

Get Organized on Twitter With Lists

Everything You Wanted to Know About Lists and Were Afraid to Ask

By Lynne Constantine



You've created a Twitter account, written a killer profile, begun following people, and have started tweeting. Before you find yourself with a disorganized cluster of followers, take a step back and think strategically about your goals. Using lists is a great way to start.

Your lists will help you to keep a handle on exactly what's going on in your Twittersphere. To make a list:

1 When you follow a new person: Click on gear icon
Choose add or remove from lists

2 Next, you can create a list or add to one of your existing lists

To create: click CREATE A LIST and Type List Name & description (description is voluntary)

Click Save

To add someone to a list, simply check it

Then when you add new people, either click one of your existing lists, or create a new one. You can add people to more than one list. Lists will default to public, but if you wish, you can make them private by clicking that box.

3 Now when you go to your news feed you can narrow down what you see. Want to know what your local peeps are tweeting about? Just want to see your list of film makers or your favorite authors?

Click on your profile

Click Lists

Choose a list

Only folks from that list appear in your newsfeed

Focusing your time on targeted populations can help you to quickly get up to date on trends and news, as well as allow you to re-tweet, respond, and interact more efficiently. If you want to drill down to an individual level, you can go to a profile, choose *turn on mobile notifications*, and you will receive notices on your phone when that person has tweeted. Turning on notifications on those accounts you select will allow you to respond in real time and interact more powerfully with those individuals.

Using lists will greatly increase your productivity on Twitter and make it much easier to connect more strategically. ■

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.

