

9-MINUTE TWITTER STRATEGY CHEATSHEET

Run through this cheat sheet every day to achieve powerful results from Twitter.

Minutes

1 Retweet relevant content

Retweeting means you're sharing someone else's tweet with your audience. Retweet content that will be valuable to your audience, 2-3 times each day and notify the original tweeter using "via @their_handle" at the end.

This is valuable to your audience and may gain attention from those you retweet.

3 Search for a topic and follow others

Search for topics or #hashtags that are relevant to your audience, and follow people who are talking about these topics. Chances are they'll follow you back again, and you'll keep up to date with the latest industry news by reading their feed.

3 Share a link or image

Share a link to a great article or image you've found valuable. The more targeted content you can feed your community, the more followers you'll attract.

Whenever you publish your own content, like a blog post or video, you should also tweet a link to that.

2 Get involved in a conversation

If someone is asking a question or has posted a tweet you really admire, reply to them and engage in conversation. This could be one of the people you follow or someone you find by searching for a topic or #hashtag.

Twitter thrives on regular tweets, 5 – 10 per day or more is not uncommon, so there are bonus points if you use software like Buffer or Hootsuite to schedule your tweets in advance.