Twitter Thread by ■ Blake Emal



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@heyblake

Mastering Twitter is hard work.

So I made it a bit easier.

Here are 13 advanced tips for using Twitter so you can 10x your growth:

Tip:
Measure success on engaging with other accounts

How:
Use Advanced Search to see your interactions w/ another account.

Measure the quality of your responses, whether you were replied to, likes, etc to determine efficacy.

Example:
(from:heyblake) (to:naval)

Tip:
Find the top keywords for your topic

How:
Use Advanced Search to narrow down a topic to the absolute viral hits.

Look for patterns in format, secondary keywords, and writing.

Find inspiration and add to swipe file.

Example:
startups min_retweets:3000

Tip:
Turn your best standalone tweets into threads

How:

Your best single tweets may be great seeds for a deeper thread.

Find tweets that had questions in the replies and deserve to be expanded upon.

Use advanced search to find these.

Example:
from:heyblake min_retweets:300

Tip:
Repurpose old tweets when you have a bigger audience

How:

Look through your old stuff.

Edit the writing, make them simpler and better.

Re-post the new tweets to your new audience and see if it works even better.

Tip:
Never start a tweet by @-ing someone

How:
This actually confuses the platform into thinking its a borderline-DM.

If you want to start by mentioning someone, add a "." as the first character so it registers as a normal tweet.

Example:

Ex: .@heyblake, what's up?

Tip:
Use search operators to track your business

How:
Find all mentions and perform some customer service right from Twitter.

If I want to track how Float is being mentioned, I'd search something like float+notion.

Pro tip:
add :(to the search to find unhappy customers

Tip:
Find potential clients using search

How:

Search for your main keyword + recommendations.

DM people with a personalized message to help out.

Example:
online course platform+recommendations

Tip:
Get expert opinions on targeted topics

How:
Wanna see what @APompliano has said about marketing?

Try this... marketing (from:APompliano)

Replace with any account's handle and any topic.

Add tweets to your swipe file.

Tip:
Mute words for your mental health

How:
Tired of reading about crypto and lifting weights?

Click on settings > privacy and safety > muted to add new keywords to mute

Tip:
Block accounts that don't bring you joy

How:
Hover over a tweet of someone you'd like to block.

Tap "X" on your keyboard.

Confirm blocking. Boom.

Tip:
Use lists to follow groups of people

How:
Segment lists by topic, formats, or people.

Add them to lists and check only once per day.

Don't check your normal feed ever again.

Pro tip:
You can pin 1 list and it will show as a secondary home feed on mobile

Tip:
Avoid hashtagery and over-linking

How:
Hashtags are pretty decent for live chats. Not much use outside of that. These will not get you growth.

Twitter doesn't want you inviting people to leave their site. Limit links whenever possible.

Tip:
Stop worrying about when to tweet

How:
People are online at all hours of the day.

Make a great tweet.

Engage actively right when you post.

Retweet it 3 hours later.

Undo the retweet 9 hours later.

Retweet it again.

That’s all folks!

If you liked this thread, please:

1. Follow me @heyblake for more
2. Retweet the first tweet in the thread
3. Turn on post notifs so you never miss a thread!