# **Twitter Checklist**

**1. Tweet when your followers are around** – The busy time on Twitter is 8am – 7pm. Send most of your tweets out during this time.

Here are some specific steps to post and tweet for marketing:

* Like some posts RELATED to your field, of small followers daily.
* Find one piece of trending information RELATED to your field and RE-WRITE teh tweet AND create your own image/banner on canva and POST IT.
* Comment 30 times per day
* Find 5 conversations regarding the same topic of your post, that has lots of comments... and put your post in the comment.

When you are posting something, or commenting on something INTERACT with other people in your following by doing these things:

- mention them using @

- tag them

- retweet their tweet

- show appreciation for their post/like , give good comment on their post.

They will see your action and they will remember you and interact back with you.

**2. Tweet frequency** – Tweet 4 times per day- website link type, quick question type, industry knowledge type, networking type compliment something they did by tagging them. A lot more and you risk diluting the content you share and becoming a “too-frequent poster” that results in unfollows.

**3. Retweet** – Retweets are at the core of the Twitter relationship building experience. It gets you on someone’s radar who is more likely to retweet one of your updates, sparking conversation and helping tweets to go viral. Include at least 2 interesting retweets per day.

**4. Tweet great content** – This includes links and original content. Tweet links to your own content but remember the 80/20 rule and keep it to around 20 percent of your tweets.

**5. Give attribution** – Give Twitter users credit for their content by including their Twitter handle. It’s the proper thing to do and it gets you noticed.

**6. Engage** – Twitter is a broadcast medium. It’s also a platform to engage. Many do both and do it well. Some brands broadcast with a sliver of engagement, while personal accounts tend to be more talkative. Engaging means that you spend more time on Twitter, but it makes for a more rewarding experience. Engaging is, of course, situational, but a reply or two per day on average is good enough.

**7. It’s OK to schedule posts** – When you find a free 15 minutes to catch up on your blog reading and Twitter updates, it’s easy to tweet out content that you find useful or interesting all at once. But no one like to see 12 tweets in a row from one account. Use Buffer App or other tools to schedule your twitter content as you discover it, ensuring a level of activity throughout the day.

**8. Optimize your Twitter bio** – You have 160 characters: Use it to make it easier for people to find and follow you and grow your community. Link to your blog, website, or LinkedIn profile.

**9. Create Twitter lists** – Twitter can become noisy if you follow too many people. Create Twitter lists instead – public and private – of your favorite Twitterers and view tweets from those lists only, when pressed for time.

* Use lists - create a private list keep track of accounts your following and comment on them

**10. Keep in mind the character limit**

The current character limit for tweets is 280. One must try to put the message/post content very specific and clear because you have only 280 characters to put in your content.

**11. Use Hashtags**

According to a study,

Tweets with two Hashtags have the most engagement.

Always include high quality hashtags in your post content to get a better reach and response. Do not do hashtag stuffing, use 2-3 hashtags per post.

* **search hashtags related to your business,** eg. #outsourcing, #remoteemployee, #virtualemployee, #virtualoffice etc find more hashtags that are related to our business. this will show POSTS, PEOPLE, GROUPS, ..... now i will comment in the post, like post and follow of their account followers and join with targeted Communities.

**12: Follow Relevant Accounts**

Start by following industry influencers, competitors, and potential customers. This will help you stay updated on trends and engage with your target audience.

* **Find people following your competitors and connect with them. Message them as well.**
* **Follow accoutns with >1000 followers**

**13. Use Twitter cards**

With Twitter Cards, you can attach rich photos, videos and media experiences to Tweets, helping to drive traffic to your website. Simply add a few lines of markup to your webpage, and users who Tweet links to your content will have a “Card” added to the Tweet that’s visible to their followers.

**Reference websites**

<https://ipcsglobal.com/15-points-best-twitter-checklist/>

<https://www.rocketmatter.com/blog/twitter-checklist/>

<https://cdn2.hubspot.net/hubfs/408961/Twitter-checklist-2015-final.pdf>