

15 WAYS TO
**UP YOUR
TWITTER
GAME**

Gain Followers & Increase engagement
with these simple tips!



FREE
RESOURCES
INCLUDED!

tiyland
creative

by Karama Horne

15 Ways to Up your Twitter Game

By Karama Horne of [Tiyland Creative](#)

It's not about followers, it's about engagement.

Gone are the days when you can buy a bunch of followers and expect advertisers to fork over tons of money to you as a reward for your efforts.. Now, advertisers as well as potential customers and fans want to see who you're talking to on social media. It's also more difficult to get your work in front of them since [twitter's new algorithm](#) favors retweets and engagement more than followers right now.

This quick guide is provided as a quick way for you to get familiar with some of the features on twitter that can get you more engagement that you might not be familiar with as a casual user. This is not about buying fake followers or filling up your feed with a bunch of spam. These are real actionable steps, (complete with free resources and links) that [I have used myself to gain almost 10K followers](#) and get real engagement (and sales). Ready? Let's get started.

1. **Optimize your profile** - Make sure your bio says [exactly what you do](#) in a friendly way. Make sure a link to your site is included in your profile along with relevant hashtags so that people can find you when they do searches. (Don't use more than 4). Your profile pic isn't that big, so keep it to one headshot or an avatar only. Remember, 99.9999% of folks check twitter on their phone. Make sure your header is simple and easy to read without cutting off the image.
Upload your header image at 1500 x 500 pixels and your profile image at 400 x 400 pixels Center images or text in your header so that your profile also looks good on the twitter mobile app. You only have 160 characters so make it count! If you have a book to sell, art to show off, or a kickstarter going, consider putting that link in here too.

Apps to try:

[Canva twitter header template](#)

2. **Scheduling Posts** - It's mandatory that you spend some time on twitter interacting with other people live, however, scheduling posts with links to your product's webpage or event will give you a big boost in presence during times

that you can't be on twitter. Don't schedule posts more than 4 times a day however, and be sure to personally tweet or retweet in between your autopost times. That way your followers know that there is a real live human being running your account and not some bot.

Apps to Try:

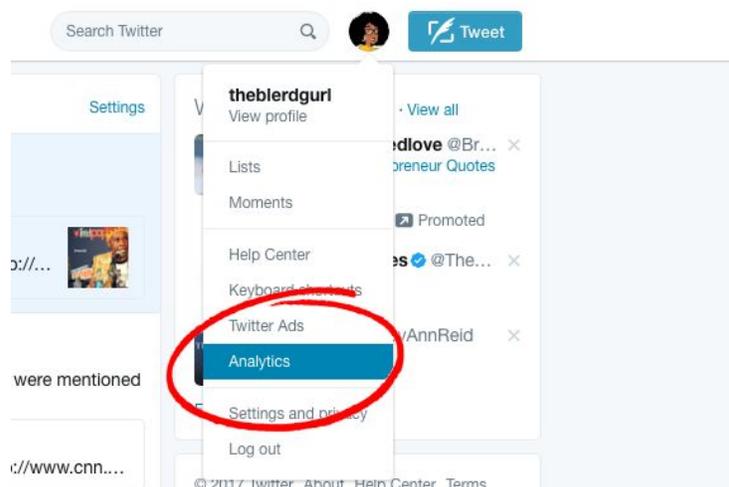
[Tweetdeck](#), [Hootsuite](#), [Buffer](#) or [Coschedule](#)

- Don't Forget to Add Links** - When tweeting about your product or service ALWAYS include a URL link to your art, project or writing. I can't tell you how many times I have clicked on a tweet about something that sounded interesting, only to be greeted by a bunch of hashtags and no link to the actual event or product. Don't do this. As often as possible, link directly to your work, or the work of others you are promoting. The more interesting your feed is, the more people will follow you. Although twitter now will shorten links for you in most cases, consider using a link shortener to tweets that you create in order to add your own images and gifs.

Apps to Try:

[Bitly](#), [Googly](#), [tinyURL](#)

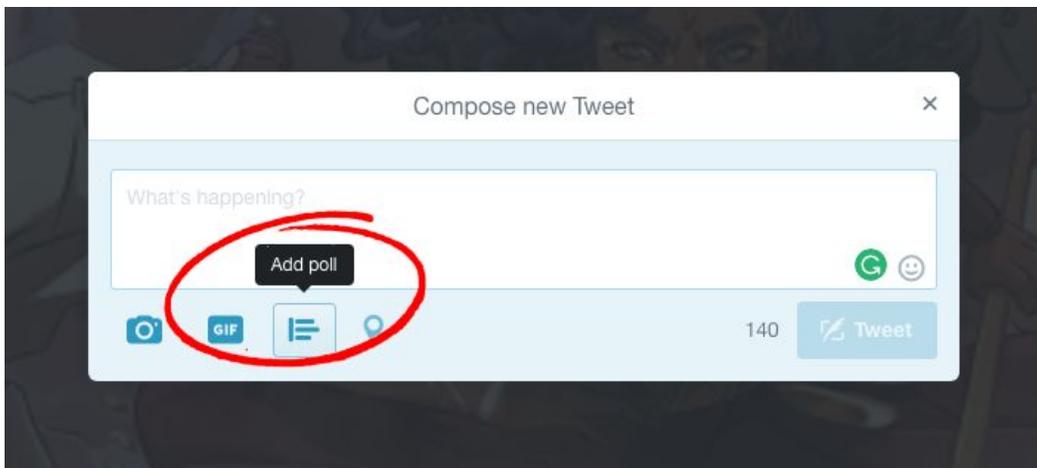
- Know Your Audience** - Do you know where your followers live? How about the best times to tweet for your account or brand? There's only one way to find out, and that's to track them. You don't need an advanced degree to do it either. [Twitter's free Analytics Tool](#) is a great way to see which of your tweets. To access the data, you need to login to twitter from a desktop and under your profile image is a menu with the analytics tool. Once inside you'll see your top tweets, top followers and mentions. As you scroll down you can see how your tweets have done month to month.



Apps to Try:

[Right Relevance](#) , [Tweepsmap](#)

5. **Take a poll** - Not sure what you should write in a blog post? Considering expanding to other social media platforms? Curious where your followers usually buy their comics? Then take a twitter poll. They're crazy simple and will give you a better idea of what your followers want and how you can position yourself to give them products that they will pay for. To create a poll Click the blue "Tweet" button just like you would for creating a regular tweet and then click on the little poll icon (it looks like a piece of paper).



6. **Don't Use Too Many Hashtags** (this ain't Instagram) - According to [PR Week](#), tweets with one 18 character hashtag work best, followed by two hashtags with 3 characters. Tweets with 9-10 [hashtags](#) get little to no traction and often look spammy and confusing. Before you start counting characters, first, try to cut back on the number of hashtags overall and make sure one hashtag is a popular one that people search for.

Apps to try:

[Top Hashtags](#), [Hashtagify.me](#)

7. **Don't @ People in Every Tweet** - Not only will this annoy influencers, it will get you blocked and muted (it's happened to me). If you're going to tag someone in a tweet, make sure they already follow you, have had a conversation with you in the past, **or** you are referencing something THEY have done OFF of twitter. Like congratulating them on a performance in a show, movie, article, podcast or their latest youtube video. (See #13 for tips on this) Constantly tagging

celebrities and politicians can make you look desperate and stalkery, so don't do it.

8. **Twitter Lists** - A great native resource that allows you to organize your followers into lists that you can share with others, or keep private to follow on your own. The great thing about lists is that it makes it easy to share something specific with someone that you know will appreciate it. For instance, I might come across a tweet about amazing writing tips that I want to share with my followers who might be writers. I can't remember who they all are off the top of my head, but if they are all in a list, I can just jump in there and pick who I want to send the tweet to. Also, if you really want to follow and read the tweets of specific people you find interesting, putting them on a list is a great way to do this. You can find your twitter lists under in your profile menu in the upper right corner and also in the header of your profile page.



9. **Tweet more than once a day** - Many people treat twitter like a billboard. They post one tweet and expect that traffic is going to just flow their way. Twitter doesn't work like that. (Neither do highways). Start by tweeting 3 times a day: Morning, noon and evening. No matter what timezone you're in. Think about it. When do you check social media the most? During your commute or at breakfast, at lunch or during a coffee break, and on the commute home or after dinner, right? Afraid of looking redundant? Change up your headline each time. Toss your headline ideas into this [headline analyzer](#) to get your tweets to rank higher. Use the following apps to figure out when the best time of day is to tweet.

Apps to use:

[Right Relavance](#), [Tweepsmap](#)

10. **Use Images** - We are living in a visual society. In fact on average, [we remember images 3 days longer than just text alone](#). Tweets with images rank higher than tweets without them, so you should always include an image with your tweet. Not only do Images attract attention, but they are a great way to showcase your work if you are an artist. Have a podcast? Take a quote from the recording and mock it up with apps like [Word Swag](#) or [Over](#). Many scheduling apps like [Coschedule](#) will include the image from your blog post in the tweet for you.

Apps to try:

[Canva](#), [Typorama](#), [Over for Android](#), [PicMonkey](#)

11. **Use video** - Not only do images engage well, good quality video will definitely make people stick around on your feed. Twitter allows you to [record or upload video up to 2 minutes and 20 seconds](#). Have a youtube channel? Use 1 or 2 minutes of an existing video to promote your channel. Have a podcast? Post a sound byte from an interview and link to the show. Had a funny experience? Use a gif to express what you would otherwise put into words



Apps to try:

[Giphy](#), [Audiogram](#)

12. **Live Tweeting and Twitter Chats** - For me, there really hasn't been a better way to build followers and a community than live tweeting a show, or having a [tweetchat or twitter party](#). The great thing about both of these concepts is that a niche-audience is built-in. Everyone on a live tweet or chat is there to talk about a particular topic. The way live tweeting works is that during the hour or two that a show, movie or event is on, everyone participating tweets about the show using the same hashtag. Ex. - #AgentsofShield #Election2016 #AmericanGods The fun of this is you can filter your twitter feed to look at

everyone else talking about the same topic using the same hashtag. Then you can retweet, tag or reply to their tweets during the event.

Apps to try:

[Tweetchat](http://www.tchat.io/), <http://www.tchat.io/>

13. **Promote other People** - A great way to get retweets and real engagement from influencers is to retweet them and tweet and comment on posts about them. One way to do this is to find an article or post written on a topic that applies to your business or something that you're interested in (ex. - HuffPost, i09, Slate, etc) and instead of just retweeting the post, click on the author's name and locate their twitter address. Then, tweet the link to the article tagging the writer in the tweet. Not only will your followers read about something new, but you're giving the author free publicity to boot! When it comes time to promote your work, they might be more open to it if you've promoted them without asking anything in return for awhile.
14. **Be Engaged** - Don't just run your twitter account on autopilot but don't tweet constantly asking for followers to buy your products or read your posts either. Follow who retweets you and those who quote your tweets. Make some time to retweet a new follower daily. This takes very little time to do. You can send out a few retweets while waiting for coffee, on your commute or watching the game. Also, direct message followers to thank them for following you. You can automate this, but make sure you create multiple authentic sounding messages so you don't come off as "spammy".

Apps to try:

[Social Oomph](#), [Crowdfire](#)

15. **Your Pinned Tweet** - After your profile, this is probably where folks are going to look at you or your product first. Make it count. You can link to a current giveaway or event you're sponsoring or even to a post about open commissions with samples of your work and a link to buy. Did you write a post that was featured in HuffPost? Were you interviewed by someone else with more followers? Was your artwork or story featured or reviewed in a campaign or publication? Pin that baby right to the top of your feed so everyone can see it.

[How to Pin a Tweet](#)

I hope this list of tips and tricks was helpful! Soon you'll be getting more tips and tricks for marketing your work across social media. Have a question about this eBook or want to schedule a free hour of consulting with me? Shoot me an email at karama@tiyland.com or DM me on twitter or Instagram.

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