

20 Tips for Growing Your Traffic on Twitter

There are many little tips and tricks you can employ if growing traffic on Twitter is your goal. No one tip will likely change your Twitterverse – but put a bundle of these together, and you may be surprised at the difference.

1. Use the “#FF” hashtag to give a shout-out to your favorite people on Twitter.

This famous hashtag started in 2009, and went viral almost from the word “go”.

Originally “#FollowFriday”, it became so well-known, it was shortened to “#FF”.

- Begin your tweet with the hashtag “#FF”, then add the Twitter handle of the person or persons you want to promote.
- You can list a series of people in one tweet – or recommend people individually and tell everyone why you like them.

2. Track your #FF tweets with [TopFollowFriday](#). This free site by Humanxtensions allows you to see who is recommending who using the #FollowFriday hash tag – and if you’ve used it, you’ll see your individual results. (Tip: Use the full “#FollowFriday” hashtag: not “#FF”.)

3. Throw a Twitter Party. If you have created an event, create a unique hashtag for it and tell your participants to start using it.

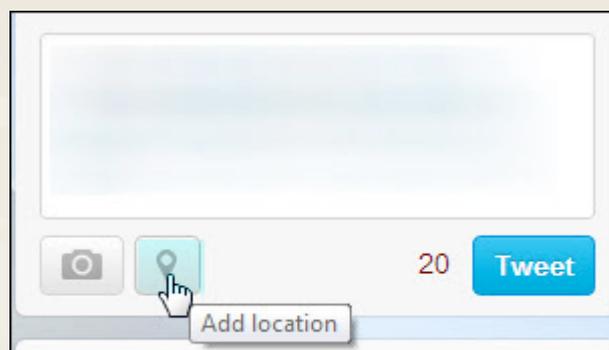
Be sure to prepare in advance: a strong, relevant hashtag, a date and time and invitations.

4. Make your tweet visual.

Of course, you can’t do this all the time – but do look for opportunities to do so.

5. Know your specific goal for engaging on Twitter. Then stick to it with your tweet topics and focus.

6. Use Twitter’s geo-targeting abilities. When composing a tweet, you can instantly add your location, if it is relevant to your tweet, music or followers.

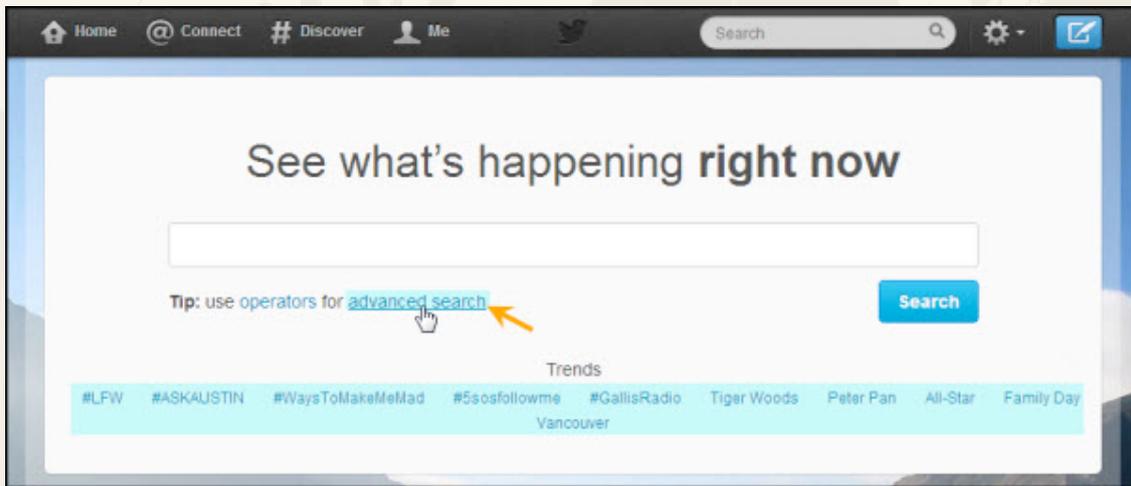


7. If you can’t find the right topics or hashtags, use [Twitter Search](#), a dedicated interface that also happens to show the latest trending hashtags.

8. Put your most important words or facts first.

9. Thank people who tweet about you or retweet your tweets.

10. Tweet current events that are in the process of happening – but do your best to keep these relevant to your followers and your niche.

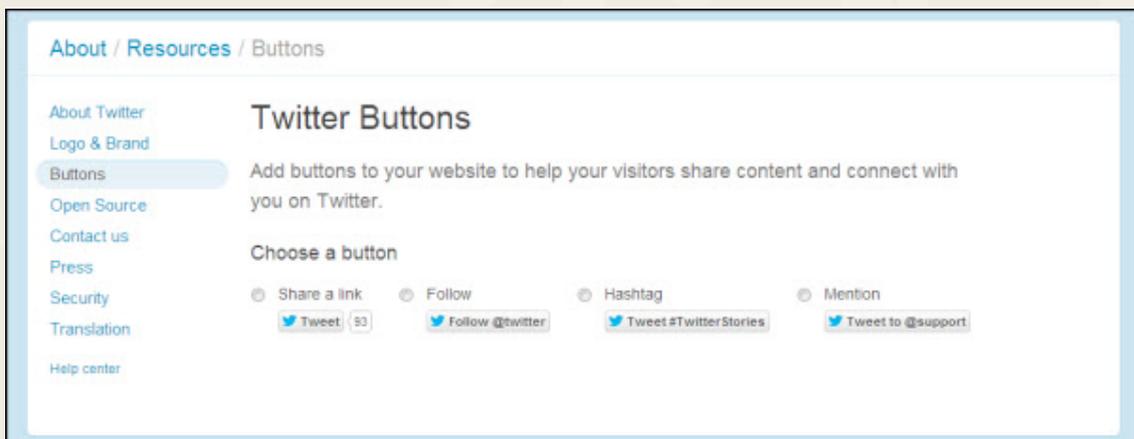


11. Pre-schedule tweets wisely – Remember that you won't be there to respond.

If you do have to pre-schedule, do it with social media managers such as [HootSuite](#) or [TweetDeck](#); or with other social networks with a pre-scheduling function, such as [StumbleUpon](#).

12. Focus on your followers. Tweet material you think they will find interesting.

13. Ask people to follow you on Twitter – Install targeted [Twitter buttons](#) in blog posts, guest posts, other social media sites and profiles; and on your website.



Growing your Twitter traffic is all about posting material your target audience will engage with. These tips will help you ensure your targeted tweets are read, appreciated – and shared.