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Jen Miller Twitter Audit

https://twitter.com/jenblogs4u

Business: https://twitter.com/jenblogs4u

Praise

- This Twitter account is a great representation of your brand.
- The bio is perfect. Nice job using the hashtags of upcoming WordCamps.
- Great start with lists. Aim for ten.
- Impressive number of followers (2,394). And good following to follower ratio. Keep it up.
- You're doing a great job sharing content from other sources.
- Great job mixing business with pleasure -- photos from events, food, and your blog content show that you're a whole person and approachable.
- Especially good use of live tweeting during presentations and conferences. This communicates that you are continuously supporting the community and learning.

Recommendations

In order to optimize and grow (get more replies, engagement, followers, and website traffic), I recommend the following:

- **Pin a tweet leading to your site.** This helps encourage people who visit your profile to also visit your site.
- **Create twitter lists.** Use generic, industry terms. Think SEO. It could be "clients," "Real Estate Professionals," "WordPress Professionals," etc. Lists are a great way of prioritizing your time and engaging with your audience. More on lists here https://bridgetwillard.com/twitterlists/
- **Follow people back.** You're doing a great job. While you're following 1,809 accounts, you will have trouble when you hit the 5,000 followers mark if you don't have a 1:1 ratio.
  - You can't follow anyone else unless more people follow you. If you followed no one back and are following 2000, you've got a lot of work to do, my friend, both to follow and unfollow.
  - From my experience, I have found additional glass ceilings that you hit at 5,000, 9,000, 14,000, and 19,000.
  - This is why I recommend unfollowing people who don't follow back. I really like who.unfollowed.me for this.

- ○ Only verified accounts get to grow without following back. This behavior can be viewed as arrogant, so proceed with caution.
- **Mix up how you share your content.** Meaning, sometimes with photos, sometimes without. Don't always use the blog title, use an excerpt from the post instead. Use a hashtag or two.
  - ○ This includes retweets. Be cognizant of your branding. More info here: https://bridgetwillard.com/retweetstyles/
  - ○ Hashtags to boost your visibility for social media and digital management such as #SocialMedia #Marketing #SEO.
- **Featured Images from Sites.**
  - ○ Featured images will make your tweet look like a Twitter card and show the Yoast metadata. This increases the amount of text you can effectively use.
  - ○ Make sure your blog posts have 1200 x 628 featured images as Twitter et al default to using Facebook's open graph data.
  - ○ This goes for site-wide images.

  - ○