



# Jen Miller Twitter Audit

<https://twitter.com/jenblogs4u>

Business: <https://twitter.com/jenblogs4u>

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ARE YOU READY TO BE SEEN? NEED SOMEONE TO LOG.COM

**Jen Miller**  
@JenBlogs4U Follows you  
Content Marketing Agency Owner,  
#WordPress Community Builder, Founder  
@WomenWhoWP See you @ #WCOC  
#WCEU #WCLAX & #WCUS BE SEEN!  
buff.ly/2dLS2qm  
Huntington Beach, CA  
needsomeonetoblog.com  
Joined January 2011

Tweets 3,310 Following 1,809 Followers 2,394 Likes 5,886 Lists 6 Following

**Tweets** Tweets & replies Media

**Jen Miller** @JenBlogs4U · 8m  
Get your #WCOC tickets to @OCWordCamp by TOMORROW May 8 to make sure you get a shirt! bit.ly/2GZuSLm #WordPress

**WordCamp Orange County**  
Tickets  
WordCamp Orange County 2018 tickets can be purchased here. Tickets for WordCamp Orange County are refundable up until May 25, 2018. For community-b...  
2018.oc.wordcamp.org

**Jen Miller** @JenBlogs4U · 10h  
"Blogs today have a tendency to focus on details, but as a writer, I can tell you that GOOD blogs focus on stories." ed.gr/mroa #Writing #Blog #StoryTime #Cowboys

**Who to follow** · Refresh · View all  
Followed by Robert Nissenbaum and others  
**Blue Botanicals** @bluebo... × Follow  
Followed by Robert Nissenbaum and others  
**John W Lewis** @JohnWL... × Follow  
Followed by Tara Claeys and others  
**Jodie Riccelli** @Jodie\_Ric... × Follow  
Find people you know

**Trends for you** · Change

## 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](http://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.

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