**How-to increase twitter followers**

**1. Be an active user**

If you want to increase your followers make sure you **post regularly** and send most of your tweets during the **rash hours** when most people are online.

**2. Place social media buttons in your blog**

If are an active blogger you should place social media buttons on a strategic position of your blog. Have in mind that usually the best position is on the **top of the article**, near the title. Additionally it is highly recommended to use the **standardized** buttons that people know and trust. Finally it is recommended to use buttons that allow your readers see how many shares a particular post has. This encourages them to share it with their followers.

**3. Add a twitter banner on your website**

Adding a “follow me” twitter banner on a visible area of your site can help you attract more users. Also it is always a good idea to add your social media profiles in your **Contact page**. Some people might find it easier to contact you through these channels rather than sending you an email.

**4. Add your twitter account in your email signature**

This encourages the people that contact you via email, to find you on other social networks. Adding also your other social media profiles like **LinkedIn** and **Facebook** can be a great way to increase your business connections.

**5. Add your twitter username in your business card**

It is a similar to the above technique that can help you increase the number of followers from your **industry**.

**6. Use hashtags**

Twitter uses hashtags to **group** together tweets or add additional info about a message. Even if you can create your own tags, it is generally recommended to use the popular ones. Note that for every topic, industry or event the community uses lots of different hashtags. Here are some examples: #SEO #socialmedia #hotels #success #fail #followfriday etc.

**7. Participate on #FollowFriday**

Every Friday twitters recommend other **interesting** users to their followers. Make sure you recommend other important persons to the people that connect with you. In many cases you will see that they will do the same for you. The 2 most popular hashtags about Follow Friday are the #ff and #followfriday.

**8. Interact with other people**

If you want to be popular on any social network you must **interact** with other people. **Discuss**, provide feedback, **retweet** the messages that you find useful, ask and reply questions. Don’t forget that the main target of social networks is to **socialize** with others, not to promote your company.

**9. Update your bio, image and Background**

Adding **accurate** bio and information in your profile can help other people **find** you and follow you. Selecting an appropriate profile image and background can help you also show to the users that you are a **professional**. Don’t forget that first impressions are very important.

**10. Follow people with similar interests**

Twitter is a great place to find new e-friends, **exchange ideas** and participate on discussions. By socializing with other people you will not only increase your followers but also be able to **influence** other twitters.

**11. Send quality tweets**

Sharing **quality content** and messages with your followers is extremely important in order to become popular. By sharing your views, news, trends, quotes, links and websites that you found useful, you can increase your followers and become influential user.

**12. Don’t send 140 char twitter messages**

People usually give credit to the original author, when they Retweet (RT) a message. Many times they choose not to use the RT button because they want to add their **comments**. By sending messages shorter than 140 you give the chance to other people to **give credit** to you by placing your username in the post or to add their comments. This can help you generate conversation and increase your followers.

**13. Add yourself in Twitter directories**

There are a lot of **twitter directories** where people can find other users with similar interests. Note that not all of them are worth using, but there are few such as WeFollow that receive lots of traffic.

**14. Conduct a contest**

As we saw on a previous [Social Media Case Study](http://www.webseoanalytics.com/blog/social-media-case-study/), conducting contests on social networks can help you increase your **brand awareness**, your followers and the traffic of your site.

**15. Connect your Facebook profile with Twitter**

There are lots of applications that can help you connect your Facebook or LinkedIn profile with Twitter. In this way you can post the same messages to all the people that connect with you on the various social networks and **increase** your total connections.

**16. Use your twitter profile when commenting on Blogs**

When you post a comment on a blog, it is a good practice to add your twitter profile as a **link**. This can help you start conversation with the authors and increase your followers.

**17. Mention and Thank the people that help you**

When people RT, mention or help you, make sure you thank them. Not only this is the proper thing to do, but also they will appreciate it and they will continue supporting you.

**18. Don’t Spam, Be honest and transparent**

If you start spamming your followers they will **unfollow** you and you will ruin your reputation. Keep in mind that honest and transparent behaviour can help you not only increase your followers and keep the ones that you have, but also make a good name for yourself.

**19. Create a list of useful tweets**

As we said above it is important to tweet often and send quality messages. Due to the fact that you can’t be on Twitter 24/7 or you might not have always something useful to send, you can create a **list of interesting topics**, tips, techniques, articles and references and use them when you are stack. This list can contain useful information about your industry, tutorials, **how-to articles** and **references** to your blog.

**20. Use Twitterfeed or similar services**

TwitterFeed and similar services or programs can help you **automate** your tweets, **connect your blog** with Twitter & Facebook and **schedule** your future messages. Those services can increase your followers because they can help you tweet more often. Nevertheless remember that those services should **not replace you** on social media and that you should remain an active user