

10 Tips to Make Your Twitter Engagement Skyrocket



By Lynne Constantine

1. Don't take weekends off—or at least schedule some tweets for Saturday and Sunday. **Engagement is 17% higher** for brands on weekends.
2. The early bird gets the worm. Start tweeting at 8:00 a.m. and continue until 7:00 p.m.—you'll **increase your engagement by 30%**.
3. A picture is worth a thousand words—tweets with images get **two times as much engagement** as those without them.
4. Brevity is the soul of wit—tweets with less than 10 characters receive **17% higher engagement** than longer tweets.
5. Don't make empty promises—always provide a link with your tweets—you'll get **86% more retweets** than those without one.
6. Ask and you shall receive. Asking followers to retweet yields **12 times** as many retweets (but spell it out “RT” gets 10X retweet rate vs. “retweet” with 23X).
7. Tag your tweets. Tweets with hashtags **receive twice the engagement** as those without them.
8. Everything in moderation. Limit hashtags to two per tweet—any more and you will **decrease your engagement by 17%**.
9. You reap what you sow. Tweet to others, retweet their content, respond when others tweet to you. Twitter is all about being social, responding and engaging.
10. Follow your passion. Follow new people everyday. Most will follow you back and you will steadily increase your following. What's the sense in tweeting if no one is listening?

A bonus tip: Be on time. Install the Twitter app on your phone, and turn on your notifications. When someone tweets to you, take a second and answer right back. You will be amazed at how appreciative others will be at your responsiveness. ■

Research Source: *Buddy Media*

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*.