



RIGGINS
CONSTRUCTION
& MANAGEMENT INC.

twitter™

Bridget's Twitter Tips

Five Things About Twitter You Need to Know:

1. Twitter is a conversation; participate to build relationships.
2. Twitter is online networking first, marketing second.
3. You have 140 characters (including spaces) to write something.
4. Post quotes, thoughts, links to the web (blog posts, announcements, new projects, etc.).
5. **You can't just promote yourself.** You have to respond to the tweets of others by retweeting or and replying.

Twitter Tools:

Like most of life, I am convinced that the key to any job is having the proper tools for the proper job.

For our Twitter account (@rigginsconst) I use Hootsuite most of the time (www.hootsuite.com). It makes the functionality of Twitter simple to understand. In columns you can easily see who has directly messaged you (private) or mentioned you in a tweet.

This is where the power of Twitter lists comes in to play. When I follow someone, I put them on a list.

Read more about that here: <http://youtoocanbeaguru.wordpress.com/2013/05/24/twitterlists/>

Photos are a powerful tool, even on Twitter but not as powerful as links. When you share a quote or link, give credit either to the person or their twitter handle (if they have one).

Set up and account with Bitly (<https://bitly.com/>) to shorten the links (and get stats).

My Routine:

I go to twitter.com to see if I have any new followers.

I click on their name and decide if I want to follow them. To follow them click Follow. **If I do follow them, then I add them to a list.**

If I'm not sure I want to follow them, I do nothing; meaning, they only follow me.

If I don't want them seeing my updates at all click on the word BLOCK on the middle of the page on the right sidebar to block them.

Then I go to HootSuite to see who has mentioned my name (@rigginsconst). On the Twitter.com page I click @Connect to see who has mentioned me. It also shows retweets.

If I am retweeted, I reply to the person thanking them for the retweet. For a mention, I thank them appropriately.

I scroll down to the end of the page to see if there's something interesting to respond to or forward (RT). Try to spend a few minutes sharing others' content. A good ratio is 80% theirs, 20% yours.

Then I find an inspirational/motivational quote or "see what our latest project is" thing to tweet.

I spend a minimum of ten minutes in the morning and about another ten minutes around mid-day. The more followers you have, the more time you may need to spend.

Don't try to "catch up" - it's impossible.

More of my tips are [here](#).

"[Twitter is] about the connections you make with humans. I'm collecting relationships."
@GaryVee <http://bit.ly/16bXDvK>

"Everybody who tweets has to be responded to."
@GaryVee <http://bit.ly/15t9ip1>

"When you have a relationship with a person, the logo has meaning."
@RigginsConst <http://bit.ly/XQh10t>

The Retweet Button:

I personally rarely, if ever, use Twitter's retweet button. Instead I use the Old School RT which is copy/paste & reply on Twitter or "quote tweet" on Twitter mobile. Hootsuite and Tweetdeck make this easier.

Other:

@ is the AT symbol and needs to appear **WITHOUT** spaces directly before a handle. This makes it clickable.
is the hashtag and is used to enable searching.