



Checklist 25 - Connect and Engage on Twitter

Project _____
Name: _____

Date: _____

- | | | Yes | No |
|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 | Start by finding and connecting with people who have similar interests to you or niche related interests | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Use the search box | <input type="checkbox"/> | <input type="checkbox"/> |
| | <i>Type in a name or phrase related to your niche or interests</i> | | |
| 3 | Search results | <input type="checkbox"/> | <input type="checkbox"/> |
| | <i>You will see that Twitter provides you with search results found in Top News, People and then Posts. Note: To view more results in each section click on the view more link</i> | | |
| 4 | Follow Other People | <input type="checkbox"/> | <input type="checkbox"/> |
| | <i>Now you can click the follow button to or hover over their name and a box will appear and then you can follow them. Note: It's worth taking a look at their page to see if they regularly post similar content or if this is just a one off and the rest of the time they post random content. You don't want your Twitter feed to be full of irrelevant or uninteresting content</i> | | |
| 5 | Hashtag keywords in search box | <input type="checkbox"/> | <input type="checkbox"/> |
| | <i>If you type a # followed by your keyword/name/interest with no spaces in between then you will just see Tweets that have used those Hashtags in their Tweet. Again, if you hover over the person's name then you can follow them</i> | | |

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6 Like other user content

☐ ☐

When you find Tweets that you like, then let them know by clicking the heart icon

7 Retweet

☐ ☐

If you like to share someone else Tweet with other people and also have it appear on your own profile page then click the Retweet icon

8 Reply to Tweets

☐ ☐

Now this has 2 benefits because when you reply, it is like leaving a comment that other people can see. This gives you more exposure and can lead to new followers but also see how many other people have replied. These are active users with the same interests and you can then follow them too and start liking and commenting on their Tweets which will help build a relationship and they are more likely to interact with your Tweets

9 Direct message

☐ ☐

Click on the small envelope icon to send someone a direct message, this is a great way to stand out and really connect with them

You can also filter the search results to just show results for;

Top Tweets

Latest

People

Photos

Videos

News

Broadcasts

10 Use Hashtags

☐ ☐

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When posting a new Tweet then always use Hashtags in your content as this will help your Tweet get seen by more people

11 Trending Hashtags

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*Go to the Trends for you in the left column and look at the most trending hashtags and aim to use one of there in your Tweet. You can also tailor these trending Tweets to find the most popular Tweets in your Country or location.
Click change next to Trends for You and select or type a new location.*

12 Tag people

☐ ☐

*When you interact with a major player in your industry, it can help get some eyes on you. On Twitter, even talking about or tagging an industry leader or peer can be enough to get extra eyes and engagement on your post.
To tag someone simply type the @ symbol and then their name*

13 Ask questions in your Tweets

☐ ☐

This is one of the most classic engagement-building tactics in the marketing book, but it's still making this list because it still consistently works

14 Ask for Retweets

☐ ☐

If you want something, it never hurts to ask. Believe it or not, asking for a retweet directly within your post can increase engagement in the form of retweets. It sounds simple, but it works

15 Use Twitter Ads

☐ ☐

When you are looking to best engagement quickly, Twitter Ads can be a good way to do so, especially if you don't have a lot of followers or followers that frequently engage with your content

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16 Respond

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Respond to people who tag you or comment on your Tweet and especially if they take the time out to message you directly

17 Create Twitter Moments

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Twitter Moments are curated stories about what's happening around the world—powered by Tweets. It's easy to create your own story with Twitter Moments.

18 From the Moments tab, click the Create new Moment button.

☐☐

19 Click the Title your Moment field to give your Moment a name.

☐☐

20 Click the Add a description field to type in a description for your Moment.

☐☐

21 Choose Tweets to add to your Moment

☐☐

22 Click on the crop button next to any of your selected Tweets to make an image selection for mobile viewing.

☐☐

23 Click the Finish later button at the top of the page to save a draft.

☐☐

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- 24 When you are ready to make your Moment live, click on the Publish button at the top of the page.

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- 25 Create A Moment From a Tweet:

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- 26 Click the icon to Select New Moment to add the Tweet to a new Moment

☐ ☐

Any completed Moments or drafts you have in progress will also be listed in the drop-down to choose from.

- 27 Create A Moment From the Moments tab on your profile page:

☐ ☐

Click on the Moments tab, then click the Create new Moment button to get started. Follow the directions above to complete your Moment.

- 28 More options while creating a Moment:

☐ ☐

Click on More while in draft mode and Select Choose mobile theme colour if you would like to apply one.

- 29 Select Mark that Moment contains sensitive material, if appropriate.

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- 30 Select Share Moment privately to copy and paste your Moment URL to share privately with others.

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The Moment will only be visible to people who have the URL, it will not be visible on your profile page, or published on Twitter.

- 31 Select Unpublish Moment to unpublish a Moment you have previously published.

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- 32 Select Delete Moment to permanently remove the Moment from your profile and Twitter.

☐ ☐

You will see a confirmation pop-up message to confirm the deletion.

After you have saved your Moment as a draft:

You can click on the Edit button under the Moment description to continue editing your Moment.

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