



# TWITTER



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## CHECKLIST

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Woohoo! I'm so glad you're using this checklist to start using Twitter effectively. It is an incredible platform for building brand loyalty, expanding your reach, and creating authentic relationships with your audience. This checklist will help you unlock the power of one of my favourite platforms!

Before you dive into content and building your community, follow these links to:

- [Customize your profile](#)
- [Understand Twitter terminology](#)

Find Your People

Who shares similar interests with your brand? Who's audience is similar to yours? Who is an influencer you admire in your space? Write down at least 20 people or brands in each category and follow them. Connecting with the right people is the first step in growing your community.

Celebrities/Influencers	Like-minded Brands/Individuals

## Hashtags

Study your niche and pay attention to which hashtags are used most often by the people in your space. Use those hashtags to find new accounts to follow and engage with:

Niche Hashtags

Don't forget, using a tool like Hootsuite, you can search hashtags within your geographic location. This allows you to connect with people on a local level. To learn more about geo-targeting, click [here](#).

## Lists

Based on the people you've discovered in your niche, create lists so you can regularly engage with them to build loyal relationships. Here's a [step-by-step guide to creating lists](#).

## Influencer Outreach

You can also use lists to keep track of the influencers in your space (identified above). Dedicate 5 minutes a day to reviewing what those influencers are tweeting and engage with them by replying, ReTweeting their content, favoriting their tweets and asking them questions. Don't be offended if they don't respond, and don't be surprised if they do!

## Trending Topics

Keep an eye on trending topics globally, nationally and locally. When appropriate, use trending topics in your tweets to increase your brand visibility. Remember, this opens you up to a much broader audience, so be careful how you incorporate these topics into your tweets.

## Content

What are some of the media sources/publications/blogs in your niche? Create a list below and create a list in Twitter. Monitor these content sources to curate content for your tweets.

<b>Content Sources</b>

## Content Ideas:

To keep your content interesting and diversified, use these 3 categories to curate content that you can post to your account.

Remember, to schedule your tweets in advance, there are plenty of tools you can use. My personal preference is [Hootsuite](#).

Photos/Graphics	Videos	Quotes

Twitter is a fast paced platform, but it's also one of the best places to build your brand! Have fun and remember the golden rules: **think before you tweet** and **it's a dialogue not a monologue!**

If you need any tips or advice, you can always tweet me [@SunnyLenarduzzi!](#)