

7 Deadly Sins on Twitter

What NOT to do if you Want to Grow Your Following

By Lynne Constantine
Graphic Provided by Author



Protect Your Tweets: Twitter is an open platform based on people being able to connect with anyone. If I go to follow you and I get a “pending” message, I unfollow immediately. Unless you only plan to approve family and friends (that’s what a personal Facebook is for) why are you going through the motion to approve me? Chances are your approval will be based on nothing other than the profile info anyway, which you have no way of verifying is accurate.

Use True Twit Validation: Another action that makes me hit unfollow. Why make it hard for people to follow you? What are you validating? If a robot account does follow you—so what? It doesn’t have any real effect on you and all you are doing is annoying legitimate account holders and discouraging them from following you.

Send Automatic Direct Messages: No one reads these and they smack of spam.

Tweet: I just unfollowed XX of people not following me. Don’t advertise that you’re using an automated service to manage your account. It looks unprofessional and it’s unnecessary to announce such things.

Never Follow Back: See #4. Most knowledgeable Twitter users *are* using a service to check and see those who don’t follow back. If you want to keep those new followers, it’s polite to reciprocate and follow those with similar interests or in similar associations and groups as you.

Ignore Tweets: Twitter is about being social. If someone tweets to you—answer them. If you ignore others tweets to you, you will soon get a reputation as a robot.

Have a Temper Tantrum: Twitter is not the place for vitriol, complaints, and rants. Unless you want to be known for controversy, watch what you say. It stays there forever.

So what *should* you do?
Read 10 Tips to Increase Your Twitter Engagement.
Happy Tweeting! ■



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Lynne is a coffee drinking, Twitter addicted, fiction writer always working on her next book. She is the co-author of “Circle Dance,” a family saga written with her sister, as well as two other novels to be released soon. She is the managing partner of a social media consulting firm and gives talks on the role of social media in publishing and how to establish a solid author platform. Lynne is a contributing editor to International Thriller Writer’s online magazine, The Big Thrill.