

Twitter- 15 Minutes a Day

Daily Habit:

- Post 2 – 5 times per day
- Scan Home Feed
- Respond to @Mentions
- Take Notes on what you see others doing

Monday: Listen

- Scan home feed for tweets
- Scan trends, click to read any opportunity trends/tweets
- Put your company, products, or industry keywords in the search bar and read what people are saying
- Click on 3 hashtags to learn more about that hashtag and the people using it

Tuesday: Grow Your Network

- Create relevant Lists for your Account
- Find lists from your competition or industry
- Follow 5 industry thought leaders
- Follow everyone that has followed you
- RT good information

Wednesday: Explore New Tools

- Hootsuite
- TweetDeck
- Try out posting a picture using Twitter's photo tool: optimum photo size to be seen in the tweet stream is 440 x 220 px
- Use Tweepi to find who you are following but aren't following you back. Identify 5 people you want to follow you and initiate a conversation with them (will likely follow you back)

Thursday: Grow Your Influence

- Check out Feedly and Digg for industry news
- Find one person you can help. (answer a question, pass along a job opening, give feedback or product recommendation, etc)

Friday: Analytics and Organization

- Review your Twitter Analytics (under settings)
- Use Tweepi to flush non-users if you've max'd at 2000 you're following.