

# The 1-Page Guide to Twitter

Many people think Twitter is a stream of useless “I’m tying my shoelaces” type updates, a popularity contest or simply a waste of time. However, I’ve found that Twitter can be an excellent networking/marketing tool. There are many cool, talented and serious individuals and businesses out there, and anyone can tap into this incredible resource. With that in mind, I’ve come up with the following quick tips for those who are new to tweeting. Hopefully it will help to avoid a few common mistakes.

First up though, for any social media to work you have to live up to the “social” part. This means updating and checking in on your account and your followers regularly. At the very least, you should check at the beginning and end of your work day, and take a minute to respond, retweet and update. Better still, use a Twitter app and/or your phone to keep an eye on things in real time, letting you know when someone replies to you or sends you a direct message.

Here are some basic DOs and DON'Ts to get you started.

## DO:

- Think of it as an ongoing conversation between many people.
- Post links and news that are relevant to you/your business.
- Re-post important updates 2-3 times over a 24 hour period.
- Add a little extra with the occasional photo or video.
- Use #hashtags when appropriate.
- When engaging others, try to add to the conversation.
- Reply or Retweet when something makes you think, feel or click.
- Recommend other twitter users, blogs and sites to your followers.
- Follow existing authorities who tweet about your field/ interests.
- Follow competitors, vendors, contacts, friends and clients.
- Follow #hashtags and lists that are relevant for you.
- Keep up with your Twitter account daily.
- Use common sense.

## DO NOT:

- Tweet in ALL CAPS.
- Send more than a couple of tweets out at a time.
- End every tweet with a link to your site.
- Make every tweet a retweet or a quote.
- Send non-personal/automated direct messages.
- Re-post the same link over and over.
- Retweet yourself (write a new tweet instead)
- Follow people simply because you hope they will follow you back.
- Use #too #many #hashtags #all #at #once.
- Use ANY service which promises a bunch of new followers.
- Publically complain about bad clients, vendors etc.
- Follow everyone who follows you (quality over quantity).
- Be a dick.

Go to [twitter.com](https://twitter.com) to get started. Follow me as [@theprint](https://twitter.com/theprint) and [@anotherpassion](https://twitter.com/anotherpassion).