HOW I BUILT A 100K AUDIENCE IN 12 MONTHS

PRATHAM

@prathkum

To my parents, who always advise me to do my best without thinking about the consequences.
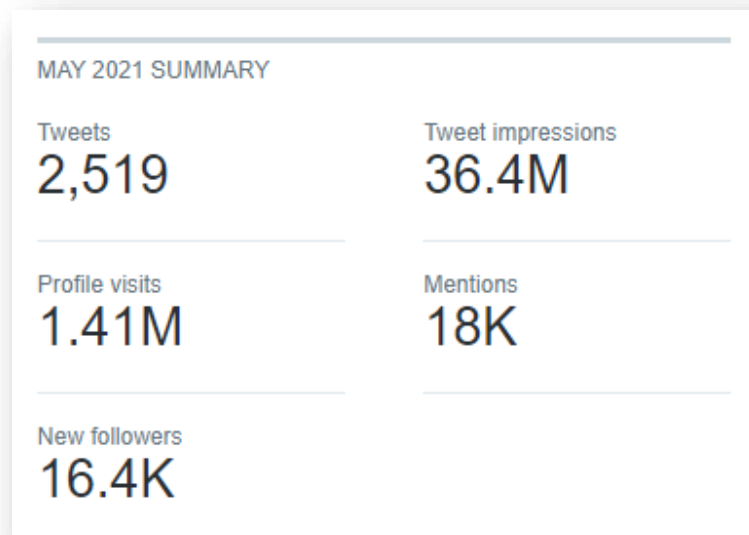
INTRODUCTION

I am Pratham from India, a 21-year-old guy trying to explore the depth of web development. I write content about the latter and try to make the process easier for everyone.

In May 2020, I randomly posted my first tweet on Twitter. Since then, I have built an audience of around 100k in 12 months.

In this small eBook, I'll explain to you "How you can grow your Twitter account" and "How to get maximum benefits from it."

In May 2021, I pushed my account with rocket speed and gained almost 40 million impressions and over 16K followers. Does this sound good? Let me show you how you can achieve the same!

MAY 2021 SUMMARY

Tweets
2,519

Tweet impressions
36.4M

Profile visits
1.41M

Mentions
18K

New followers
16.4K

Twitter analytics of @prathkum in May 2021

Catch me on Twitter

GROW YOUR TWITTER ACCOUNT

1) Find your place in the well-established tech community

Evaluate your passions and skills. Share something with the community you are good in. This is how you let people know that a new member joined the community recently. This sounds tough, but actually, it is not. You just need to put content out. It's important to stay on-topic, though.

You can obviously also post content of different topics, but this approach works best when you can clearly show that you are "X" and are good at technology "Y."

It makes you known for a certain topic and helps to highlight your strengths. For example, when I started, I posted only CSS art and nothing else.
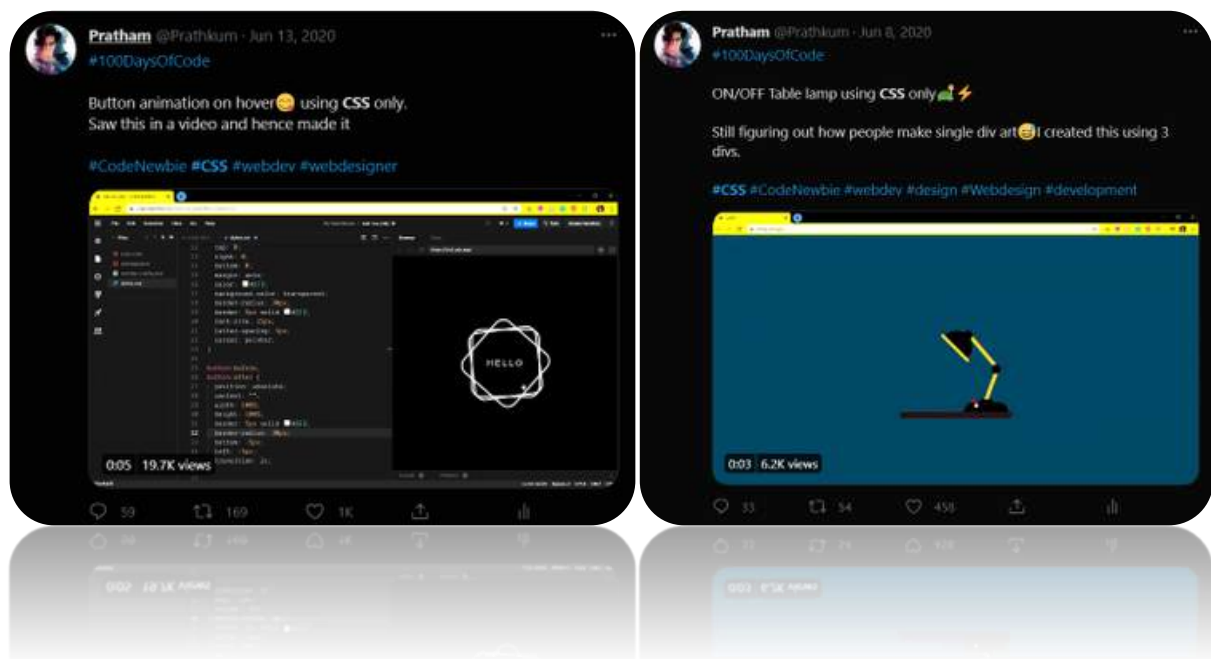
The tweets above showcase how I started my journey on Twitter with CSS art content only. They are the reason my audience and Twitter started to recognize me for this particular skill and work.

Once people recognize you by your content, you can start to push the boundaries more. As I said, I started with CSS art, but nowadays I also post content about:

→ Web development
→ React
→ Audience building
→ Motivation
→ random content

Catch me on Twitter

2) The frequency of your tweets – The 8:1 Rule

In the beginning, I followed the 8:1 rule. It goes like this:

"Try to reply to the tweets of 8 different people and post at least one tweet yourself daily." Once you begin following this paradigm, the Twitter algorithm usually starts to recognize you and show your tweets as recommendations on other user's timelines.

I analyzed many profiles, and one common pattern I found was inconsistency in their initial phase. But don't worry. Everything takes time. Reply to the tweets of bigger accounts. This helps you to get discovered by users not following you yet. I did the same when I started out.

When I began, my tweets barely got eight to ten likes, but I always tried to interact with other people in the community. Take a look at one of my replies back then below. Thirty-eight likes were a lot for me at this time.

3) Do you actually need planning before posting?

Social media has the word social in it. It's not all about sharing resources and content. It's perfectly fine to share random stuff related to your personal life. This type of content needs no planning ahead of time. If there is something you want to say, do it, this makes you human.
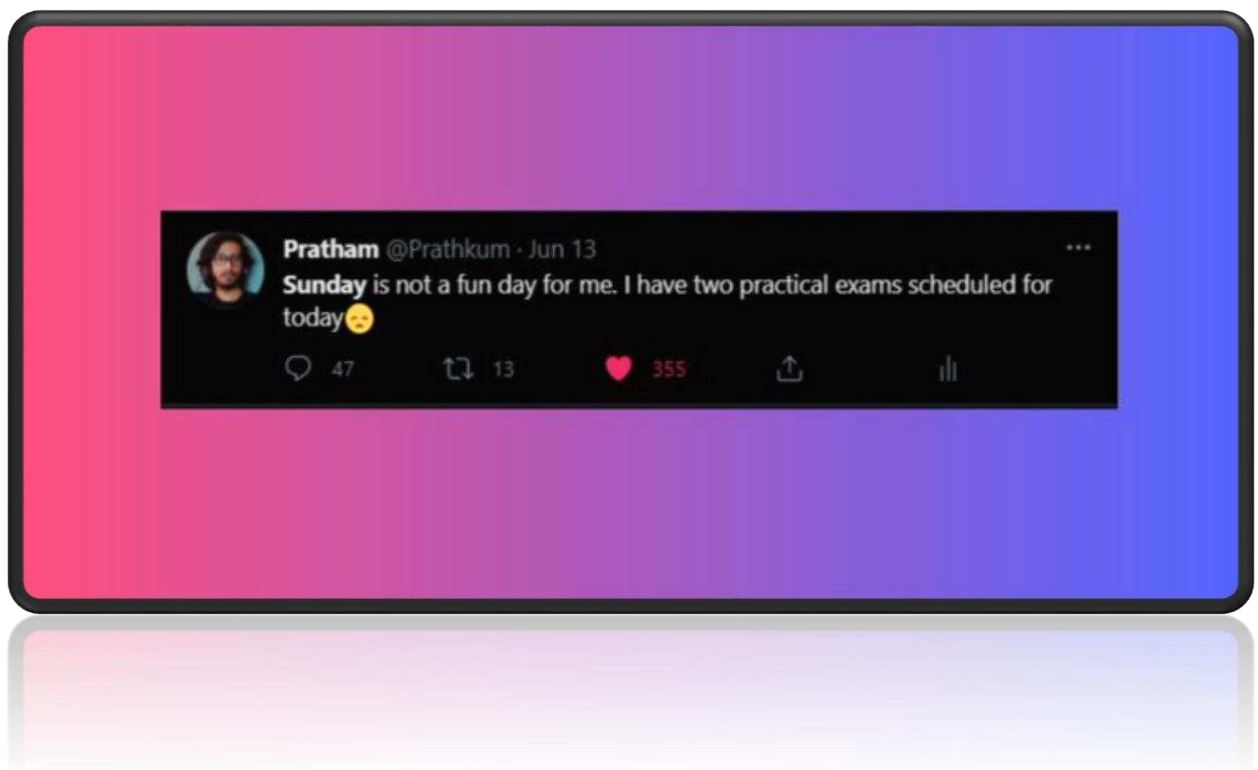
Actually, being human makes you look less like a **content bot**. It makes you relatable for your audience.

Larger and more detailed content like fully-fledged threads or more complex topics can well be scheduled ahead of time. Especially threads can be a pain to be written on-demand. A tool that helps you to write those and then schedule them to be delivered later can be a good choice.

Catch me on Twitter

4) Optimize your profile picture, header and bio

Use a real image of you as your profile picture. This gives an even more human touch to you. People like to see who they interact with. You are a human, after all. Add a header with a nice appeal that shows who you are and/or what you do. Other Twitter users who visit your profile can get more information about you with only one look this way.

Your bio should be short, concise, coherent, and to the point. If you are an entrepreneur, write about your product. If you are an employee, write about your job. And if you are a student like me, explain your motto and why you are active on Twitter.

Here is my profile:

5) How to interact with others

Social media is nothing without interaction. "Thank you!", "I agree!", "Awesome stuff!" This is no real interaction. If you agree with someone's tweet, give a proper reason why. Put more effort into it.

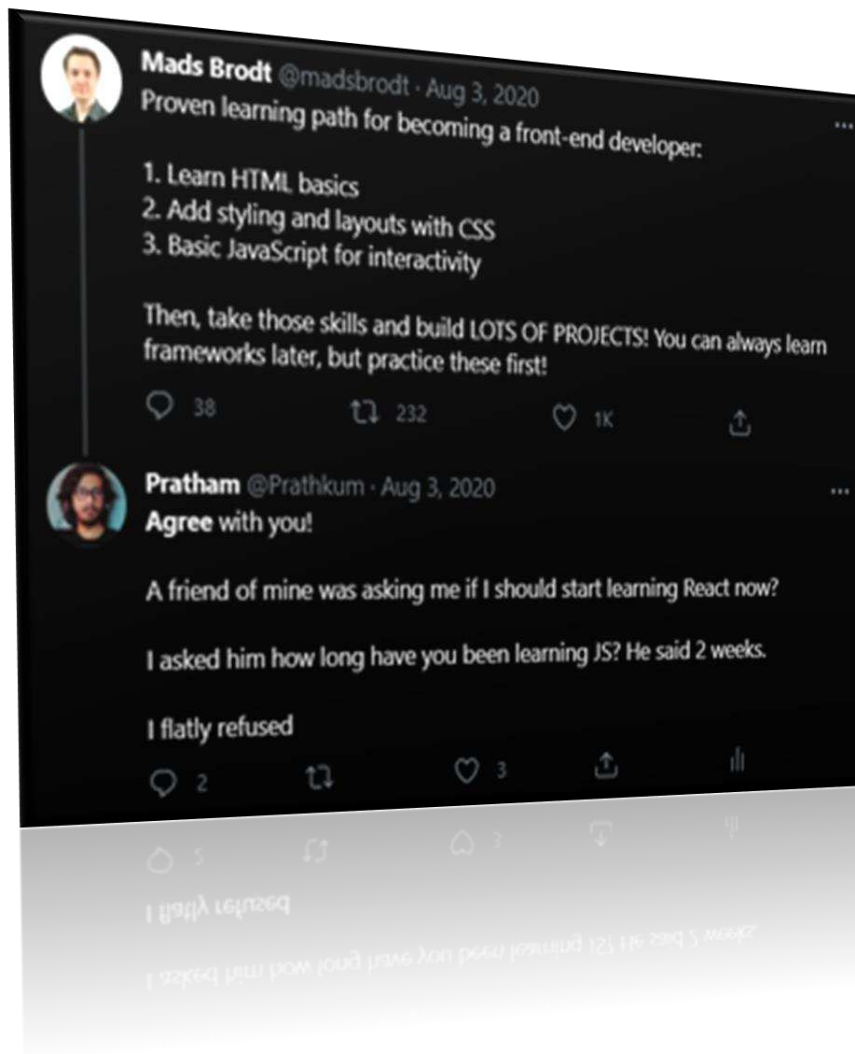Everyone also has their own opinions and views. You don't need to agree with everyone all the time. Even if you disagree, state it and explain to the author why you do.

All this adds value. It spreads different views and opinions. But please make sure to stay polite all the time. It's not about making someone feel bad. It's about constructive criticism and positive interaction.

This is how I interact:

Eliahu Garcia Lozano @eligarlo · Apr 30

I feel there is this misconception that once you pick up a framework you have to stick with it.

Don't feel you are cheating on the framework you currently use if you want to learn a different one.

Enjoy what you do. Happy coding! 💙

♡ 3   ↻ 2   ♡ 22   ⬆

Pratham @Prathkum · Apr 30

I agree! But **I** started with React a year ago and found it awesome 😄

So there is no reason for me to switch 😬

♡ 2   ↻   ♡ 9   ⬆   ⌷

Oliver Jumpertz @oliverjumpertz · Jun 8
Replying to @csaba_kissi @Prathkum and 2 others

Not necessarily. Many people gain followers through cross channeling. They are good at one particular thing or on one platform and people simply give them a follow everywhere they see them.

Often on other platforms, they simply don't post Good content or don't stick...

♡ 3   ↻   ❤ 8   ⬆

Pratham @Prathkum · Jun 8

I agree here with Oliver! **I** have around 3000 connections on LinkedIn and all of them are my Twitter followers. **I** hardly post there but whenever **I** post something on LinkedIn, **I** get only 10-20 likes

♡ 1   ↻   ♡ 6   ⬆   ⌷

9

Catch me on TwitterCatch me on Twitter

The tweet image above shows:

Mads Brodt @madsbrodt · Aug 3, 2020
Proven learning path for becoming a front-end developer:

1. Learn HTML basics
2. Add styling and layouts with CSS
3. Basic JavaScript for interactivity

Then, take those skills and build LOTS OF PROJECTS! You can always learn frameworks later, but practice these first!

38   232   1K

Pratham @Prathkum · Aug 3, 2020
Agree with you!

A friend of mine was asking me if I should start learning React now?

I asked him how long have you been learning JS? He said 2 weeks.

I flatly refused

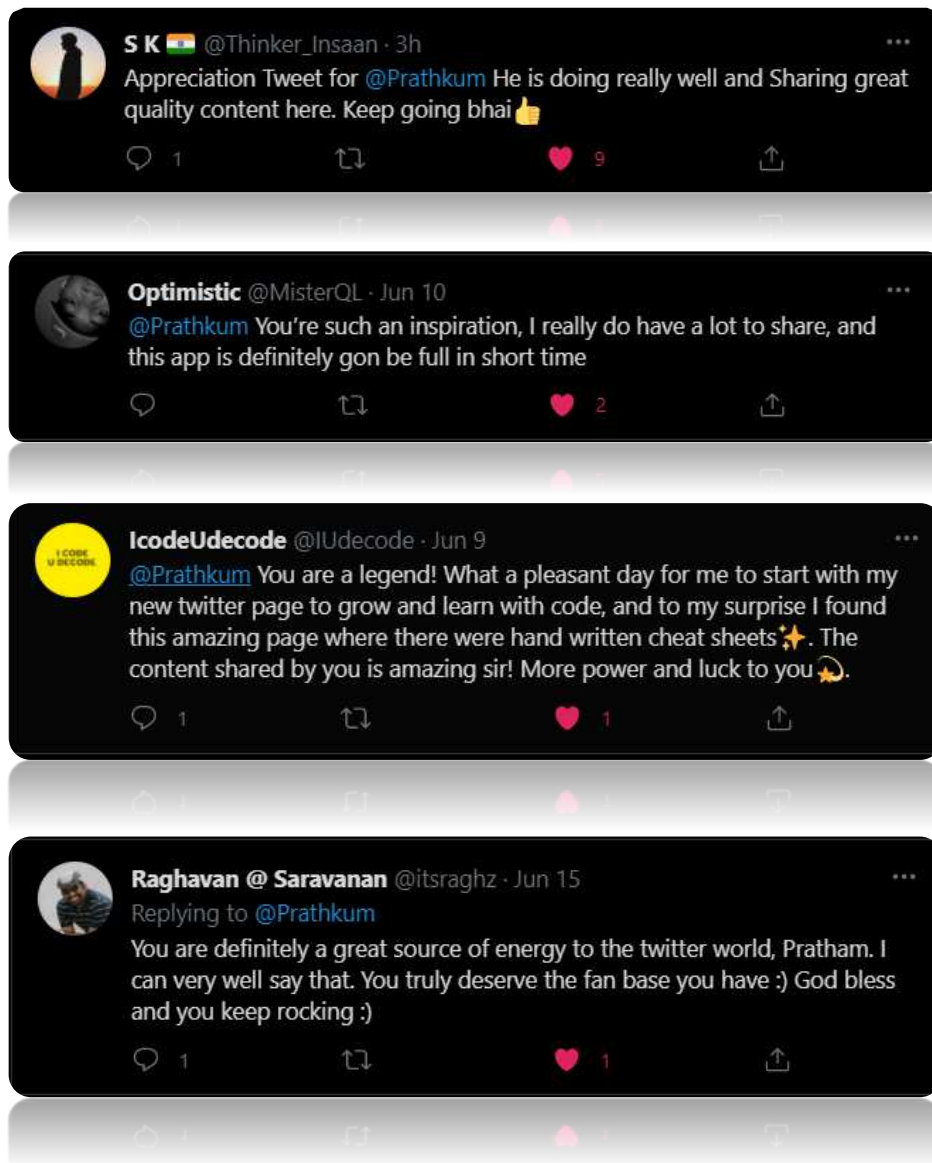2   3

6) Try to win the trust of your audience

Social media is all about building trust. Contribute to the community as much as you can. People will begin to value your opinion and your content, and they will begin to trust you.

You can start building trust in the following ways:

- Put as much value in your tweets as you can.
- Put in all your efforts without expecting anything in return
- Try to solve other's problems with your experience

- Be assertive
- Provide content on your audience's demand

This is what other people say about me:

S K 🇮🇳 @Thinker_Insaan · 3h
Appreciation Tweet for @Prathkum He is doing really well and Sharing great quality content here. Keep going bhai 👍
💬 1   ⟲   ❤ 9   ⬆

Optimistic @MisterQL · Jun 10
@Prathkum You're such an inspiration, I really do have a lot to share, and this app is definitely gon be full in short time
💬   ⟲   ❤ 2   ⬆

IcodeUdecode @IUdecode · Jun 9
@Prathkum You are a legend! What a pleasant day for me to start with my new twitter page to grow and learn with code, and to my surprise I found this amazing page where there were hand written cheat sheets ✨. The content shared by you is amazing sir! More power and luck to you 🌙.
💬 1   ⟲   ❤ 1   ⬆

Raghavan @ Saravanan @itsraghz · Jun 15
Replying to @Prathkum
You are definitely a great source of energy to the twitter world, Pratham. I can very well say that. You truly deserve the fan base you have :) God bless and you keep rocking :)
💬 1   ⟲   ❤ 1   ⬆

Catch me on Twitter

7) How to use Hashtags?

I analyzed thousands of profiles and tweets, and one thing I found out is that hashtags on Twitter are for bots and not for humans, especially if you have more than 100 followers.

Hashtags make sense when there is a trending topic that you want to participate in. #BLM or #BlackLivesMatter definitely are such hashtags that were and still are worth being used.

Outside of this, hashtags take away characters from your tweets and reduce their readability by a lot. I would even go so far as to say that tweets with more than two hashtags are a sin. I initially used hashtags, too, but only two or three at most. As soon as I crossed five hundred followers, I stopped using them altogether for my usual content.

My suggestion: Under one hundred followers, use hashtags, but two at most. As soon as you crossed the hundred followers mark, stop using them for your regular content.

Catch me on Twitter
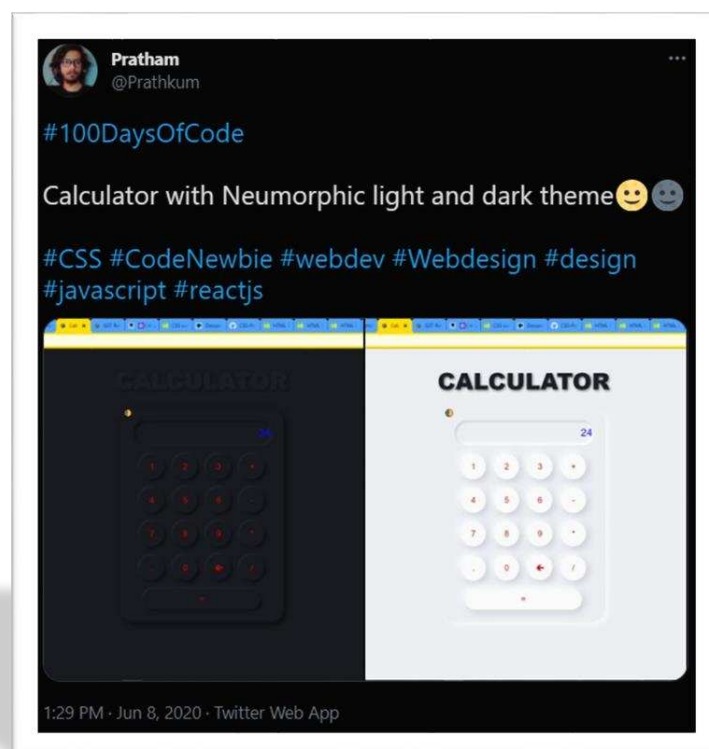
Take a look at one of my early tweets above. I used way too many hashtags. This degraded the quality of the tweet a lot. Don't make the same mistakes I made.

8) What else to use, if not hashtags?

This is one of the core essentials and topics of this eBook. **Use keywords, not hashtags!**

Let me explain it to you: Have you ever encountered "Topics" on Twitter? They are basically timelines for themselves that aggregate tweets of which Twitter thinks they belong in this particular topic. There is a topic for "Web Development", "Machine Learning", "Data Science", "Open Source", and many more.

Millions of users potentially visit those topics to look for interesting content. Your job is to force the Twitter algorithm to pick your tweets and show them under a certain topic. If one of your tweets is picked, it pops up on the timelines of potentially millions of users not yet following you.

Let's analyze the following tweets: They all have one thing in common. They contain enough keywords for the Twitter algorithm to pick them and put them into the "Web Development" topic category. This is how you gain reach, not through hashtags.
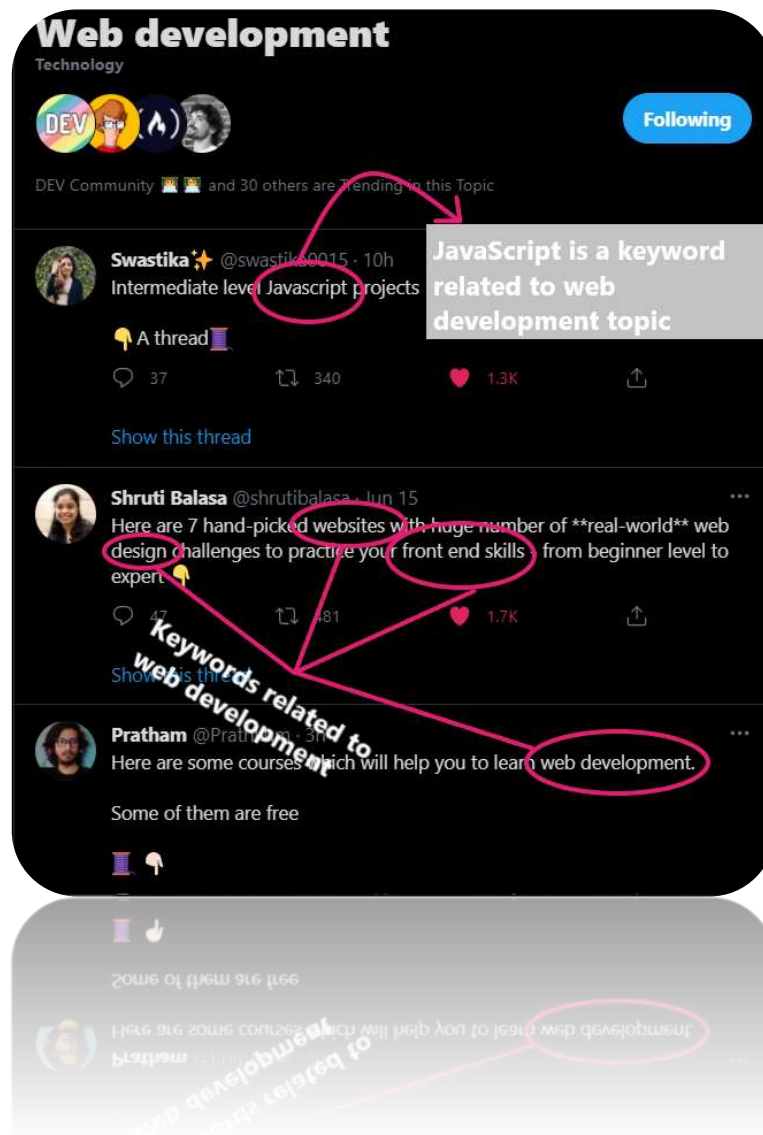
9) Good time to post your content

There is no good or best time to post your content such that it gains maximum impressions. It's a myth. I experimented a lot with this, and one thing I can clearly state is: *If your content is valuable, it will find its way— no matter when you post it.*

What I also noticed is that many of my threads first went viral after twelve to twenty-four hours after posting them. Your content often finds its way. What you need to do is to be patient and be consistent without overthinking too much.

There is, however, one exception to this rule. There is indeed one time frame where it's the best idea to post content, and you'll learn about it in the next point.
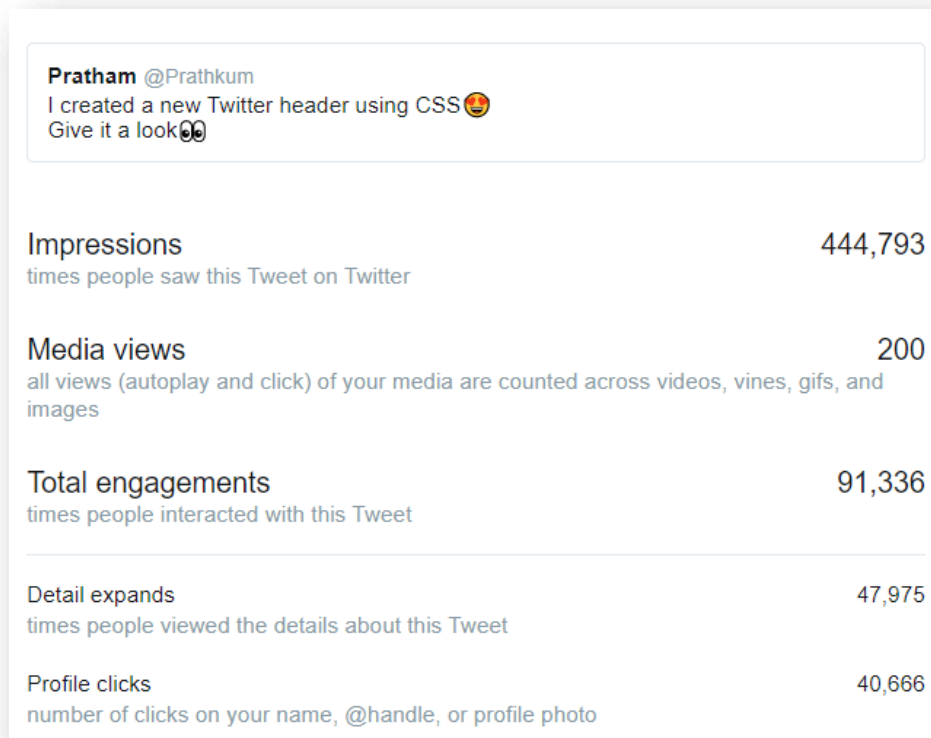
10) Increase profile click rate

This is the trickiest part of this eBook, but don't worry. I'll explain to you how I gained over 1000 followers within 12 hours many times.

Post a kind of tweet that brings people to visit your profile. Some examples:

- "I got a job!" (But sparingly use this one. Do it if you really got one and not only to attract profile visits)
- "I earned my first $X online!" (This is a motivational one)
- "I created a new Twitter header using CSS" (This is my personal trick)

Once you feel that people start to visit your profile and your follower rate increases, try to post a valuable tweet or thread. It will boost your follower growth even more. Now you know why I regularly post such tweets! Take a look at the screenshot below.

Almost 41.000 (!) people visited my profile directly because of this tweet. It's a pretty cool way to increase your profile click rate, but you can also find another way. The essential part is: If you manage to increase your profile click rate, make sure to post something really valuable as it will boost your growth rate even more.

Catch me on Twitter

11) Are threads the only way to grow?

No, not necessarily.

Make sure to post one form of content consistently so people start to recognize you for it. If that's fully-fledged threads, sure, continue doing it. But you don't need to force yourself to post threads because some people say it's the only way to grow.

I know other accounts that post videos, infographics, images, single tweets. Just make sure to make one specific form yours and mix in the others. The trick is to create your "signature thing", so people know you for something.

12) Attach media and some stats to your tweets

If you write threads, make sure to attach related media like images, videos, or GIFs to them. Readers can quickly get a glance at what content the thread contains. This can spark more interest.

Support what you talk about with facts and make your content more authentic this way. Some examples:

- "40 million developers read my content every month."
- "Here are ten tips for your resume that can increase your chance of getting a job by 60%."
- "I wrote this eBook after analyzing over 2000 accounts in 12 months."

People love credibility and authenticity. You have your experience, don't be shy to share WHY people should listen to you and consume your content.

13) Target your audience

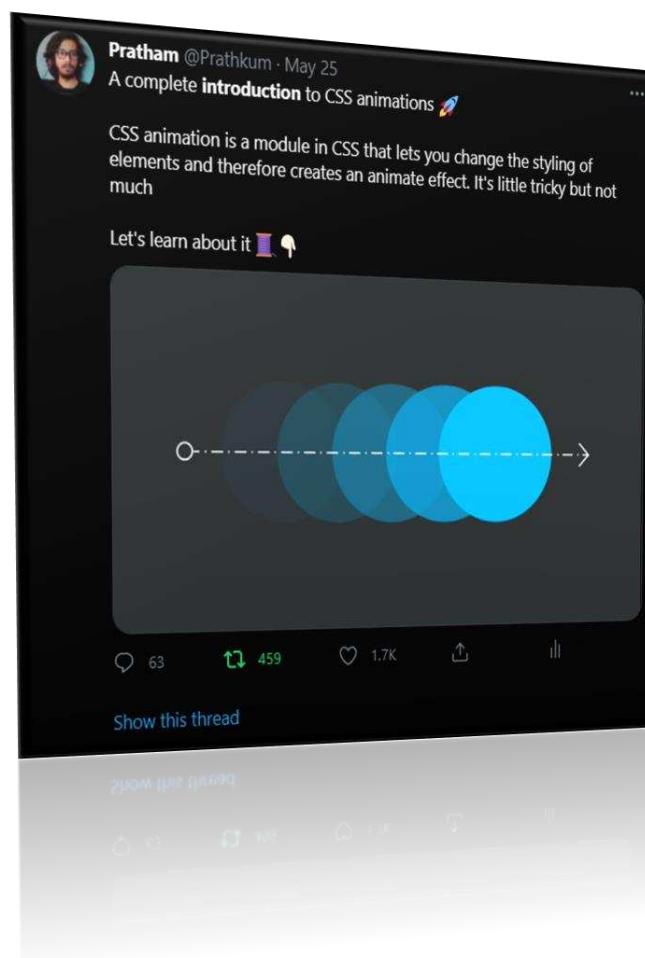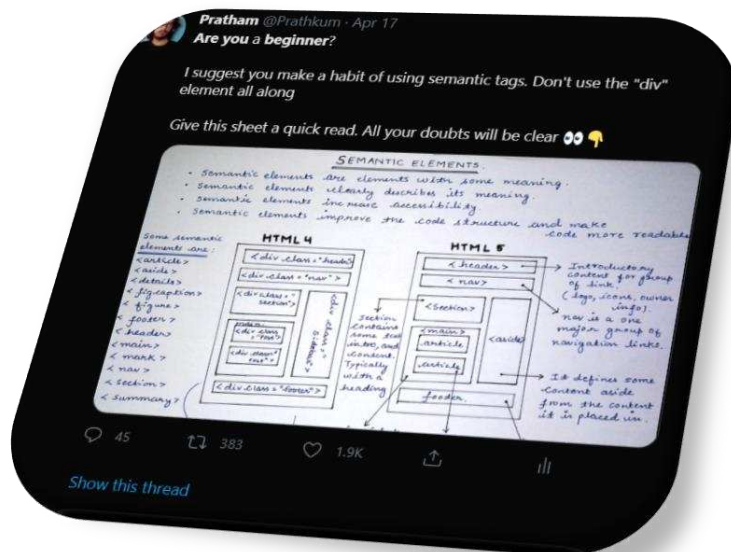My target audience consists of beginners for two reasons:

1. I am a beginner myself.
2. Beginners or younger developers are usually very active on social media

Targeting your audience is an art. Make sure to spend some time thinking about who you actually want to target and don't forget: Don't simply target the largest amount of people. If you have an idea in mind why you want to build an audience, it doesn't help if you gain 100k followers, of which only ten are potential customers for what you want to sell later!

What I usually do is to attach a line like one of these you see below to my tweets or threads:

- "This is a beginner-friendly thread on..."
- "Are you a beginner?"
- "Introduction to XY technology..."
- "This thread will help you to kickstart your journey..."

Catch me on Twitter

Pratham @Prathkum · Mar 24
A complete *beginner*'s guide to CSS Grid layout 👇

Thread🧵

91   🔁 1K   ♡ 3.7K

Show this thread

Pratham @Prathkum · May 9
6 **beginner** friendly websites that will boost your HTML and CSS learning process 🚀

🧵👇

46   🔁 437   ♡ 1.6K

Show this thread

Catch me on Twitter

Pratham @Prathkum · Apr 17
Are you a **beginner?**

I suggest you make a habit of using semantic tags. Don't use the "div" element all along

Give this sheet a quick read. All your doubts will be clear 👀👇

45   383   1.9K

Show this thread

Pratham @Prathkum · May 25
A complete **introduction** to CSS animations 🚀

CSS animation is a module in CSS that lets you change the styling of elements and therefore creates an animate effect. It's little tricky but not much

Let's learn about it 🧵👇

63   459   1.7K

Show this thread

20

This approach works pretty well because it contains an eye-catcher for my target audience. I already state how complex the topic I talk about will be, and this gives my (potential) audience the correct expectation without dissatisfying anyone willingly.

14) Final Advice

Even if you follow this eBook closely and do your very best to deploy all the strategies I presented to you here, you might end up not seeing results immediately.

This is not because the advice doesn't work. It is because all this takes time. Building a presence, trust, authenticity, and a brand takes a lot of time. You might have to change your main content type a few times because threads, for example, simply aren't for you. But stick to one type of content for some time, at least a month, before you switch again.

Patience is the key to this process. People won't simply start to follow you because you finally start to create content. They follow and stay with you because they regularly see you post content that's interesting for them. There might even come times where you lose follower after follower, and no one new joins your family. This is a natural process. You slowly build the audience that suits you best, and this includes that people leave you again because they don't like what they see.

Don't overthink all this. Take your time and be prepared that you won't ride a rocket right at the beginning. But if you put enough effort into your content for a long time, you will reap the benefits for sure.

This section is contributed by Oliver Jumpertz