

# Influence-hacking on Twitter:

## A daily workout

This is it: THE checklist for rocking Twitter engagement every day – plus one weekly action item the most successful community managers never forget.

### DO THESE SEVEN THINGS EVERY DAY:

- Create Twitter lists (partners, influencers, competitors) and set them up as columns on Tweetdeck, the most user-friendly platform option for monitoring. **Spend 10 to 15 minutes scrolling every morning, afternoon and early evening to identify engagement opportunities and content to share, and to catch breaking industry news.** Include active accounts, but not ones that are too general or too active. @nytimes, for example, will clog up your feed and won't give you targeted opportunities.
- Set up a column on Tweetdeck with a handful of targeted hashtags or keywords to follow. Shoot for hashtags that are used regularly throughout the day, but not excessively. Browse this column three times a day, and **retweet, reply or like a tweet from this column at least once a day.**
- Engage with at least one customer or partner.** Congratulate customers on company news; tag customers in case studies when possible; favorite or retweet customer tweets; share an article and let a customer know you think they'd enjoy it; invite a customer to join an upcoming webinar; etc.
- Engage with a tweet posted by an influencer.** This can be a retweet, a favorite or, best yet, a comment on the tweet, such as "Enjoyed this article—thanks for sharing, @XX!"
- Tweet at least one industry article** and be sure to tag the reporter whenever possible.
- Share one piece of content from your website.** This can include blog posts, case studies, customer testimonials, webinars or job descriptions.
- Acknowledge any tweets that mention your company,** either with a reply, a retweet or a favorite.

### AND DO THIS ONE THING EVERY WEEK:

- Follow at least one new handle per week.** Look at who your competitors are following; follow the journalists and analysts whose content you share; follow blogs and associations in your space; search for existing Twitter lists that others have put together; pay attention to who the influencers are tagging in posts.

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