



Your Social Media Curator



# Paul's Free e-Booklet

Getting Started on

# Twitter

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Hints, Tips, Etiquette and More!!



## Hints and tips for excelling on Twitter

Plus general etiquette for Twitter use.



Here are my top 10 crucial do's and don'ts, these are applicable for business use and/or personal use. This is from my own experience and is what has worked for me. You need to tailor for yourself and your business but I hope you find this a handy starting point.

### Dos....

1. Engage, engage, engage, you must make time to chat and give feedback. If you want someone to follow you, engage with them first and if you're lucky they will automatically follow you, if not ask them. If you want me to follow you, retweet! Engage!
2. Be positive and fun. It's much easier to be negative but who wants to follow anyone with a bad attitude? We all get down days so I always suggest staying offline at these times! You will attract like-minded people/biz .
3. "Favourite" tweeters who reply to you. If they are entertaining or helpful, retweet them, but at the very least always give a favourite if you have no time to reply.
4. Engage in #CharityTuesday it's an opportunity to retweet and highlight charities and their work. As you get more followers you get more charity requests to retweet, by doing this just once a week you are not filling up your timeline daily with charity requests.
5. Use #hashtags, no more than 3, 2 ideally. This is a great way of gaining new followers, link in your tweets with the top hashtags on the day in your country but also worldwide. Use the full 140 characters; see every tweet as a marketing opportunity.

6. Be yourself, show your personality. If a business, do not 'sell sell sell' all the time, tell people about yourself and your interests as well.
7. If you're a business and want new followers, hold a competition and ensure to use hashtags #competition and #win. This is instant and fun for all involved.
8. Pin a tweet, vital for business, saying who you are and what you do, remember those new does not know! Change your pinned tweet often, at least once a month. This is a super way of highlighting current offers, upcoming event etc.
9. Follow celebrities/business men and women that are relevant to your business, reply to them when relevant with tweets relating to your business. Retweet them, engage, get to 'know them' before you start asking for Retweets!
10. HIRE ME, I get results, just look at my endorsements...

[www.pauldunphyesquire.com](http://www.pauldunphyesquire.com)

## Don'ts...

1. Ask someone for a retweet when you do not follow that person already, or when you follow but never engage.
2. Send random DM messages (private messages) saying hello or similar, do this publicly.
3. Retweet everything, keep it to limited times or subjects you're interested in or at key times on twitter such as the #irishbizparty from 9 to 11pm on Wednesday nights. I won't follow someone if I see that all they do is retweet tweets.
4. Start a twitter chat on someone else's twitter feed that has nothing to do with original tweeter, rude!
5. Don't reply to all on tagged tweets, simply reply to sender.

6. Try not to be overly judgemental; would you like it if someone did it to you?!
7. Don't assume someone knows what you want, be direct, if you want a retweet ask for it, more often than not you will get one.
8. Tweet with a link to Facebook with no text. It looks lazy.
9. Don't have a 'dead' Twitter account, a business that shows the last tweet was 12 months ago. This in my book is the biggest offence on Twitter. You are better to have no account at all than an account that is never used.
10. Tweet non-stop competitions on your timeline, set up a separate account for competitions only if needs be.

Follow me on Twitter for more insights or just to say hello [@pauldunphy](https://twitter.com/pauldunphy)

