

TOP 10 TIPS for Twitter Newbies

10

Shrink your URLs

When you only have 140 characters to work with, don't waste space by including full URLs. Services such as bit.ly shrink your full url into a smaller one and save valuable space in your tweets.

9

Use a social media monitoring tool

Once you start tweeting, it can be challenging to keep up with all of the conversations. Try a monitoring tool such as HootSuite or SproutSocial to stay on top of your Twitter account. Both have a freemium version.

8

Use the @ sign to start conversations

When you want to engage someone in conversation, use the @ sign followed by their handle. If you are tweeting out content from them, use the same method to reference where the content is coming from. For example - @swiftpage, check out this article via @hjoech.

7

Reply to @ mentions as soon as possible

When someone sends you a tweet using an @ mention (i.e. @swiftpage, I need help.), respond as quickly as you can. Twitter users have come to expect almost instantaneous responses from the people and companies they follow. Responding quickly helps you earn respect among Twitter users.

6

Share pictures

Visualization of content, even tweets, is increasing in popularity every day. Use twitter to share pictures of events, important meetings, your office space, etc. Pictures help people feel more connected to you.

5

Leave room for retweets

Try to make your tweets event shorter than the 140 characters Twitter allows for. Leaving room in your tweets makes it easier for others to retweet (marked as RT in Twitter) your posts.

4

Use hashtags

Hashtags can be used to categorize tweets (i.e. #smallbiz) or add personality to your tweets (i.e. #fail). Hashtags can also be used for event specific tweets (i.e. #SXSW). Create your own hashtags for events and products and watch your followers start using them too.

3

Share valuable & timely content

Most Twitter followers are looking for content to add value to their lives or business. Tweet out information from your company, but be sure to include a variety of newsworthy and timely content from the industry at large. It will help you keep followers and build your follower base.

2

Keep it personal

When you create your profile, use your real name and a picture of yourself. Your Twitter handle should be created from your real name and kept as short as possible to minimize real estate in @ mentions and RTs. Twitter users want to know the real you.

1

Tweet every day

Twitter is one of the most active social networks. Because it is so active, you really need to tweet at least once a day to stay involved. Make it easier on yourself by using social media apps on your phone so you can tweet on the go.