



20 THINGS TO DO ON TWITTER TO GUARANTEE NO-ONE WILL FOLLOW YOU (CONFESSIONS OF A FRUSTRATED TWEETER)

#1 Blow your own trumpet every single tweet

This has to be right at the top of the list. If you went to a cocktail party and constantly talked about yourself without listening and without participating in the conversation would you expect people to follow you around then? We all want to know some stuff about you and no problem blowing your own trumpet a bit (Let's face it no-one else is going to blow it for you!) but every single tweet? Enough said.

#2 Tweeting too much

A guaranteed way to be un-followed and remain un-loved in the follower stakes is to tweet every 2-3 seconds. For one thing we might guess that it is not actually you tweeting and that you are using one of the many automated tweeting (cheating) machines! But secondly if it is you then – please get things in perspective and get a life!

#3 Tweet about inane stuff

We want to know about things that might benefit us personally – we want to be in the know about the latest gossip about all the many things that interest us however quirky or niche. We don't want to know what you had for breakfast or that you just had a nice shower!

#4 Swear or be generally offensive

In any social situation – Twitter is no different – people who are “loud”, swear or are generally offensive are to be avoided at all costs. Find somewhere else to hang out – pretty please.

#5 Insist on using 140 characters for every single tweet

Sometimes short is good.



#6 Be impersonal

We all want to be treated like individuals. Talking at people like you don't care about them personally is one sure fire way to get us to drop you from our growing list of followees.

#7 Follow absolutely everybody who follows you

If you have exactly as many followers as people you follow we may deduce that you are not very selective about choosing your social acquaintances. Only follow people who are tweeting about stuff that interests you.

#8 Directly sell

If you wouldn't walk up to me in the street or approach me on a bus to say "Here, buy this!" – why do it online? Share information with us by all means, Educate us about your products or services – yes! But please don't treat us like ignorant punters.

#9 Offer me free sex!

I delete all the Viagra, penis enlargement and dating chat spam email – why would I want to follow someone offering similar unsavoury "special" offers but in under 140 characters.

#10 Use unnecessary jargon or Acronyms

I really don't know what a **B940A** electronic component is and I certainly don't want to read lots of tweets about one until I do. Please use language and terms that I can understand and I may be interested.

#11 Auto-respond to me every time

Okay – so if managing your huge following is getting to the stage where it is necessary to rely on some form of automation – please keep it to a minimum and please don't spam me with lots of automated replies!

#12 Refrain from introducing yourself and sharing way too much!

In real life it is often civil and polite to at least say hello before telling me your darkest secrets!



#13 Explicitly asking for a re-tweet

We reserve the right to re-tweet something we wish to share or pass on. We are old enough and experienced enough to make this judgement for ourselves. A sure fire way to not get a re-tweet is to ask for one.

#14 Not having a photo or personal avatar

It is nice to see who or at least what organisation you are socialising with. It's all about building credibility and trust. (Okay... so my photo is of me when I was 10 years younger – but you get the idea – I have more grey hair now.)

#15 Not giving a call to action

Don't get us excited about a topic and then leave us hanging... put in a link or call to action telling us how to find out more about it if we are actually interested in your latest tweet.

#16 Being far too open

If what you have to say would really be better as a personal email to one individual then why are you sharing it with the rest of us!

#16 Getting carried away with # and @ characters

Leave some space to actually tweet please. By all means use the correct notation but not at the expense of making your tweets completely unintelligible.

#17 Repeating yourself too much, Repeating yourself too much, Repeating yourself too much,...

We don't mind the same tweet once in a while to benefit new followers that you may have but lots of exactly the same tweet in close succession will really get our goat! We don't mind the same tweet once in a while to benefit new followers that you may have but lots of exactly the same tweet in close succession will really get our goat!



#18 Including broken links

It only takes a second to check links before including them in your tweet. And please check in advance that they are clickable and go where you think they will go.

#19 Take life too seriously

If this document encourages just one person to think a tiny bit more about exactly what they are tweeting on about before they compose their next tweet then my job is done but please don't take it too seriously.

So, thank you most sincerely for reading this far – just my two-penny's worth (or two-cent's worth for any USA followers, or 2-drachma's-worth... you get the idea!) Anyhow if you have been affected or offended at all by any of the above please put your right hand in a bucket of cold porridge and chant the words to Bohemian Rhapsody backwards while skiing down the Himalayas on a cello case. No offence intended. Please note: no small blue chirping birds were harmed during the writing of this document.

#20 And finally, whatever you do, don't ever, ever say thank you!

If someone re-tweets one of your tweets then surely it is courteous and life affirming to thank them. So, thank you in advance for sharing this rant if you decide to and, of course, I fully respect your decision to keep it to yourself if you don't.

Warmest Regards and Happy Tweeting,

Alan Noake

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