

twitter TIPS FOR BLOGGERS

SETTING UP YOUR TWITTER ACCOUNT

- * Try to grab usernames for popular social media that match or complement your blog name.
- * There is a 15 character limit on Twitter usernames.
- * Selling a Twitter username is against the terms of service.
- * Customize your Twitter account with an avatar and custom background to complement your site.

STARTING TO USE TWITTER

- * To get the most out of Twitter make sure to follow a good number of people who share common interests. Try finding Twitter lists from other users in your niche of people you can follow.
- * Follow a list of 380+ conference attendees and PF users on Twitter at <http://tinyurl.com/pftweets>
- * Following a large number of people isn't as hard as you might think. Consider adding as many users with common interests as you can.
- * Find users to follow by topic at sites like WeFollow.com, JustTweetIt.com, and Klout.com.

WHEN TO USE TWITTER TO MAXIMIZE IMPACT

- * Nearly 80% of the general US population is in the central and eastern time zone.
- * The highest percentage of retweets occur around 5PM eastern.
- * The highest CTR (click through rate) occurs between noon and 6PM eastern.
- * You will achieve a higher CTR by only tweeting 1-2 times per hour, especially midweek and on weekends.

HOW TO USE TWITTER

- * Use it for traffic by publishing your RSS feed to Twitter, and by engaging with users.
- * Use it to network with other users in your niche and build blogging relationships.
- * Use it to reach out to big name bloggers, famous people and others you might not have access to otherwise.
- * Use Twitter to do research, take polls of your followers and to help fuel your creative juices by getting inspiration from what others are talking about - and from trending topics.
- * Use Twitter as an extension of your blog - a mini-blog - for when you want to say something about a topic, but don't want to write a whole post.
- * Use Twitter to promote other blogger's content, and to build good will.
- * Use Twitter to increase your site's income by regularly tweeting to your best performing affiliate and other income producing posts. Be careful not to go overboard. Don't be spammy!

TWITTER TOOLS

- * TweetDeck: My favorite Twitter (and Facebook) Client. TweetDeck.com
- * BufferApp: A tool that helps you schedule tweets. BufferApp.com
- * HootSuite: A suite of social media tools used by a lot of companies. HootSuite.com
- * TwitPic & TwitVid: Add pics and vids to your Twitter stream. TwitPic.com & TwitVid.com
- * TwitterFeed: Send out a Twitter update every time you publish a post. TwitterFeed.com
- * TwitterCounter: Twitter analytics, follower count widgets and stats. TwitterCounter.com
- * TweetStats: Stats site that gives you insight into your own tweeting activities. TweetStats.com

Think of a question later on? Get a hold of me on Twitter or via peter@biblemoneymatters.com. Get the entire Twitter tips post and download this .PDF at <http://tinyurl.com/pftweets>

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