

All a-twitter: 10 tips

Best practices: 10 tips to boost followers on Twitter

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Utilizing social media as part of your business's integrated marketing plan is a smart move, but you should do it efficiently to gain the most benefits. Here are some best practice tips for Twitter to aid you in finding a solid following.

1. Fill out your bio. Your bio is the only place you have to tell people who you are. Leaving it blank or non-descriptive doesn't encourage people to add you and you lose the opportunity to promote your Web site.
2. Bring your Twitter account into the physical world. Optimize all opportunities to display your account, such as speaking opportunities, slide presentations, e-mail signature and business cards.
3. Use Twitter Search (<http://search.twitter.com>) when you want to search by keywords rather than name, or if you want to find people who are talking about you. By entering in your name, username, important keywords, competitors, clients, etc, you can find all the important conversations going on around your terms and follow the people having them. You may also want to look for local news organizations. By starting up conversations with them on Twitter, it could possibly lead to future coverage down the road. Twitter Search lets you find people based on the topics they're talking about.
4. Still don't get Twitter? Trying to understand the value? Follow the top Twitter users (www.twitterholic.com) and watch what they tweet. Pay attention to the type of content they send out and how they address their audiences. Do the same for your business, but be yourself and stick to your brand messaging.
5. Building a quality following takes time. The only way to do it properly is to be yourself, engage in conversation with others, and add value to the people who are following you.
6. Utilize the truly viral part of social media and look up the tweets of people you follow. Investigate their bios and Web sites, and determine whether they are aligned with your business. If so, ask to follow them. Many will likely reciprocate. This is a great way to build an effective and rewarding network.
7. Share links in your tweets and your own thoughts on business and you will be respected. You will find that followers will retweet your postings. This is a good endorsement that you offer value to followers.
8. Provide targeted and useful content. You don't want to just be "noise." Simple, targeted tidbits go a long way. They are memorable and appreciated.
9. Twitter is about connections, knowledge and immediacy. The better the connections and the higher quality of knowledge being shared, the more value placed on the relationship. Pose questions of your followers and watch the immediacy value of Twitter as you receive resourceful insight back from your followers.
10. Tweet about business tips and tie it into other aspects of your life and hashtag them. Quality content coupled with an easy way to find it never fails. If others enjoy your content, they'll add you.