



## Tips & Tricks to Gain Followers

1. **Use Hashtags** – Hashtags act as links to similar content. Use these to create pathways to both your tweets and to others that are similar.
2. **Follow the Trends** – When a hashtag is "trending" in Twitter, it means a lot of people are tweeting with that term. You can find trending hashtags under Trends in the right pane. When you click one, you'll see what all Twitter users have posted with that hashtag—not just the people you follow. When there's one that fits your topic of interest, it's a great opportunity to say something witty or insightful. People interested in that topic will see your tweet and will be enticed to hear what else you have to say. Additionally, some conferences and events will designate a hashtag for attendees. Use it! The people who read these posts already have a shared interest with you, and if they like what you have to say, they'll follow you.
3. **Follow Back** – Be sure to "Follow" interesting and relevant profiles, and return the favor to those who follow you. Even if you don't know them, following is similar to leaving a digital calling card and is a great way to connect.  
\*Thanking your followers is a great way to show them they are appreciated. In some cases, it is appropriate to offer them a service or send them something fun in return.
4. **Make Friends** – One way to strategically find new people to follow (many of whom may follow back) is to look at the "following" list of your friends and people you respect. This tactic works especially well used on people with notoriety that follow fewer than 100 or so tweeters.
5. **Grow Presence** – Use other existing online profiles as a springboard for Twitter (i.e. use apps and tools to republish your tweets onto Facebook). Put links to your Twitter feed wherever possible (i.e. Facebook and other social networking sites, emails, and more).
6. **Be interactive** – Tweet engaging and responsive content often. Respond to your followers and those that you follow through the reply feature, or by using their twitter handle (@TheirName).
7. **Be Strategic** – It's best to tweet during peak hours to ensure your content is being seen (for most, this is during business hours in the U.S.). Be considerate; remain consistent; reach out but don't overwhelm; be mindful; and share and exchange worthwhile content.
8. **Sell Your Feed** – Utilize your Twitter bio with a short but compelling headline. You can add links to your other social platforms here, too.
9. **ReTweet** – Twitter isn't just about sharing original content, and the site encourages sharing information. See something posted that you like? ReTweet it! It will increase traffic on both pages, and people will be more likely to ReTweet your content too.
10. **Ask for ReTweets** – Simply adding "Please Retweet" or "Please RT" to the end of some of your posts here and there (not all the time) can remind your followers that you want them to spread the word for you.
11. **Optimize the Search Bar** – Let's say you're a metalhead. Look for people who mention your favorite metal groups. Reply to their tweets and then follow them. Your response will show

them that you have something in common, and make it more likely that they'll follow you back. Better yet, retweet them if the content is good. Not only are you forming connections with other Twitter users, but you're also bringing good content to your followers.

12. **Use Photos** – Photos truly speak a thousand words. Many people are more likely to read, ReTweet, Favorite, or reply to a post that includes a photo, as it requires less work!
13. **Sponsor Yourself** – For a small fee, Twitter users can sponsor their own page to gain Followers.
14. **Ask Questions** – Questions invite response. Ask away!

## Apps & Tools for Tracking Twitter

1. **TwitterCounter.com** – Track your Followers, Tweets, and more while comparing your feed to your competitors.
2. **UseQwitter.com** – No one likes a Qwitter! Use this free site to make note of who has Unfollowed you each week.
3. **BufferApp.com** – Schedule your Tweets around the clock to space them out and avoid overwhelming amounts of posts.
4. **Twitonomy.com** – Twitter data galore including, mentions, Retweets, and Follows. This site even allows you to break down your top fans and analyze how you tweet.

## What Twitter Users Find Valuable

1. Interesting perspectives on things they don't know about
2. Content that makes you want to know more
3. Witty and worth-reading content
4. Clear and concise content
5. Personable, honest, and transparent content

## What Twitter Users Hate to Read

1. Cryptic Tweets
2. Repeating Old News
3. Using too many # and @ signs
4. Links without commentary
5. Boring tweets!