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One of the hardest things about this platform is its need to be “fed” throughout the day. Posting once a day on this platform will not get you the kind of traction nor return on investment you seek.

Here are five tips to help you get more business using this fast-moving social media platform.

1. Create a schedule for every valuable piece of content you create. Post a variety of headlines or engaging statements about that post over a period of four to six weeks. This may be as much as 20 posts spread out over that time. If you need help, use a headline generator tool, or an AI tool, like Wordsmith, Quill, or Rocco.
2. Create a memorable Twitter handle for your firm or yourself. If the handle you want is already taken, consider adding a service line, industry, or unique selling proposition to the name, such as @TaxWriterLtd, @WebDevLaw, @CheapAccounting, @TaxGirl, etc.
3. Use important keywords in your bio and hashtag them, e.g., #ConstructionAccountant, #DenverAccountant, #SmallBizAccountant. Also include a link to your website’s most trafficked page, e.g., blog or services.
4. Set aside time each day to check your Twitter profile to like, retweet, or comment on posts. Also check your notifications to follow others, or to answer questions. Also, join industry discussions or [Twitter chats](#) that take place on a dedicated day and/or time each week. Use hashtags to find them.
5. Consider open-ended questions and fill-in-the-blank posts to help the Twitter-verse generate your next blog topic. For example, Father’s Day is in June. You could ask, “What’s the best money advice your dad gave you?” Then:

## 5 Easy Twitter Tips to Help Boost Your Business

1. Use a hashtag to follow the conversation;
2. Write a blog post or make a video highlighting responses, including Twitter handles;
3. Share the new content on social media (all your channels); and
4. Send to a post your relevant Twitter lists.

### How to Create Twitter Lists

It's not hard to create Twitter lists to engage with a number of target markets. Here's how to set up a list in your Twitter account (personal or business).

1. Login to your account
2. Click on your profile image (top, right corner) and select Lists
3. Click Create New List (left sidebar)
4. Name the list (no spaces, if you need to break up words, use caps for each word or a dash between each word)
5. Add a list description (< 100 characters)
6. Choose if the list is public or private
7. Click Save List

### How to Add Tweeps to a List

This process may be easiest on a computer or tablet versus a mobile device.

1. Research the list of Twitter handles you want to add to each list. An Excel spreadsheet with tabs for each list is helpful. Use top accounting Twitter lists, Hashtagify.me, Topsy, or ShortStack to find influencers by topic/industry, Forbes or Entrepreneur Best Of lists, your state or industry magazines, and the CPA State Societies to round out your lists.
2. Enter the Twitter handle in the Search box (you have to do this one by one) to find the profile
3. When the profile loads, on the right side there are three dots, click that and choose Add or Remove from Lists
4. Choose the list where you want to add the profile, it may be more than one list.

### Tips

- Create a competitors list and make the list private. You can then view their information without following them.
- Add your own handle to your public Twitter lists so your tweets are shown to list

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subscribers (people who subscribe to your list once you've created it and made it public).

### How to Send to a Twitter List

When sending a post to your Twitter list, it's nearly the same process as usual, except you have to add one little thing—the username and list name—to the post.

Start your tweet like this: @username/listname. The username is your handle. The list name is your Twitter list.

For example:

@MyHandle/CoolPayrollTweeps You won't believe the #payroll tips we have for you this week. Check them out at [insert link] and let us know what you think. #PayrollTips  
#BusinessTips

If Twitter is in your marketing toolkit, what new steps will you take to increase engagement and to get more business?

### Additional Resources

- [3 Simple Things to Tweet Each Day](#)
- [Social Media Pro Writing Template](#)
- [3 Fun Ways to Engage Your Social Media Audience](#)

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