# Twitter tips for academics and professionals

A guide from http://themumreviews.co.uk

If you are going to have a Twitter account linked to your professional life, there are some things you can do to make it successful, useful and safe.

## Setting up your profile

1. Make sure your Twitter profile is complete. When people look at an account they might want to follow, they will judge you on your profile. The first thing you should have is a short and sweet description of who you are and what you’re doing on Twitter. You can use hashtags and mention associated Twitter accounts.
   1. For example: “Professional #physiotherapist working in the South East @worktwitterhandle. Follow for tips on back care.” You can make it much more snappy than this, but make sure it says what you do clearly.
2. Add a cover photo: something pretty or relevant but definitely professional. Also add a real profile picture of YOU. It’s been proven that people will trust a Twitter account more if it has a real person’s photo on the profile.

## Who to follow

1. Follow relevant organizations, colleagues and trade news sites. Don’t waste your time and clutter your feed with unrelated celebrities, non-specialist news sites or following your personal mates. You can have a separate personal account if you want to do that.
2. A great way to find relevant people to follow is to go to the profiles of relevant organizations, such as the CSP, and see who they follow. It’s best looking at who they follow first because those are more likely to be relevant and reputable people. You can also look at who follows them. Go ahead and judge people on their profile.
3. If people follow you, follow back if they look relevant to your goals. Don’t follow back if they appear random or spammy. Block anyone whose profile says that are looking for a boyfriend!
4. You can use an app called Crowdfire: https://www.crowdfireapp.com/ to track who follows and unfollows you. This way, you don’t need to clutter your feed with people who followed you and then unfollowed you after you followed back, all for the sake of growing their own numbers.

## Promoting your blog on Twitter

1. Every time you write a blog post, tweet a link to it.
2. Before you write your tweet, do some research for any hashtags related to your post. Use the search box to search keywords, and check what’s trending.
3. You can also tag relevant people in a post, but be careful about this. Only do it when there is a clear case of them being linked to the post or when you are sure they’re be interested. Otherwise it will look spammy.
4. When you tweet, don’t just add the link and nothing else – add a sentence to the tweet that will draw people in.
5. Make sure you have a header photo on the blog post, and always make sure the link to your post is the last thing in the tweet.
6. Pin your latest blog post to your profile. This means it will always show at the top of your list of tweets, so people will see your latest post if they check your profile. To do this, click the little arrow on the upper right-hand corner of your tweet (after you’ve tweeted). That will open a menu and you can choose “Pin to your profile page”.
7. Don’t be afraid to tweet your link more than once, particularly if some relevant topic starts trending. Only a small fraction of your followers will see each tweet, so you can tweet the same link several times. I recommend using different wording to introduce the link each time, to keep it interesting.

## Growing your account

1. The obvious way to grow followers is to go out and follow others, and hope that they follow back. I’ve explained a strategy for doing that above. But just *being active* on Twitter will grow your account, because Twitter automatically shows your account to people it thinks will like you.
2. So, tweet about issues that are important to you. Tweet your opinion about the latest development in the field. But beware of being too controversial or starting arguments. Remember that Twitter is just as serious as the real world. Comport yourself just as you would when you’re physically at work. BE SUPPORTIVE of others.
3. Share photos and even gifs if/when relevant. These get people’s attention more than just text.
4. READ your feed and INTERACT with people you follow. If they say something you have a reaction to, then go ahead and reply to their tweet with your comment. Don’t be afraid to jump in on conversations. Just as long as you’re polite, your interaction will be welcomed.
5. Retweet stuff you like and that is relevant. Do make sure that it is relevant and not something that could be offensive. Many people write “Retweet ≠ endorsement” on their profile, but that’s just a waste of space on your profile description. You will be judged on what your retweet regardless of whether you say that. If you have a comment about what you’re retweeting, then “add a comment” to your retweet instead of just retweeting it on its own.
6. Look for relevant “Twitter chats” to join in on. These are when people all go on Twitter at the same time and chat with each other, using a hashtag to find each other. This is a great way to grow your community.
7. Don’t start a tweet with an @mention. If you do this, only the person you mention will see it, rather than your followers. Add hashtags and mentions toward the end of your tweet, just before the link, if you’re adding one.
8. If someone mentions you, make sure you respond (unless they are porn stars or other weirdos, in which case you should ignore and block).
9. If someone else mentions your blog post or anything else positive about you, retweet it. Don’t be afraid of looking self-centred – it’s the normal thing to do and is expected.

Remember that Twitter is most of all SOCIAL. The more you interact with people, the better you will do. If you have any questions, feel free to email themumreviews@gmail.com or tweet me @themumreviews.