Getting the Most Out of Twitter: NETWORKING AND 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, create and keep a tweet schedule that works for you, just like you would a blog. Buffer is an excellent scheduling tool, but don’t over rely on it. Be present, too.

Be Social: Share a bit about yourself in tweets and get to know people on a more personal level. Have a sense of humor 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 twitter feed 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 and 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 favorite 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, this is a huge turn off to your followers. Treating followers like customers is a giant mistake. Tweeting about your books is fine, if it is only a portion of your tweets. Most 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 about 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 in promoting them and start doing so. 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 that ties into your book, people with that same interest will likely see it. The more
you emerge as an authority on that topic, the more likely they will check out your profile and possibly begin to follow you. More followers mean a bigger audience to share your tweets with, and a stronger twitter reach. Run a Google search for hashtags and pair it with topics that will reach your specific audience.

**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. For writing-related chats, there are ones like #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.

**Don't Be a Robot:** 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 like autoresponders in DMs. Messages like “Hi, thanks for following, you can find out about my book here *link*” are not going to win you readers or followers; many people who did follow you will likely unfollow you after a message like this. Also, using automation to tweet the same messages over and over will encourage people to block you, because that gets annoying day after day. Use these tools with care.

**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!

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