

## How Retweets Work and Using Them to Grow Your Traffic

“Retweeting” simply means sharing someone else’s tweet with your followers. It’s (usually) a mark of endorsement and recommendation, telling them “this person has something of value to share”.

Getting your link or post retweeted by industry influencers can boost your reputation and status almost instantly. And if many of your followers retweet your link to their followers... who in turn retweet it to their followers... it can mean instant Twitter success.

### How to Retweet

There are two ways to retweet a tweet:

1. Simply hit the little “Retweet” button that appears at the bottom of every tweet when you mouse over that area. This makes Twitter retweet it as is, automatically.



2. Manually retweet it.

To do this, open up a new tweet text box (in the top-left widget on your feed page).

Type “RT” plus the person’s handle.

Copy-paste the tweet text. Paste it after the “RT @handlename”. Like this...



This will immediately show you the number of characters left for you to add a comment of your own. And here’s where so many people lose their traffic-growing and engagement opportunity: **They write tweets that are simply too long to manually customize and retweet.**

There is no room left for customization or endorsement.

Write your comments before the “RT @handle” so it’s clear which text is yours and which is the retweet (or alternatively separate the end of their tweet from the beginning of your comments, e.g. with a forward slash). You may sometimes see “MT”, meaning “modified tweet” - usually because part of the tweet has been removed to make room for comments, so leave room yourself to avoid people having to do this.

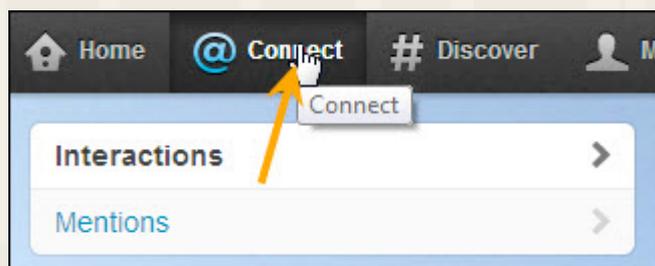
Be sure to **mix retweets in with other post types**. Whatever you do on Twitter, it should feel like a natural action, a normal conversation. If you retweet sparingly, resisting the urge to reciprocate straight away for everyone who retweets your posts, people will sit up and take notice, when you do find a diamond you want to share

So you don’t have to start reciprocal retweeting – but it is good policy to acknowledge and **thank anyone who retweets your post**.



## “How Do I Find Out Who Has Retweeted My Posts?”

That’s simple. Just go up to your top menu bar and click on “Connect”.



You will immediately be able to see:

- People who have mentioned you in their tweets
- People who have retweeted your tweets

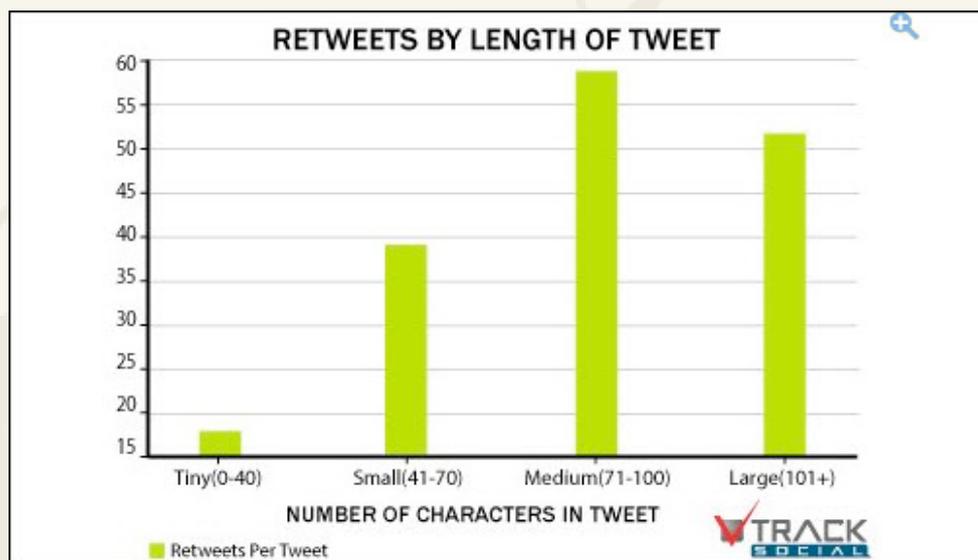
To find all activity involving retweets, select “**Interactions**”. You’ll see a list – and you’ll instantly be able to acknowledge anyone you missed.

## Tips for Powerful Retweeting

Retweets can give you no results, average results or noticeably effective results. To increase your chances of attaining the latter, follow these ten well-proven tips...

- 1. Keep your character count between 70-100 characters**, if you want your tweet retweeted. As proof of what we were saying earlier, check out the graph screenshot, below.

Business Insider published the results of an analysis performed by Track Social, which showed the optimal number of characters that got retweeted.



- 2. Don't be monotonous when retweeting.** Don't always retweet the same type of post (links, quotes, images, etc.) or the same people. Mix it up!
- 3. Remember that tweets containing links are shared more often than those without.**
- 4. Use URL shorteners to give your followers more characters to customize,** when they retweet your content. (Bit.ly and Ow.ly generate the most Retweets, compared to other URL shorteners such as tinyurl.com.)
- 5. Use the Magic Word.** Studies have confirmed that tweets containing the word "please" are retweeted more often.
- 6. Talk directly to your audience,** when tweeting. Studies have also shown that people are more likely to retweet when you begin a post with "you".
- 7. Ask for a retweet!** Using the phrase "please retweet" can be as good as a secret weapon.

If you want retweets to help you grow your traffic, either have hordes of followers... or create tweets that are irresistible to your intended audience. Really work on making your tweets lean, mean, exciting and above all, shareable - and you'll get those new followers quickly enough!