

GUIDE

# A 5-Day Plan for Increasing Your Twitter Engagement

Insider tips from Hootsuite and Twitter

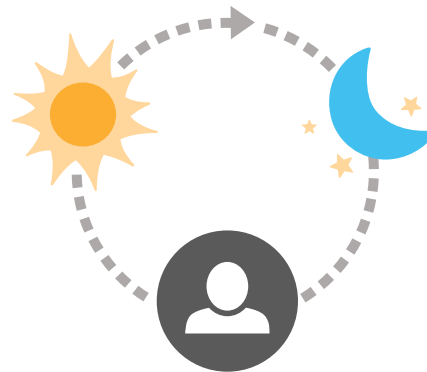


# A 5-Day Plan for Increasing Your Twitter Engagement

Insider tips from Hootsuite and Twitter

People turn to Twitter in all kinds of moments. From looking for a nearby restaurant recommendation to asking for real-time advice about a purchase, there's no shortage of daily opportunities for your business to win a new follower or sale.

In this guide, you'll discover how to make the most out of these daily opportunities to connect and engage with your followers. Each day, you'll be given a simple task to complete. By the end of the five days, you'll have a successful daily routine to convert more followers into loyal customers and advocates.



## Day #1

### Create an active—not passive—Twitter routine

"Most people don't reach out or initiate conversations," writes Adweek's SocialTimes founding editor Lauren Dugan. "This can result in missed opportunities, connections, and success . . . when was the last time you @mentioned another account out of the blue?"<sup>1</sup>

Lauren recommends that you build active engagement into daily Twitter routines. After responding to @replies and finishing your regular listening, spend 15 minutes initiating conversations.

#### Your task for Day #1

Build active engagement into your routine with Twitter Lists. A Twitter List is a curated group of Twitter users. For example, you might create a list of your favorite food writers in London. You'll only see Tweets from users on that List, making it easy to spot opportunities to start conversations.

Once you've created a Twitter List, save it as a stream in Hootsuite. That way, it's simple to see new updates from key followers and quickly start conversations.

Begin by creating three Twitter Lists in Hootsuite.



Never created a Twitter List in Hootsuite?  
[Follow the simple steps in this video.](#)

- **Twitter List #1: Your most loyal customers**  
Maybe you met this customer at an event. Or they praised your product on Twitter. Make a habit of adding loyal customers to a Twitter List. Talk to a few of these customers this week. Ask them a question. Look at their updates and engage with their content.



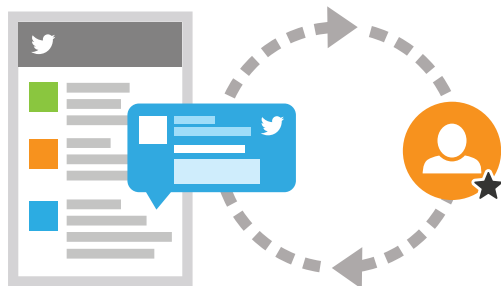
### Try this

[Sync your email contacts with Twitter](#) and Twitter will tell you who to follow. You can then build Twitter Lists based on different customer behaviors (such as loyal supporters versus customers who haven't purchased recently).

- **Twitter List #2: Influencers, press, and potential partners**  
Create a Twitter List of people who could help build or amplify your business. If you're a real-estate agent, maybe it's a local journalist who could quote you as an expert in a future article. If you're a retail store, maybe it's a blogger with a giant email list that could grow your followers and revenue. Make a habit of interacting a few times. Promote their business. Ask them thoughtful questions.

- **Twitter List #3: Interesting creators and curators**  
[Use search.twitter.com](https://search.twitter.com) to find new accounts and relevant conversations to follow. Next, create a Twitter List of people who consistently share interesting content. When you see an interesting Tweet in Hootsuite, click on their Twitter handle. You can then add the user to a list by clicking "Add to List" in the pop-up window.

The screenshot shows the profile of Michael Margolis (@getstoried). The profile includes a profile picture of a smiling man with dark hair, a bio that reads "CEO | Get Storied | StoryU | World's leading school for business storytelling | Left-handed, color-blind, believes chocolate is a food group.", and statistics for 252,639 followers, 191,045 following, and 13,985 updates. The location is listed as "Global Nomad". At the bottom, there are buttons for "Follow", "Unfollow", "DM", "Reply", and "Add To List", with the "Add To List" button highlighted by a red box.



## Day #2

### They ask, you answer

Every day, people ask questions on Twitter. Millennial investors are confused by ETFs and mutual funds. New business owners ask for marketing advice. Tourists search for restaurant recommendations. These are all potential opportunities to gain a new follower, connect with a potential customer, or make a sale.

Everlane, for example, is an online clothing retailer. A Twitter follower asked, “I wonder if @Everlane would make me a simple, white loafer wedding shoe?” The brand saw the potential to turn this customer question into an opportunity to win a new sale. Other followers (as you see on the right) quickly joined the conversation and praised the brand.

Today, you'll create a few targeted Twitter searches in Hootsuite, helping you find people with questions relevant to your industry and products.

**Everlane** @Everlane  
Do you, Kima, take these loafers?  
#DearEverlane

**Kima Thomas** @kimathomas  
I wonder if @Everlane would make me a simple, white loafer wedding shoe...

**Kima Kimberlin** @kimakimberlin · 25 Sep 2015  
@Everlane yes!! Seriously, you guys are amazing and I can't believe how above and beyond you go for your customers! ❤️ thank you!!!

**Shannon Buckley** @shannydoots · 25 Sep 2015  
@Everlane Wait, are these going to be available to the public, too? I've been begging for white Modern Loafers for ages now! Must have.

**Everlane** @Everlane · 25 Sep 2015  
@shannydoots They're exclusively for @kimathomas right now, but we can be swayed. Stay tuned!

**Shannon Buckley** @shannydoots · 25 Sep 2015  
@Everlane please let these sway you! I've been asking about them since this [bit.ly/1WhzzAx](http://bit.ly/1WhzzAx) and this... :)

**Twitter Notify** @TwitterNotify · Jan 12  
@Everlane We'd love to spotlight this Tweet in an upcoming project. Please reply #yes or #no, thanks!

**Emily Thomas** @emitoms · 25 Sep 2015  
@Everlane I love this !!!! Loved taking part 😊 @kimathomas

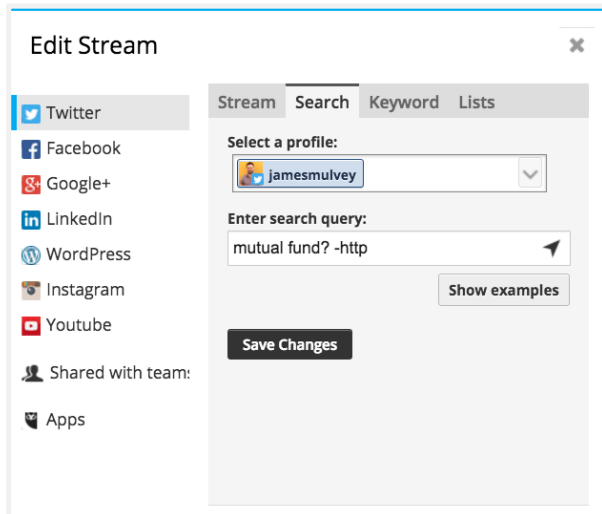
**Kima Kimberlin** @kimakimberlin · 25 Sep 2015  
@emitoms @Everlane thank you for helping! :) :)

**LovelySunday** @\_lovelysunday · 25 Sep 2015  
@Everlane This is so incredibly sweet!! You always make your customers feel special!! Congrats on your upcoming wedding @kimathomas!

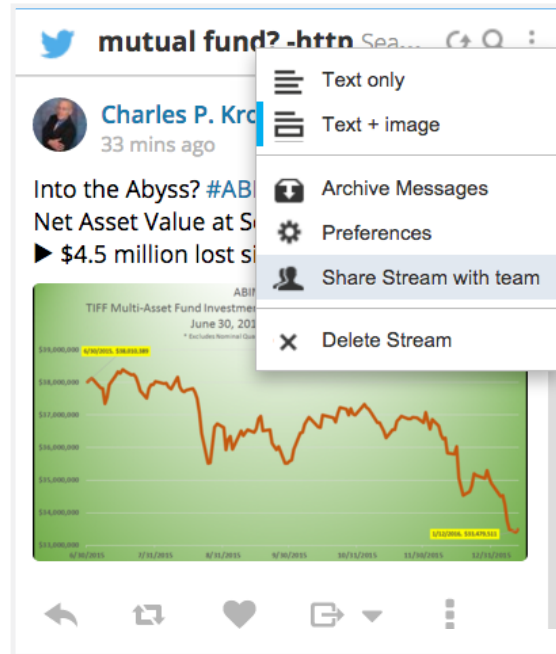
## Your task for Day #2

Here's how to quickly find profitable questions to answer on Twitter.

In your Hootsuite dashboard, click "Add Stream." Then enter the search query into the "Search" box. Click "Add Stream" again to save to your Hootsuite dashboard.



You can share the stream with team members by clicking on "more options" once the stream has been created.



## Find new customers with these 3 searches

### your topic? -http

This search removes all links from Tweets, making it easier to filter spam and find people asking questions about your products and industry. Example: mutual funds? -http

### restaurant OR cafe AND anyone, OR suggest, OR help, OR how OR do OR I, OR dining, OR advice, OR best place ? -http

We owe this search to Matt Owen, former Head of Social at Econsultancy. Use the search string to find people asking for restaurant recommendations. Replace "restaurants," "cafe," and "dining" with your own keywords.<sup>2</sup>

### love this OR amazing OR fantastic AND architecture -http -rt

Quickly find people passionate about your industry or topic. Just replace "architecture" with your keyword. The filters remove links and retweets, helping you spot conversations to join. Credit for this search goes to Chris Lake, the CEO at Empirical Proof.



## Day #3:

### Increase engagement with visual content

Twitter is not just 140 characters—try sharing videos, GIFs, photos, or Vines to offer a variety of content and keep your followers engaged. If you've never added a GIF to a Tweet, [this article will help](#).

[Research](#) shows that Tweets with photos get 313% more engagement. Today, you'll learn where to find royalty-free images to use in Tweets, without hiring or waiting for a designer.<sup>3</sup>

#### Your task for Day #3

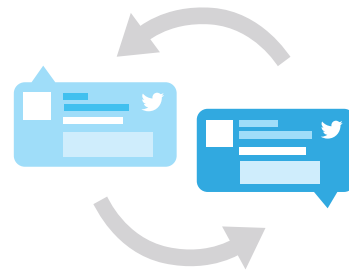
Add images to Tweets you publish or schedule with Hootsuite. While all the sites below offer royalty-free images, double-check their terms and conditions before using in case their policies change after this guide is published.

- [Gratisography](#)—whimsical photos of animals, nature, objects, people, and urban scenes.
- [Negative Space](#)—this site adds 20 new free stock images every week without any copyright restrictions.
- [IM Free](#)—a curated collection of design templates, icons, and button makers.
- [Unsplash](#)—this site releases ten new royalty-free photos by world class photographers every week.
- [StockSnap](#)—artful collection of photos for social media teams.
- [Free Refe](#)—you'll find high-quality images with modern perspectives.



### Stand-out with simple animations

Use [Gifgrabber](#) to create simple videos to share on social media. Quickly explain how to use a product feature, create a meme, and draw attention to your Tweets. We also use [Licecap](#) (works for both PC and Mac users).



## Day #4

### Host your first Twitter Chat

Twitter Chats not only boost engagement but can offer direct customer feedback into new products, campaigns, and content.

At Hootsuite, we run #HootChat every Thursday at 12pmPT/3pmET. Since launching our Twitter Chat, we've seen large spikes in engagement. We also connect our customers with each other, giving them a weekly social place to share tactics and advice.

Don't have time to host a Twitter Chat? Pitch a relevant brand or partner to join their chat. Hootsuite regularly has guest experts (such as Evernote, growth-hacking pioneer Sean Ellis, and OgilvyOne's Karin Robinson).

#### Your task for Day #4

Pick a date, research a few questions, and start planning your first Twitter Chat. [Follow the steps in our comprehensive guide here](#).



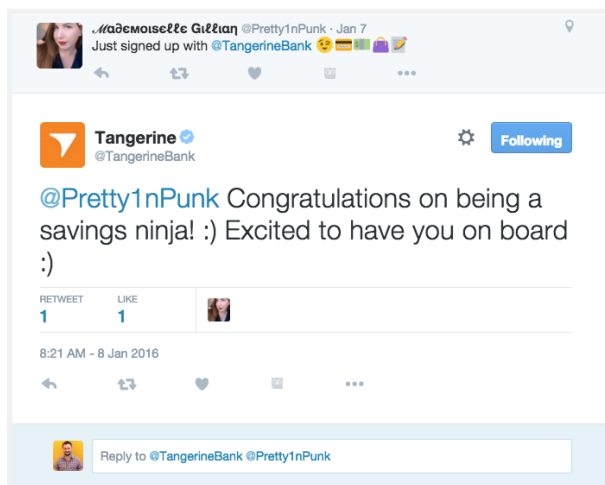
## Day #5

### Welcome new customers at the front door

What's the first interaction your customer has with your product? Not the first time they visit your website or find you on Google. But the first time they use your product?

Maybe you work at a tourism brand. The first interaction could be when a visitor lands in the airport and asks her Twitter followers, "My first visit to Paris! What should I see first?" Or you are a flower delivery brand and the first interaction occurs after the customer receives their first bouquet (and hopefully shares their joy with friends on Twitter).

For example, we found this Tweet from Tangerine, a socially-sophisticated bank in Canada. The customer shared that she had signed up for a new bank account with Tangerine.



To boost engagement further, Tangerine could include a link to a new customer landing page. The landing page could suggest 101 resources for new customers such as "how to save your first \$1000 for retirement."

A restaurant chain could welcome new followers with an interactive map and special promo code to redeem at their nearest location. A media brand like Netflix could offer a special upgrade—such as adding more screens to your subscription—helping to drive revenue from social followers.

#### Your task for Day #5

Today, you'll create a plan for engaging new followers and customers.

1. Find your customer's first interaction with your product on social. [Create search streams in Hootsuite](#) to save time and automatically see new customer interactions.
2. Once you find a customer's first interaction, greet them on Twitter. You might not be able to respond to all new customers, but even a few interactions will boost engagement and turn new customers into loyal followers.
3. Next, create a landing page with resources to lead them deeper into your brand or product. This could include links to help the customer get the most out of your product, a coupon code with a superfan discount, or a funny message to showcase your brand's personality.
4. Build this "surprise and delight" tactic into your daily Twitter routine. Depending on the size of your business, it might not be feasible to talk to all of them. But you could, for example, have your social team spend 10 minutes a day on this task. If you use Hootsuite, you can assign and track which Tweets have been answered by team members to avoid talking to them twice.



## Next steps

You've made a lot of progress over the last five days. You shifted from passive to active engagement, sharpened your listening skills, and have a solid framework in place to increase your Twitter engagement.

Need more help? We've included a few more resources below.

### Master the fundamentals of social media

Our popular free toolkit includes webinars, guides, and time-saving templates to help you nail the fundamentals of social media.

[Get your all-in-one toolkit here.](#)

### Proven ways to get more Twitter followers

In this on-demand webinar, you'll learn proven tactics you can use to get more Twitter followers—directly from the expert behind @TwitterSmallBiz—including how to:

- Make your social profiles more visible and discoverable
- Generate excitement and build trust with contests and campaigns
- Find insights in your social metrics that can help boost your growth

[Play the webinar](#)

## Endnotes

1. Dugan, Lauren. "Twitter engagement tip: be active, not passive." Adweek. 2015. <http://www.adweek.com/socialtimes/active-twitter-engagement/504176>
2. Econsultancy, "Seven steps for effective Twitter monitoring." 2013. <https://econsultancy.com/blog/62043-seven-steps-for-effective-twitter-monitoring>
3. Twitter, "#TweetSmarter: Unlock more value from Twitter with data-driven best practices." 2014. <https://business.twitter.com/resources/tweetsmarter>