

# Twitter guide checklist

By Jason Conn

- Starting to Twit
  - Create a brief but interesting profile free of a sales pitch
  - Upload a real photo to your profile
  - A real photo is far better than a cartoon or logo People want to know they are communicating with a person, not a company (or fictional character!).
  - Add your website or blog to your profile
  - Letting people know where to find you is fine, but stuffing your site down their throats will alienate you fast.
  - Add just one link to your site in your profile.
  - Before you start marketing yourself, get ahead and write out 10-15 messages or Tweets.
  - Start off by communicating about yourself or joining the conversation It is a good idea because it will give people a great impression of who you are and why they should follow you.
  - Follow people who catch your interest and respond to their tweets whenever relevant.
  - Don't just pitch your website, but actually discuss your interests, hobbies and ideas Doing so will get your name out there and build your own followers.
  - For every one promotional tweet, you should have at least 10 conversational tweets.
  - If you think that a series of promotional pitches will drive you traffic, you are wrong.
  - Remember, Twitter isn't about selling, it is about building relationships and entering into the conversation that's already happening.
  - Use a desktop or mobile version of Twitter.
  - Once you get comfortable with how Twitter works, use desktop or mobile phone applications to keep up.
  - Know when others are talking about you.
  - To keep track of the conversation, there are a number of tools that will alert you when someone tweets about you, your keywords, or your website.
  - Start or join the conversation.

- It's easy to find something to tweet about, just ask questions, answer other people's questions, or join conversations that are already going on. Soon enough, you will build your reputation and following.
- Limit your time.
- Twitter may be addictive, but don't let it waste your day.
- How to get followers
  - Follow to get followed, but take it easy.
  - Don't follow 500 people a day. Keep your following/followers ratio near 1:1.
  - Provide value, share interesting stuff, give relevant information.
  - If you read something interesting on the web, share the link. Participate in conversations.
  - Fill in your bio and picture. People get turned away if there is nothing to see in your Twitter profile.
  - Write something about yourself and add a picture, preferably one that shows you. People like to know who they talk to.
  - Create a blog or a website.
  - In addition to filling in your bio, a link to your blog will provide more information about you. It will show your personality in a more detailed way than the short bio in your Twitter profile.
  - Re-tweet whatever you find valuable and reply to your followers. They will do the same to you and your name will appear to their followers.
  - Participate in a Twitter party. If there's a Twitter meetup in your area, make sure to be there. You'll find many new followers there.
  - Share your Twitter username on your social networks, on the forums and blogs, get listed in Twitter directories.
  - Be you and be original. Don't be afraid to say what you think.
  - A good opinion on something will get retweeted or replied to and will expose your profile.
  - Also, personalize your profile, change colors and background.
  - Tweet regularly. That doesn't mean you have to tweet 24/7, but try to do it every day.
  - If people see your profile was last updated 1 week ago, they will probably not follow you.
  - Finally, balance all of the above.
  - If all you do is talk about yourself and what you do or if you only promote your product all the time, people will get tired of you.
  - Good idea is to post 1-2 out of 10 messages about you and the rest to provide value to your followers. Balance is the key.