

Planning Your Twitter Strategy



Used with purpose, Twitter can help you grow a network of friends and brands who will support your efforts to grow as an expert.

Creating a strategy for your Twitter account includes identifying these:

1. IN WHAT category or niche do you want to be considered an expert?
2. WITH WHICH bloggers or brands do you hope to connect? and,
3. WHERE can you get great content?

Expert?

Define yourself as an expert. If you could attain a specialized degree in ANYTHING, what would your degree be? Would you hold a PhD in marketing, motherhood, or macaroni? Perhaps digital applications, dog treats, or dinner out?

In what areas do you want to be considered an expert, including any subcategories:

Relationships?

Never forget the Twitter is SOCIAL. Social media means RELATIONSHIPS.

Make a list of bloggers and/or brands with which you hope to use your Twitter account to connect. Beside each Twitter handle, include ideas how you can genuinely engage with those on your list.

Twitter Handle

Engaging Ideas

Content?

Content from Twitter can come from many sources but your last resort for finding content should be... your own blog. While you should share your content, 50% to 80% of all the information you share on Twitter should be from others.

Brainstorm places you can find content.

Hashtags

Other Social Media

Trends

Websites
