GETTING THE MOST OUT OF TWITTER: NETWORKING & PROMO

**Be Present:** Twitter is about interacting. Make it part of your routine and send out a few tweets each day. If you can't do this each day, create and keep a tweet schedule that works for you, just like you would with a blog.

**Be Social:** Share a bit about yourself in tweets and get to know people on a more personal level. Have a sense of humour and reply to tweets that are relevant to you. The way you interact with others will turn acquaintances into supporters.

**Share with Others:** Your twitter followers are your audience, both for you and your passions. What do they want? What content would they find relevant? Share links that align with your followers' needs and interests and they will check your twitterfeed more often.

**Use RT (Retweet) and Mentions:** RTs are the lifeblood of Twitter, allowing your tweets to reach beyond the scope of your own followers. Encourage others to RT you by offering strong linking content and by retweeting others in kind. Mentioning others via #follow hashtags, general shout outs and thanking people who support you is a great way to show your appreciation.

**Be Professional While Being Personal:** Twitter is global and FOREVER. Never tweet anything you wouldn't want your grandmother, agent, or industry professionals to see. Anyone can search your tweets—the editor considering your book, the kid in fourth grade wanting to find out more about his favourite author, teachers, family...your tweets are open to all.

**Avoid Faux Pas:** If most of your tweets are about how and where to buy your book, they'll be a huge turn off to your followers. **Treating followers like customers is a giant mistake.** Tweeting about yourself and your books is fine, if it is only a portion of your tweets. Most of your tweets should NOT be self-promoting.

**Tweet Links:** If you have a guest post up on another site, a new blog post to share, or something that relates to you and your books, do **post a link!** Use keywords that will get the most attention, triggering topics that your audience likes to read about. If you've done a good job getting involved in the Twitter community, these will often be retweeted by followers. Just make sure to keep in mind the above tip and minimize your self-promotion overall.

**Cross-Promote:** The key to Twitter is to **use your relationships with others to reach audiences beyond your own.** Find others who can use your support and start promoting them. The writing community is wonderful for paying it forward. If you do your best to promote others who have a similar audience, chances are it will come back to you as well. Just be careful to not saturate your tweet feed with promotions. Create a balance between interactions with others, sharing content that will interest your audience, and promo.

**Use Hashtags:** **Hashtags are your friend!** Often people search for information on Twitter by searching a hashtag like #writing or #amwriting. If you use a hashtag to tweet content that directly applies to a topic, people looking for information on that topic will check out your profile, and possibly begin to follow you. More followers means a bigger audience to share your tweets with, and a stronger Twitter reach. There are dozens of blog posts on hashtags, so I won't reinvent the wheel here. Run a Google
search for hashtags and pair it with topics that will reach your audience—writers, teachers, librarians. Using hashtags and offering good content will make these gatekeepers aware of you and increase the power of your network.

**Get Involved with Chats:** Writer or author, you have insight to give and lessons to learn. We never stop growing and evolving. There are many different chats daily on the areas of writing and publishing—some are spontaneous, others are scheduled. Again, a simple search in Google will show you the #hashtag used for chats (#writechat #litchat #scriptchat, etc.). **These events can offer you exposure to agents, editors, and other professionals who often participate.** Want to add librarians and teachers to your network? Find out their chat #hashtags and sit in on a chat. You’ll learn more about their needs and may be able to offer something that can help them. Chats are not a place to PROMOTE, they are a place to LEARN and SHARE. Chats are all about community, so think of how you can add to it through what you know, or ask questions to encourage learning opportunities for everyone.

**Find a Triberr group:** Triberr is a great way to make sure your posts are being tweeted to new audiences and increase the chance of your content being seen. You can find out more about Triberr [HERE](http://writershelpingwriters.net), but it basically sorts your tweets into a stream that makes them very easy to share by other members of your tribe. You tweet their links and they tweet yours—that sort of thing. The key to Triberr increasing your reach is to find bloggers who have similar audiences as you, people who will be posting similar content as you do on your blog. This ensures that the posts they share of yours will interest their readers, and vice versa.

**Avoid Automation:** Twitter is about building meaningful connections, and that means talking to people and getting to know them. Take the time to do this rather than relying on automation programs. Trust me on this. Auto responders that tell new followers a rendition of “Hi, thanks for following, you can find out about my book here [link]” are not going to win you new readers, and they will annoy followers. Also, using auto tweeters to tweet the same messages over and over will encourage people to block you, because that gets annoying day after day.

**Be Genuine:** Being yourself by offering support, friendship, and value is the best thing you can do on Twitter. It is a great place for finding useful information and making connections!
PRAISE FOR THE EMOTION THESAURUS

“One of the challenges a fiction writer faces, especially when prolific, is coming up with fresh ways to describe emotions. This handy compendium fills that need. It is both a reference and a brainstorming tool, and one of the resources I'll be turning to most often as I write my own books.”

~ James Scott Bell, best-selling author of Deceived and Plot & Structure

PRAISE FOR THE POSITIVE AND NEGATIVE TRAIT THESAURUS BOOKS

“In these brilliantly conceived, superbly organized and astonishingly thorough volumes, Angela Ackerman and Becca Puglisi have created an invaluable resource for writers and storytellers. Whether you are searching for new and unique ways to add and define characters, or brainstorming methods for revealing those characters without resorting to clichés, it is hard to imagine two more powerful tools for adding depth and dimension to your screenplays, novels or plays.”

~ Michael Hauge, Hollywood script consultant and story expert, author of Writing Screenplays That Sell and Selling Your Story in 60 Seconds: The Guaranteed Way to Get Your Screenplay or Novel Read