



Sharon A Dawson Twitter Audit

<https://twitter.com/SharonADawson>

Personal: <https://5ksharing.wordpress.com/>

Home Moments Notifications Messages Search Twitter Tweet

Sharon A. Dawson
@SharonADawson Follows you
SEO and Social Media Mgr.
Distinguished #Toastmaster. Athena
#triathlete. Honey Stinger, Nuun, Run & Ride Ambassador #hshive
#nuunbassador
Raleigh
5ksharing.wordpress.com
Joined June 2010
1,058 Photos and videos

Tweets 6,524 Following 2,161 Followers 7,735 Likes 2,537 Lists 15

Tweets Tweets & replies Media

Pinned Tweet
Sharon A. Dawson @SharonADawson · May 4
Thrilled to be speaking at the #raleigh @SEOMeetup conference on May 15th. Learn how #AmazonEcho and #GoogleHome are changing how businesses need to optimize their websites. raleighseomeetup.org/conference/201...
#seomeetup

Who to follow · Refresh · View all

- Tualatin Wolves** @Tualati... Follow
- Gaming Universe** @Gam... Follow
- Orange Marley** @Orange... Follow

Trends for you · Change

- #metgala**
Keep up with the 'heavenly' looks walking the Met Gala red carpet
- #oraclemediaday**

Praise

- This Twitter account is beautiful and you use a great collection of photos.
- Nice use of Cover and Profile Photos to communicate purpose and personality.
- Great use of Twitter lists! They are clearly named without jargon. Lists are a great way of prioritizing your time and engaging with your audience. More on lists here <https://bridgetwillard.com/twitterlists/>
- Impressive number of followers (7,735). Keep it up.
- You're doing a great job sharing content from other sources.
- Good job pinning the tweet of your next speaking engagement.

Recommendations

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

- **Use your job title in your bio:**
 - Marketing Manager for @TheeDesign, Distinguished [#Toastmaster](#). Athena [#triathlete](#). Honey Stinger, Nuun, Run & Ride Ambassador [#hshive](#) [#nuunbassador](#)
- **Follow people back.** While you're only following 2,161 accounts you will have trouble when you hit the 9,000 followers mark.
 - 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. It seems to me that the sweet spot is about 1.1 but Twitter says it depends on the individual account.

- This is why I had to start 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. Remember, it's called social media for a reason.
- As Twitter says, *"Once you've followed 2000 users, there are limits to the number of additional users you can follow: this limit is different for every user and is based on your ratio of followers to following."*
- **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.
- **Share posts from your website.** Pin those posts to your profile.
 - Make sure this includes recaps of your speaking and/or any tweets from people in the audience and/or video.
 - <https://twitter.com/TheeDesign/status/990318284548464641>
 - <https://twitter.com/kathrynelspeth/status/990322741801897985>
 - <https://twitter.com/TheeDesign/status/990299509434601472>
- **Increase your personal replies.** Maybe instead of a retweet, try a reply. This can help not only increase engagement but increase your brand awareness and affinity.
 - <https://bridgetwillard.com/leads-social-affinity-discovery-validation/>
- **Reply to people talking about running and marketing.** This helps you leverage another person's audience and show yourself to be social. Having this side of you helps with forming relationships. You're doing great.