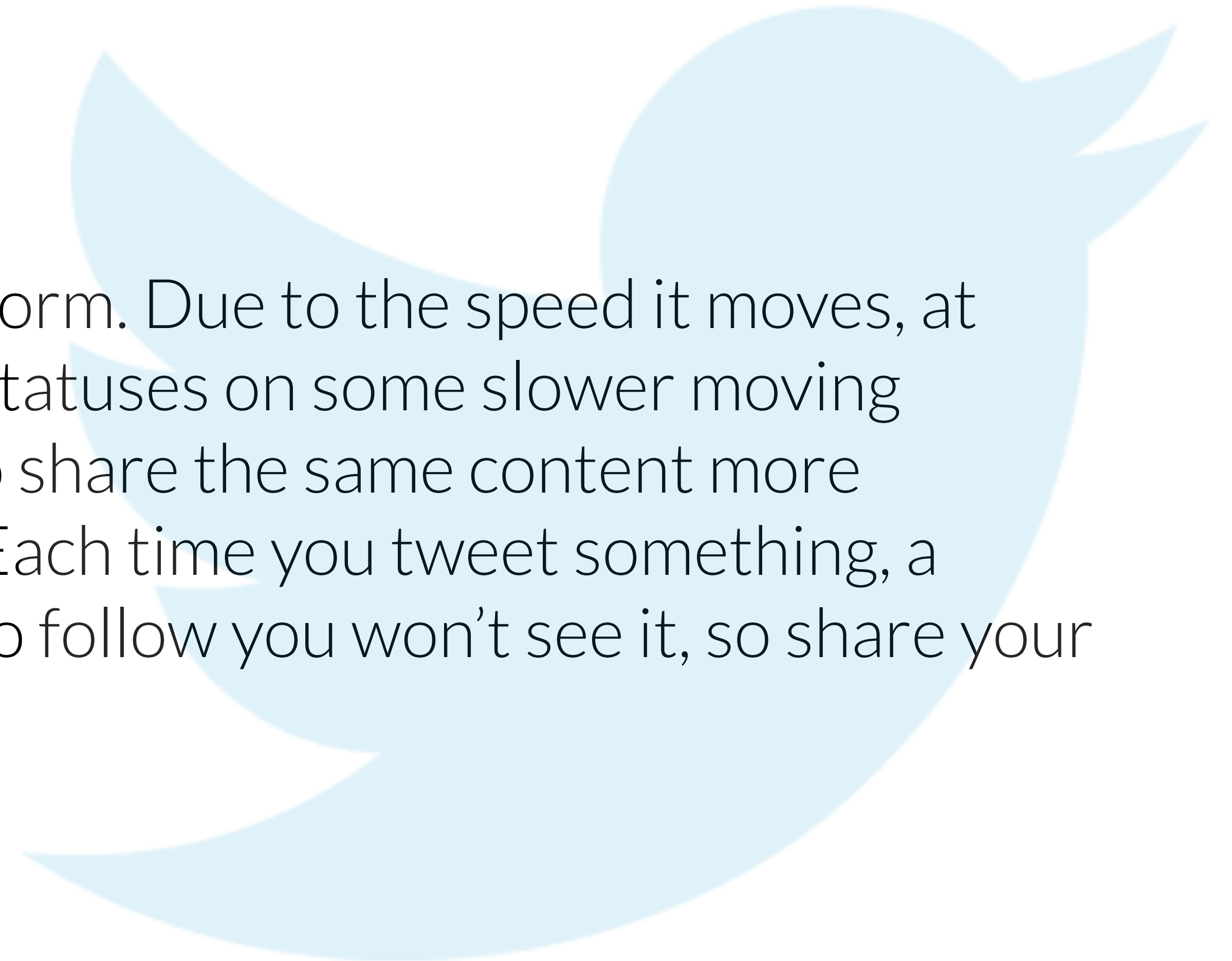
Most, if not all, bloggers use Google Analytics or Jetpack to monitor their posts. However, did you know you can access free stats on your tweets right from your own Twitter account? You can find your reach/impressions and lots of other stats without having to go to another paid service. Find out which tweets have done well and do more of that!



#13

Share your own content

Twitter is a high volume, low value platform. Due to the speed it moves, at each tweet has less of a shelf-life than statuses on some slower moving platforms. This means you can afford to share the same content more frequently than you would elsewhere. Each time you tweet something, a significant proportion of the people who follow you won't see it, so share your own content. A lot.



#14

Share the content of others

Sharing the content of others is so important. Firstly, it's how community is built, how you will develop relationships and how your content will be shared in return (although never share with the intention of just getting people to share your stuff. Do it because it's a nice thing to do). Sharing quality content that's useful, will also help establish your position as a go-to source for great information. Add value to your followers. The more likely your followers are to click on your tweets and links, the more chance you have of clicking through to your blog.

#15

Use Twitter lists

In my opinion, Twitter lists are vital. Typically people follow a lot of people on Twitter, so if you're looking at your entire feed all the time, chances are you will miss most of the things you actually want to see. Setting up lists means you can view content from certain people. You might have a lists of brands, friends or people who interact with you; even all of them. This just makes your feed much more manageable.



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