

## Marketing Series Part 2: Twitter 101

Twitter is a great tool for community building due to its very conversational and open-concept nature. You can think of Twitter as a mechanism for adding value to your followers, supporting and engaging with other users and searching for (or creating) content that's relevant to your industry - in this case, writing! Below are a few tips and tricks to help you get started!

### 1. Use hashtags

A great place to start is by frequently searching for industry specific hashtags, and following/engaging with influencers that use those hashtags actively. Using relevant and/or trending [hashtags](#) can improve the discoverability of your profile, and weighing in on trends will increase your exposure.

**\*Watch A.V. Geiger's comments about hashtags from WattCon!**

[https://youtu.be/p6gaV1\\_JnrM?t=4h3m7s](https://youtu.be/p6gaV1_JnrM?t=4h3m7s)

### 2. Talk to your audience

As your audience grows, [Twitter Chats](#) can be a great way to communicate directly with your followers and spark a trending conversation on Twitter. Be sure to include a catchy and easy-to-find hashtag in your Twitter Chat.

### 3. Create a reason for your fans to engage

Giveaways, debates, cover art contests and questionnaires can generate high engagement for authors. These all incentivize your fans to do exactly what you want and it gives you an opportunity and create a relationship with them.

### 4. Put yourself out there

Don't be shy when it comes to promoting your stories and your work online. How will anyone know where or what you do if you don't support yourself first? Content marketing does really well on Twitter. For example, retweeting (or posting your own) blogs, articles or replying to trending Tweets coupled with using relevant hashtags will help with discoverability.

### 5. Create a community

Follow and support other writers, and you in turn will earn more follows. And most importantly - share in the love that you get! Retweet and support your community.

### 6. Keep them interested

Tease elements of your book through posting updates, insights into the characters or world you are creating... without revealing or spoiling too much! This could be an opportunity to create a hashtag for your upcoming work.

## 7. **Reviews**

As an author, you can offer advance copies of your book to potential reviewers to encourage reviews and comments. This is easy to do - simply send them a direct message introducing yourself, pitch your story, and ask them if it sounds like something they would like to review.

## 8. **Use your toolkit**

You can use tools like Buffer or Hootsuite to help you automate your posts and manage responses.

For more information on how to use Twitter effectively, check out some of these resources:

- [Hootsuite Academy](#) - Free online social media courses
- [Marketer's Guide to Twitter](#) - Insights from Twitter