Twitter

302 million active users as of April 2014

___ Put @yourcompany and #keyword(s) in your personal profile – help you get found

___ Add a call-to-action (CTA) to your profile

___ Follow relevant users, wait for reciprocation

___ Automate following and favoriting with Tweet Attacks Pro

___ Use Followerwonk.com to find influencers. Create content, then reach out to them with a (via) mention

___ Unfollowers.com for useful statistics on followers and fake and inactive followers

___ Twitter Cards for larger images – demo

___ Use #event, #winner and #offer for contests and discounts

___ Optimal image sizes: 400x400 (profile), 1500x500 (banner), 440x220 (post)

___ Link bait techniques at Upworthy.com

___ Posts with URLs between 120 and 130 characters receive up to four times as many retweets – use bitly to shorten

___ Say "Please retweet" or "please" anything for more retweets. Avoid "please RT"

___ Photos drive the most engagement

___ Re-circulate content for more retweets

___ Buffer for automating tweets

___ Free Twitter tools

___ Use LinkPlugApp to brand your competitor's links

___ Sponsored Tweets help broaden your reach but Twitter still not a great platform for advertising

___ Check out YFrog and Audioboom to bridge your posts

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