



50 Great Twitter Tips

twitter



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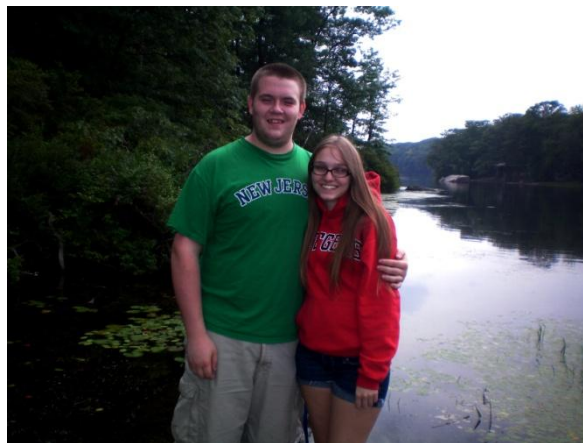
Twitter Tips

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If you find any of the information of some value, I'd also appreciate a donation: <http://bit.ly/rh8BDI>
(continue to read the tips on why I chose this URL shortener)

Best Regards,
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Social Networking is the new way of marketing. With Facebook in the lead of the overall Social Networking sites, Twitter is not very far behind.

Normally, this is the spot where I would tell you exactly what Twitter is but since you have downloaded this eBook, I would HOPE that you already know what Twitter is. If not, I suppose I'll let you know anyway. Twitter is a place that you can let people know "What's Happening" in 140 characters or less.

I think it's time to dive into what you really came for and enough of this talking nonsense. I have put together this eBook in hopes to help you along on Twitter with some Twitter tips that I have found and put to the use over the years. It is up to you whether or not to take these tips and use them.

All these tips can be used for either a personal account or even a business account. Using Twitter isn't only limited to personal accounts. With that being said, I'll start with tip one.

1. Twitter can be used for personal use and business use for marketing and much more.

Many people think that Twitter is meant for just personal use. While Twitter was originally created for personal use, it has evolved into a great tool for online marketing for any business.

2. Keep your username simple

Keeping your username simple is a great way for other members to remember who you are and how to find you. Let me clear things up. When I say keep things simple, I mean to create a username that is easy to spell, easy to remember and a username that has no numbers. Numbers will draw people away from your account. Not sure why, but it's just a thing that I have found. The simpler, the better!

3. Create your own personal background

Creating a personal background for you or your business can be critical to whether you make it or break it on Twitter. A customized background will make you stand out than anyone else who has an account on Twitter. Many people will completely overlook the design of the page because Twitter does a great job with their default theme. Make sure you don't overlook something so simple but yet so complex.

4. Create an avatar of YOU

When uploading your personal avatar, make sure you are using a photo of YOU. If you are using Twitter for a business account, it may be in your best interest to choose the best logo that you have as your avatar. If you are the business owner, putting your face as the avatar will actually help you benefit more. It will show that you aren't just some spam account. As for personal use, use a CLEAR picture of YOU.

5. When you click your avatar, make sure it becomes larger

Have you ever been to a Twitter account and when you click their avatar, it's the exact same size, if not smaller? Make sure that your photo will become larger if other members click it. We actually want to see you and you are better looking than you think!

6. Fill out your bio

Make sure you fill out your bio so people know exactly who they are talking to. Some people like to keep it short and simple and others like to make it long and knowledgeable. As long as people read the bio section and know something about you, you've done a great job!

7. Don't protect your Tweets

Many people find it to be a huge annoyance when people protect their Tweets. People direct themselves to your page for a reason. That reason is to read what you have to say in your updated Tweets. If they are protected, they will most likely become irritated and leave. If they are open, you will have a more likelihood of them retweeting or even following you. For those who don't know, protected Tweets can only be read if you are following that particular person.

8. Retweet Tweets that stick out to you

Retweeting a users Tweet shows that particular user that you value what they have to say and you enjoy reading up on what they have to say. Not only that, it will give that user some free advertising on your Twitter page and you will also have a good chance that they will retweet something you have to say. Don't go crazy with retweeting; people will start to mark you as spam. Keep it to a few a day if you are a Twitter addict.

9. You only have 120 characters, so make them count

Before you get on my case about this one, yes, I'm aware you truly have 140 characters but think about this. If you create a Tweet that is exactly 140 characters and someone wants to Retweet it, will they be able to? NO! The reason I say 120 characters is so users have that spare room to mess around with if they want to retweet something you have put out.

10. Check before you post

Checking your Tweet before you post can make you or break you if you take things to heart from rotten people. Despite what people will tell you, you will be judged by your ability to write. This includes spelling, grammar and punctuation. Make sure you take a moment and proofread your Tweet before you post. (see what I did there?)

11. Engage in conversation

Engaging in conversations shows that you are a trustworthy person and an actual person. People respect those who engage in conversations. Just keep in mind that you don't want to get overly conversational. If it gets to be too much and looks like spam, take it to a Direct Message or an "Old Fashioned" email.

12. Will you follow me?

The best way to get someone to follow you is to simply ask. 9 times out of 10 a user will follow you if you ask them to. Can you please follow @TechJohnson?

follow us on
twitter

13. Keep it clean and professional

Would you honestly post a Tweet that has something vague in it? Make sure to always check and ask yourself, would my parents approve? This professionalism especially applies with using Twitter as a business. If you are using a personal account, you can let it go sometimes but always ask that special question. People will value you a bit more if you like to keep it clean.

14. Avoid the "Text Speak"

If u could avoid typing lyk dis, plz do so. If you have no clue what I just said then I congratulate you. People who type like they are sending a text message to their friends in high school looks childish. This can pertain to the tip about keeping it professional but it's something that needed to be said, separately. If you can't squeeze a proper sentence into 120 or even 140 characters, try, try again.

15. Find a balance

Make sure you find a balance with your Tweets. What exactly do I mean? Don't post all the time with being overly negative and don't always post about being a happy camper. Try to find balance within your Tweets to give people something new.

16. No automated welcomes!

If you've been on Twitter long enough then you have probably run into someone with this. An automated welcome is when you follow someone and they send you an automated welcome message either by Direct Message or by a Reply. This is super annoying and irritating. I repeat, don't automate any welcome messages. Actually, just don't automate anything. I promise you, you'll be better off.

17. Wait at least 7 minutes between your Tweets

This one sounds a bit crazy but trust me, it works. You wouldn't want to update so often that you get marked as spam. That's never a good thing! You also don't want to wait hours and hours to post a Tweet. People may actually forget that you exist. It sounds awful but it's true. If you had to pick out of those two, I would recommend posting every few hours. The more you post a day, the better. Like I said, make sure you aren't spamming. I have found that posting a status every 7 minutes is just short enough so people know you're not spam. If you have a lot to talk about, try to break it up in increments of at least 15 minutes. 7 minutes will be fine but don't make it shorter than 7 minutes. You will be risking yourself as spam.

18. Shorten your links

This tip is a must do if you post a lot of links. This helps people out if they want to retweet your post. If you don't shorten a URL, it could take up more than half of your Tweet. I would always recommend using bit.ly as your source to shorten a link. As an added tip, if you add + to the end of any bit.ly link, you can see anyone's stats for that URL. Bit.ly is trusted by the Twitter community

19. Use a Twitter Client

If you expect yourself to be an avid user of Twitter, I would highly recommend that you use a Twitter Client. You can get all sorts of Twitter Clients for Smartphones, Windows Computers and Mac Computers. Some of the more popular clients are TweetDeck, Twitter for Mac, Hootsuite, etc...

20. Don't be afraid to block people

Everyone will always get those annoying people that never leave them alone on Twitter. You do have the right to block any person, just make sure you are doing so for the right reasons. While it may help you a bit, just know that Twitter's block system isn't the greatest. Don't rely on it 100% to protect you.

21. Verify links

Before submitting a link to Twitter, please verify it to make sure it is in proper working order. Broken links will cause annoyance and mass amounts of reply messages. This could intern flood your inbox.

22. Give your credit

Give your credit where credit is due. Everyone loves to be recognized and I'm sure you do to. If someone helped you with something and you share it on Twitter, make sure to give credit to that person. It will go a long way.

23. Don't drink and Tweet

Alcohol and Twitter just doesn't seem to mix. Actually, this could be a life lesson. Alcohol doesn't mix with anything so just don't drink. You may think it's fun to drink and drink/Tweet but I assure you that it is not.



24. Favorite Tweets

If you see a Tweet that you like and want to remember it, "Favorite" it! You can do this by simply clicking the star icon to add that Tweet to your Favorites. You can always go back and look at your Favorites to get a laugh or even to delete a Favorite.

25. No real formula

I just want to make it perfectly clear that there is no real formula on "succeeding" with Twitter. If you are making your appearance and trying, that is the "formula" you need to follow.

26. If you really want responses, ask questions.

The best way to get a reply back to you is by simply asking a question. Giving your Tweet a call-to-action is another great way to expect a reaction from someone. It doesn't always HAVE to be a question.



27. Refresh the "Fail Whale"

When you see the famous "Fail Whale," don't panic. Usually a simple refresh will do the trick. If you're still getting the epic "Fail Whale," wait about fifteen minutes and try again. Whatever you do, do NOT panic. Wouldn't want that whale to bite!

28. Report Spam

This one doesn't only help you out but it helps the community as a whole. Spotting a spammer on Twitter is really easy, especially bots. Please do yourself and the community a favor and click the "report a spam" link in their profile.

29. Delete mistaken Tweets

Take this simple tip to the grave! If you make a mistake, simply delete the Tweet and repost. If you don't wish to delete the post, simply offer an apology to your followers and correct it. Deleting the Tweet and rewriting it will look more professional.

30. Don't feel pressured

You don't need to share every little thing that is happening to you to the world. Before you even think about posting a Twitter Status, ask yourself: "Will anybody truly care?" That will give you the best judgment on whether or not you should post the Tweet.

31. Attend a Tweetup

A Tweetup is basically like a car show but only with people on Twitter. I hope that makes sense. You can connect and potentially make new "life" friends from a Tweetup. You can try hosting a Tweetup to see who comes out in your area. You may be shocked! If you plan to host a Tweetup, make sure it's in a well known public area. Be cautious!

32. Don't Retweet a Direct Message without approval

This one sounds a bit obvious but I've seen fights break out over Twitter because of this. If someone sends you a Direct Message (DM), don't retweet it without their approval. You wouldn't want a potential lawsuit over something so small.

33. Think in "Headlines"

When creating a new Tweet, always think of it as a title of a newspaper article. It should always be catching the attention of someone. This will cause more people to check out your article, reply or even retweet.

34. Don't underestimate the power of your fingertips

Always be aware that a single Tweet can impact a large group of people. Keep in mind that once you post to the internet, it's there for the rest of time. You can delete it but chances are, someone has seen it before you deleted the post.

35. Use the #hashtag in the right context

Before you use the #hashtag feature, make sure you are using it in the right context. If you see that you are about to use it in the wrong way, please refrain yourself from posting the Tweet. This will just muddy up the purpose of that particular #hashtag.

36. Carry an idea book

This seems to be a bit old fashioned but you may realize that it comes in handy. You may be on the road and think of something great to Tweet about but you can't share it immediately. This is where your "idea book" comes into play. Whether that is an actual book or some type of note taking application on an electrical device, it all comes in handy.

37. Should you post advertisements?

Advertisements or sponsored Tweets are totally up to you. If they make you money, it shouldn't hurt to do it once in a blue moon. Doing it constantly may lead to anger from some of your followers. If you choose to post a sponsored Tweet, make sure you always disclose.

38. Can you put punctuation after a @reply?

Many people don't realize that you are able to put punctuation after a @reply. I couldn't count the times I've seen people put a space after a username. There is no need. Example: @TechJohnson's a very loving father.

39. Build a community

Believe it or not, building a huge list of followers is extremely easy to accomplish. Building a huge community within Twitter is probably one of the most challenging things I have had to do. If you keep your mind focused, anything can be done.



40. Don't continually spam a user

Don't continually @reply spam people with the same thing over and over again. Chances are, you probably have already received it and get it. Just one time will do the trick. [via @iTzBenjo]

41. Don't Tweet and drive

Never ever Tweet and drive. In most states in the USA, it is illegal to text and drive. Tweeting and driving will be considered the same thing in the eyes of the law enforcement. I'm sure a ticket isn't worth it. Also, it's putting innocent people in danger. You never know what could happen. Accidents are called accidents for a reason.

42. Include your Twitter Profile link to your signature

Think about this, how many emails do you send a day? After thinking that, how many posts do you make to a forum a day? Chances are that people read what you have to say in email and on a forum. If you included your Twitter Profile link to your signature, you will have a higher chance of a user to follow you.

43. Build your own Twitter “widget”

I bet you didn't know this was even possible. Just like creating a customized background, you may want to consider creating your own Twitter widget that you can embed to Facebook, Blogger, WordPress, or anything else that you can put HTML codes. Simply go to <http://twitter.com/goodies/widgets>

44. Make sure you stay active

You want to stay active so people can enjoy your company. Also, after six months of inactivity, your account can either be subject to deletions or be transferred to another party.

45. Take strangers public criticism VERY lightly

Most people who claim that you have failed have never succeeded a day in their life. If they posted it public, that just means they are low lives and have nothing better to do. Just ignore it and move on with your day.

46. Share picture and video with your followers

Twitter is a text-based network so you'll want to spice things up a bit. You can simply share video or pictures by using services such as TwitPic, TwitVid, Plixi, and yFrog. There are many others like YouTube, Flickr, and Photobucket but the ones that I mentioned first work the best with Twitter.

47. Be interesting

Don't just Tweet about air, Tweet about what you think people will enjoy! [via borisduck1]

48. Everything counts

Make sure to write each word like it matters and it's life or death. This will help you create some amazing content!

49. Don't force yourself to Tweet

Never and I mean NEVER force yourself to post a Tweet. This will cause for dull content and will push people away from reading. If you have nothing to Tweet about, just let it be. No one will shun you.

50. Best tip ever!

Be yourself and have fun!

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twitter