5 Tips to Tweeting on Twitter

When people I knew started out using twitter there were many who were a bit confused about the whole thing. Questions asked were how do you use the # (hash tag) on a MAC computer (alt +3) and what does the # mean in the first place (what is trending or stuff that people are talking about recently on topic, Zeitgeist). Most of us figured it out as we went. And, still many haven't mastered it. The idea is to get loads of followers with the hope of really promoting your product, selling your product, getting a book deal, selling your book and/or just wanting people to hear what you are saying. The idea behind twitter is that the more followers you have the more successful you will be… supposedly. On the other hand, using twitter is just a really good way to promote yourself and is an asset to your social media marketing tools.

Here are 5 tips to tweeting on twitter that may clear a few things up for you.

1. **Get more followers than you are following.** The idea is to have an equal amount of people you follow and the people who are following back. It is even better to have more following you than you are following. You don't want to be following more people than those that are following you. Why? Because it just doesn't make you look popular. That's all. So, the key is to have more followers than you are following- that way you look really successful.

2. **You don't need to follow everyone that follows you.** There is a myth that you need to follow everyone that follows you. You technically don't have to. But, if they are saying interesting things and you like what you hear- then go for it! But, you don't *have* to! It is nice to say thanks to the people who follow you. Do it manually (not automatically)- it's a bit more polite. And, so the story goes… try to get more followers than you are following (or try to get equal amounts).

3. **Use Twitter Tools such as HootSuite or Power Post -Manage Flitter. And, what's the difference?** I am debating on whether or not this is a useful tool or not. I think these tools are useful if you have several accounts (HootSuite) and want to 'schedule' tweets. In other words, just like in WordPress you can schedule your messages to go out daily whilst only being on the computer for say 20 minutes. So, these tools do save you time. They both are free. What is the difference of the two programs? Power Post- Manage Flitter is very basic. It solely focuses on Twitter. You sign up, it's free and then you can schedule loads of tweets so that you're not constantly on your phone tweeting. Talk about being very anti-social! Hoot Suite is a good one to use if you have several accounts as well as if you are wanting to manage other social media outlets such as Facebook, Google +, Linked In, Four Square, WordPress and mixi. If you set everything up properly (follow the guidelines that it prompts for you) you can manage all of those networks easily. Hey, if you're going to go big- go all the way! I have not found either one to be better than the other. I just simply go with what is easier. And, for me the Power Post-Manage Flitter is the easiest thing for me at the moment. I can schedule one tweet per day on the free program- and that's just enough. No one wants to be bombarded with loads of tweets (unless you are communicating with some of your followers on the thread). Forgot to mention, one thing I like about the Power Post is that you can easily delete people who are not following you.

4. **Make sure your profile picture is pointing to your tweets (a little psychology behind the profile).** One SEO master genius completed a study that mentioned that when using a profile picture that is pointing towards your tweets, more people are likely to read it. He said that it's like a pointing finger. If you point at something the human eye naturally gravitates to the area in which you are pointing. Tweeting is no different. Try to find a clear picture that represents you the most (it also helps from weeding out fake accounts) and use that. Make sure that when you're reading your trends your nose or head is pointing towards the trend. Also, I can appreciate that you want to promote your brand or company. However, people feel more comfortable if it's a person they are following. Followers want to put a name to a face. You can add your business in your description explaining on what you're all about when you edit your profile. Change your picture and see if it works! You've got nothing to lose.

5. **Use cracking headlines/tweets**. At the end of the day, if you're content isn't good (and you don't have a humorous or inspirational bone in your body) no one will read your tweets. People want to gain information. They want to be inspired. Yes, they do what to know about your products- but why are they good? Cracking headlines will get people to read more. You can use a website called bitly.com to shorten those long URLs so that you can put more of what you want to say in your tweet. Think of your tweet as a newspaper. If the headline is good, you want to read on.