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Twitter Checklist

Managing all the tasks associated with using social media networks like Twitter can be overwhelming. Use this handy checklist to make sure each step is taken care of and that you don't leave anything important out.

Setting Up

- I have created my account and chosen a short, but professional and relevant username.
- I have filled in all of my profile data with information that conveys what my business or brand is about.
- I have written a clean, concise bio in 160 characters or less that explains who I am, what I do and who my ideal followers are.
- I have added a professional background/header image that is relevant to my business
- I have linked to my website or landing page in my Twitter profile.
- I have added a Twitter profile picture of me rather than a company logo.
- I have also added three tags to help with search traffic.

Getting Started Tips

- Tweets are limited to 140 characters. Text should be shorter if you plan to include a link.
- Use a link shortening service like <http://t.co> or <http://bitly.com> to create short links for your Tweets
- Be active daily
 - Tweet several times daily and ensure it is relevant information
 - Respond to other users
 - Like & Retweet other people's content
 - Thank new followers

- Respond to DMs
- Follow new accounts
- Use many types of content, not just text for your Tweets such as video, slide shows, memes and more.
- Include most of the following: Links, Call-to-actions, Current Events, a Product or a Service.
- Ensure most of your Tweets are organic.
- Follow people strategically; seek out your competition and their audience.
- Use HootSuite.com, and other automated programs sparingly.
- Know your ideal follower & focus on them.
- Budget your Twitter time & stay organized so you don't waste time.
- Set realistic Twitter Marketing goals.
- Create Twitter lists that let you watch your audience, competition, and others easily.
- Use Twitter Search to help you find people to follow. Only follow relevant accounts back.
- Try to offer value in every tweet, retweet or advertisement.
- Join and / or host a Twitter chat.
- Develop a Twitter content strategy that includes:
 - Your target market
 - Relevant influencers you want to connect with
 - Overall goals (build brand awareness, generate traffic, etc.)
 - Your company's "voice"
 - Future product launches as well as current events
 - How to plan to engage with users
 - Your schedule
- Brand any image you use on Twitter.
- Retweet other people's content often when it's relevant or it's a person you want to notice you.
- Call people out to thank them, congratulate them or to bring attention to them. (and yourself)

- Ask questions on Twitter with a yes or no answer or an A or B answer.
- If you have products, share images of them with links back to your sales pages.
- Cross promote your Twitter on other social media networks.
- Add a “Tweet this” button to your website to make it easy for others to Tweet.
- Always send a direct message to important followers but avoid automatic messages.
- Follow and engage with industry influencers.
- Create “lists” and organize users based on those lists. Your lists might include:
 - Affiliates
 - Partners / Potential Partners
 - Customers
 - Prospects
 - Influencers
 - Staff/Team members
 - Competitors
 - Industry News

Twitter Ads

- You can purchase advertising (Promoted Tweets, Promoted Accounts) on Twitter for a variety of reasons such as to grow your followers, gain visibility, get more website clicks, gain new leads, research and more.
- Use keywords strategically. Choose words that people search, tweet about or engage with specifically.
 - While you can also choose keywords based on TV shows and interests of your followers, only keyword ad targeting will allow your tweets to show up when someone searches for a particular keyword.
- When running a Twitter ad the first time, start small to test the waters.
- When promoting a new product launch or something fresh, choose the ‘promote a new tweet’ option. If you’re promoting something that’s been around a while, you may be able to find older previously published tweets that you can use for advertising.
- With Promoted Accounts, choose a tweet that gives your potential new follower a reason to follow your account.

- Be very specific about your targeting options as to ensure you only pay for followers who are good for your business.
- Use the [Google Analytics URL builder](#) for your ads. Use the UTM parameters to see who clicked the links.
- Set up conversion tracking to measure your ROI.
- Set a daily and a total budget to avoid overspending.
- Make a Twitter Ad go viral by including awesome imagery plus excellent headlines and copy. A little humor won't hurt either.
- Use only high-quality images and graphics for best results. Never use Stock Photos in Twitter Ads.
- Don't give up. Twitter ads work wonders if you run them over time. Once is not enough.

Use this checklist for at-a-glance tips for setting up and using Twitter.