Twitter Checklist

- Let people know you’re tweeting
  - Want followers? Add your handle to LinkedIn, Facebook, and your resume.

- Focus on your passion
  - Develop a niche and define your online brand.

- Be a good Twitter community member
  - Retweet great tweets. Give mentions. Don’t steal others tweets and make them seem like they’re your own.
  - Participate in #FF (Forward Friday) and Twitter chats.

- Ask Questions
  - Don’t be afraid to reach out to a celebrity, sports team, school, etc. You never know when they will tweet back!
  - You can always use DMs (Direct Message) to have private conversations too!

- Listen: Silence Can Be Golden
  - For example, don’t tweet about an unrelated topic during the Super Bowl. You will just be noise and it shows a lack of understanding about the social media network. Listening and “favoriting” tweets can be just as powerful.