Twitter Thread by Brandon Zhang

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If leveraged quickly, Twitter can lead to life-changing opportunities, jobs, mentors, and friendships.

It did for me.

But 95% of people have no idea how to start.

Here's a thread of 13 tips to help you turn Twitter into your most valuable resource:

1. Protect your attention from the algorithm.

Twitter is geared to try and serve content they think you like, not content that will create a positive impact for you.

To protect your attention:

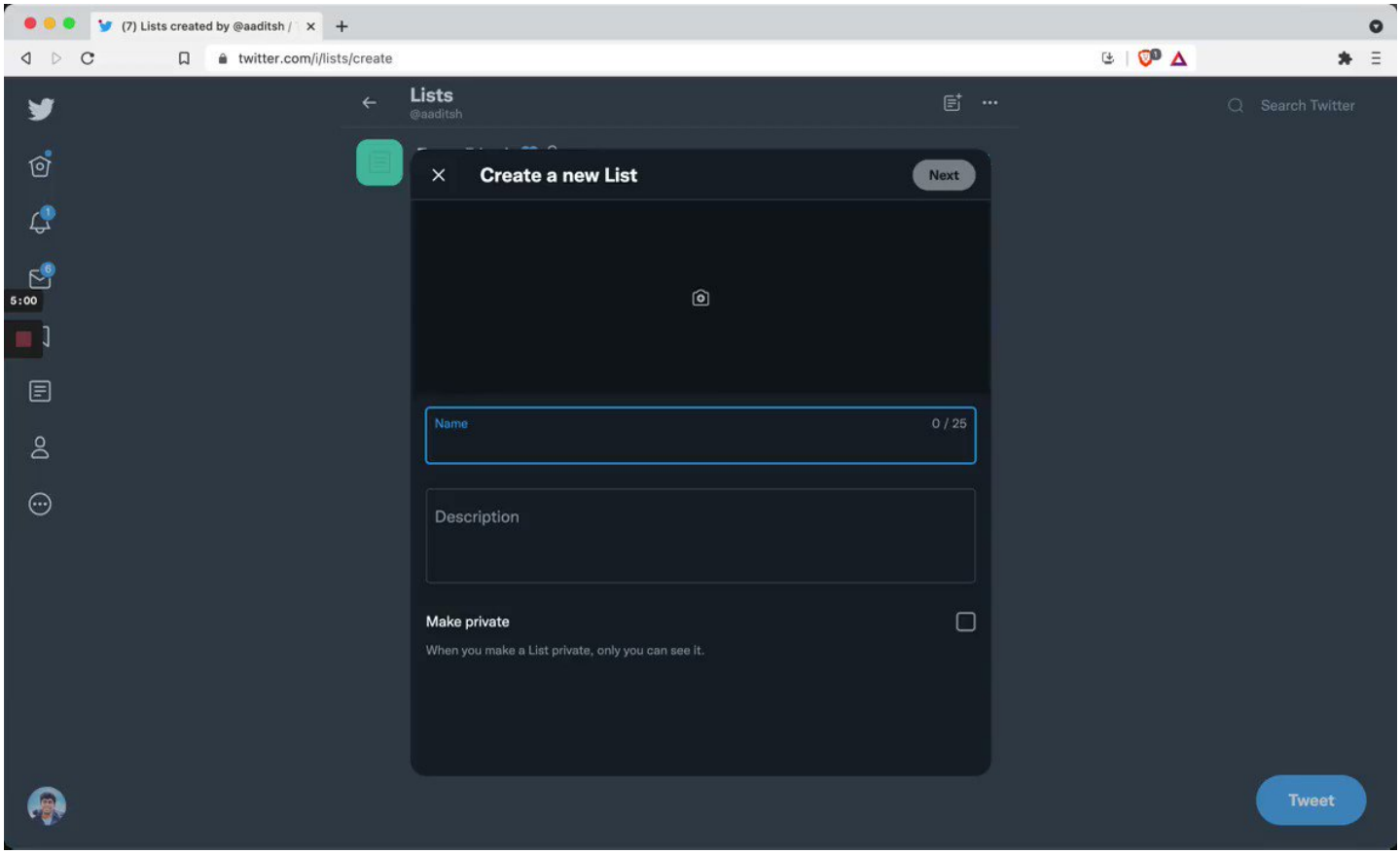
• Use Twitter Lists
• Block Trending Topics
• Regularly Mute Conversations

2. Build Twitter Lists

The Twitter timeline is scattered. One second you are learning about NFTs, the next the best coffee shop in NYC.

Lists create content silos that allow you to build deeper understanding of the topics you actually care about.

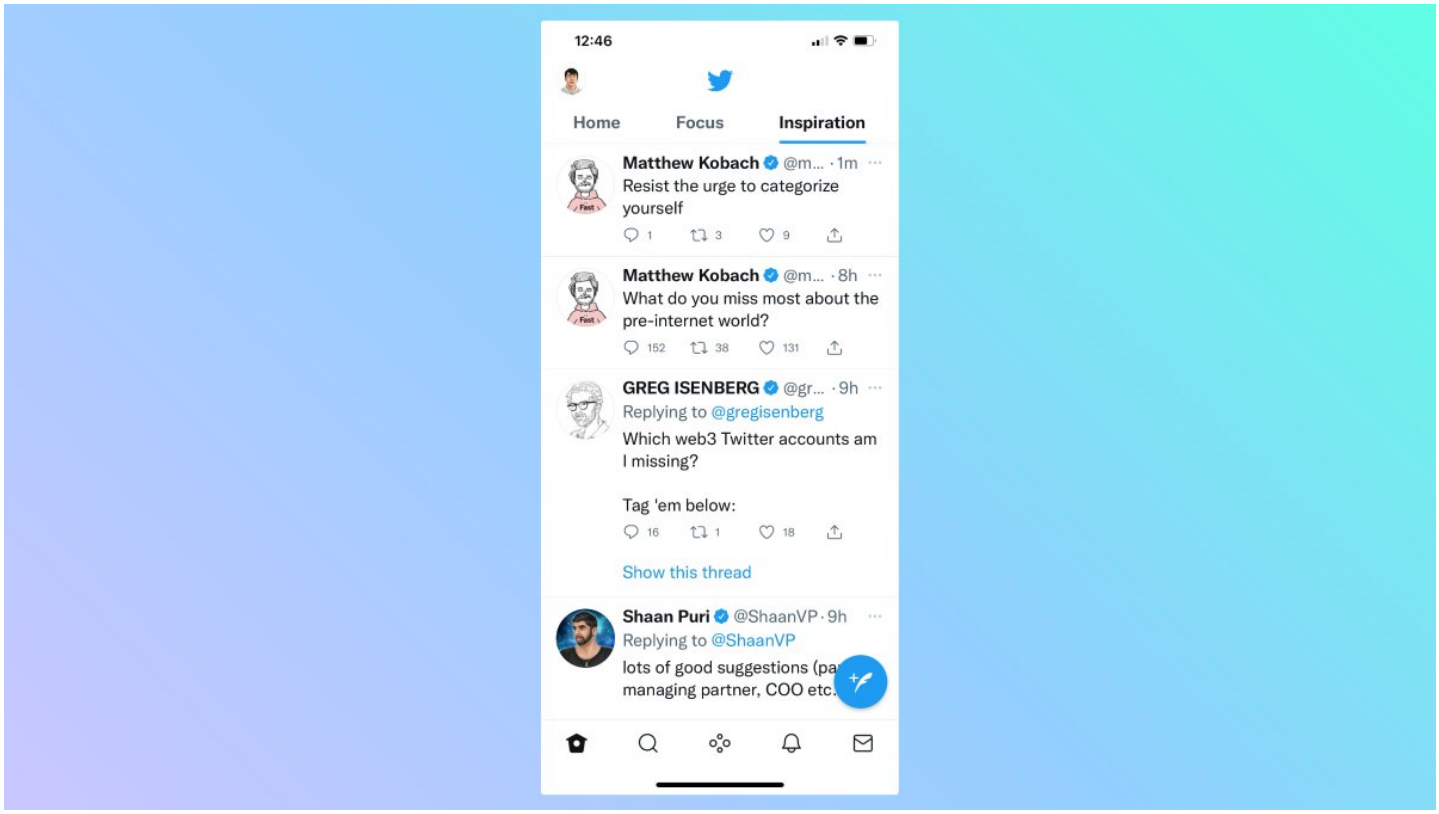
(Video h/t @aaditsh)



2a. Use Lists on iOS

The majority of Twitter consumption happens on mobile.

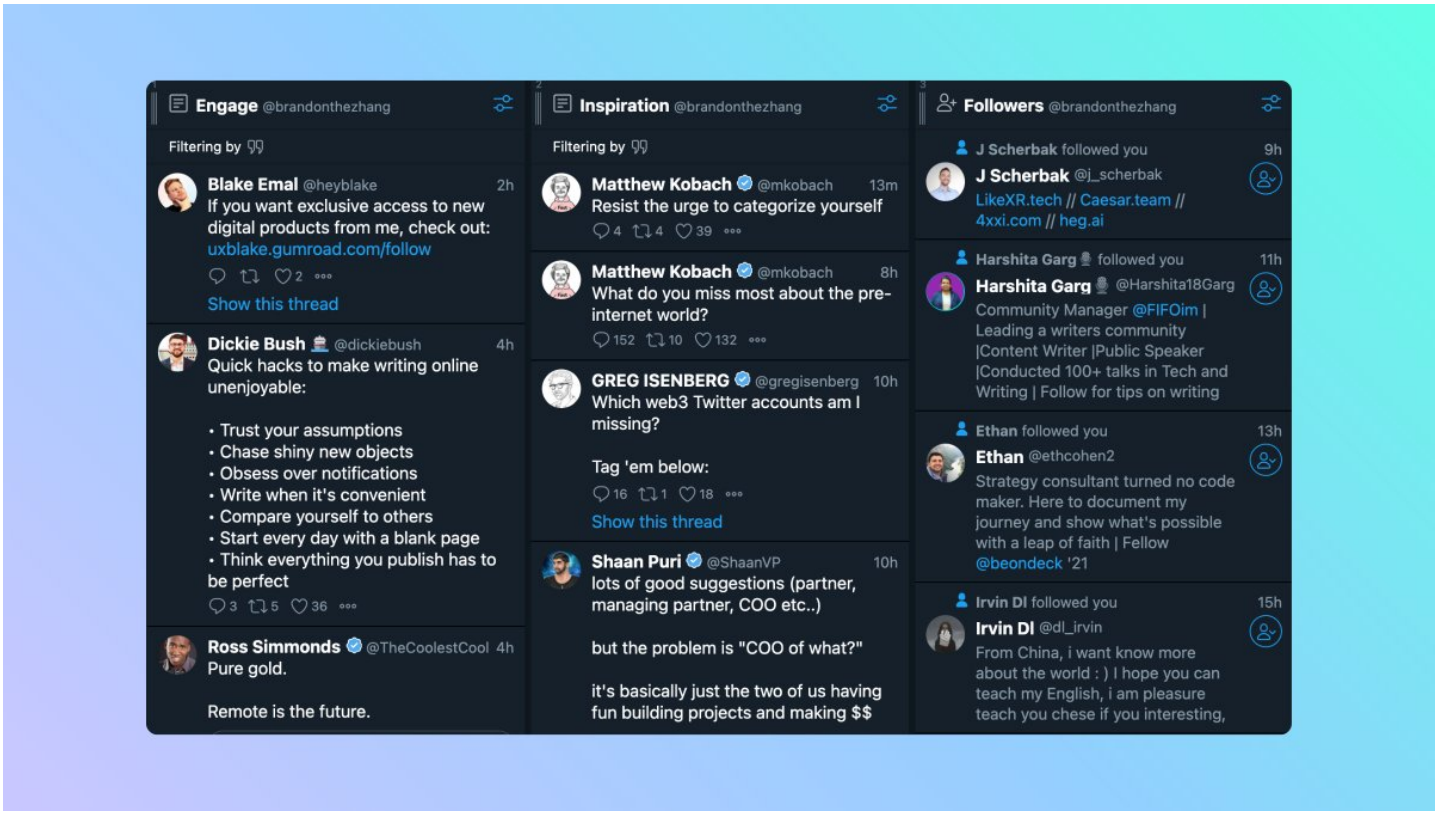
Easily toggle between lists at the top of your screen by pinning them there!



3. Use Tweetdeck

Tweetdeck superpowers your Twitter experience.

• Displays all your lists in one place
• Timeline is organized by chronology not the algorithm
• Allows you to see the bios of your recent follows (DM the ones that interest you!)



4. Follow/Leverage Topics

Topics:

• Can help you build domain authority quickly
• Centralizes the best content that you should add to your swipe file
• Provide a consistent stream of high-quality follows in your interest areas

https://t.co/94moQOBQJQ

> You're not using one of Twitter's killer features for growth.
>
> You need a Twitter SEO strategy.
>
> Here are 7 steps to grow using Topics: pic.twitter.com/agQj7LM9Wb
>
> — Blake Emal (@heyblake) June 21, 2021

5. Leverage Advanced Search

Use it to find:

• Who are the best writers in x field? [adjusting for terms]
• What are the best content topics to write about? [adjusting for likes/RTs]
• How your favorite accounts got started? [adjusting date range]

https://t.co/Mn6fpCpQHE

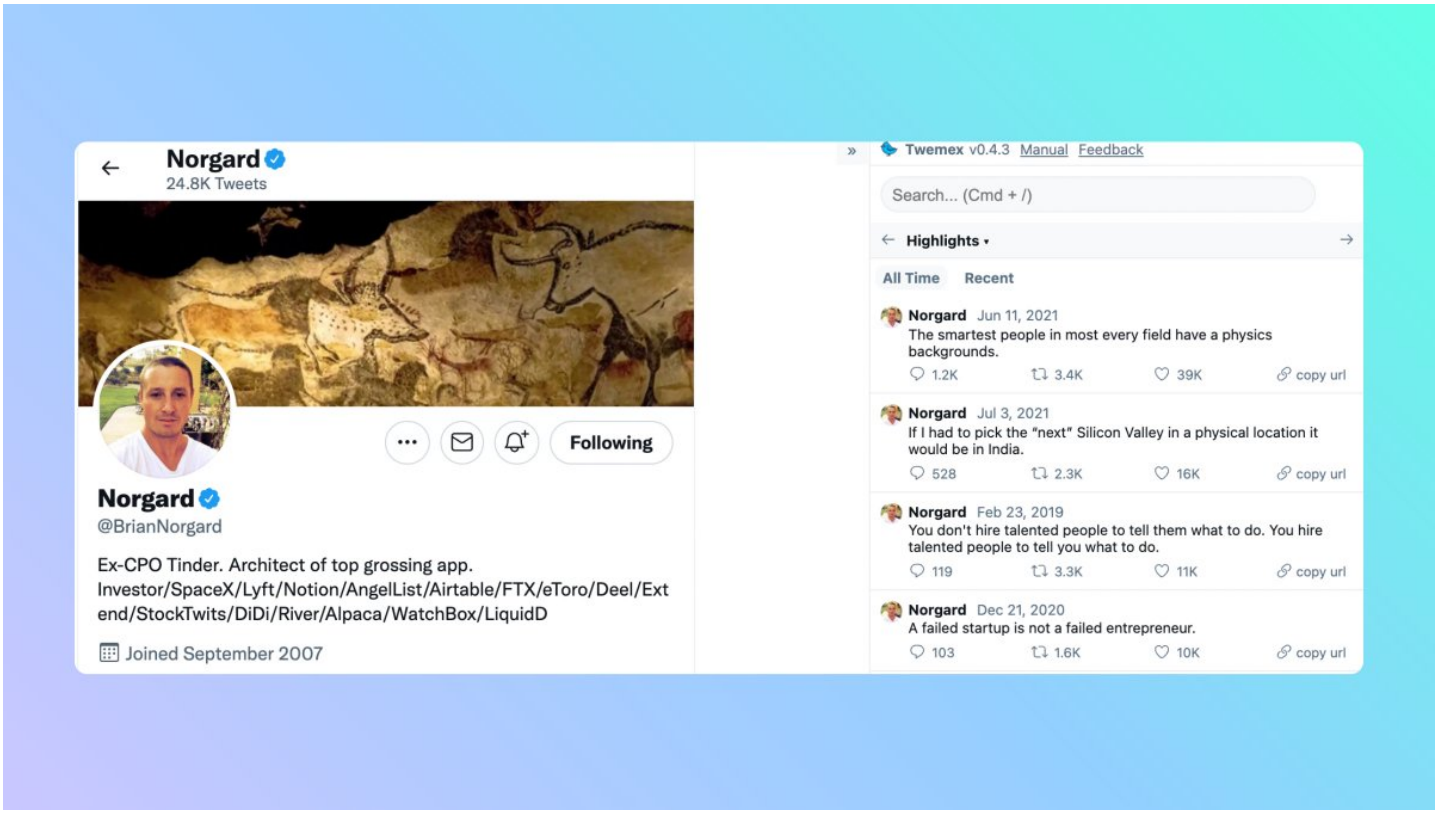
> The most underutilized Twitter feature: advanced search.
>
> It blows my mind how few people know this.
>
> Want to find someone's best tweets?
>
> In the search bar, type:
>
> from:dickiebush min_faves:500
>
> Replace the handle and the number of likes as you see fit.
>
> — Dickie Bush \U0001f6a2 (@dickiebush) March 30, 2021

6. Install Twemex

Twemex minimizes the friction of search.

This magical plugin allows you to

• Immediately see the user's best tweets
• Randomly toggle between users for inspiration
• Easily browse for key terms in a user's tweets

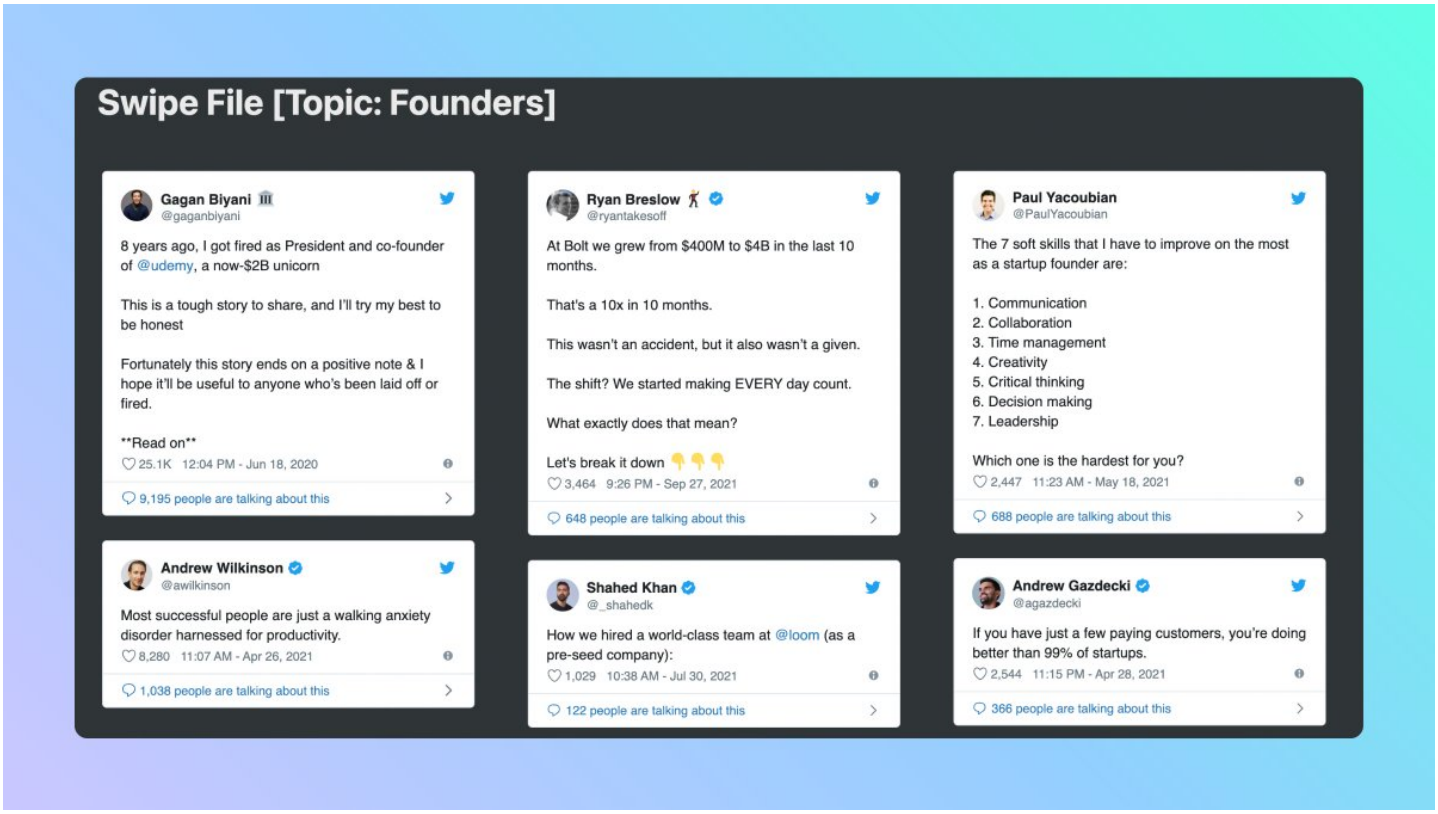


7. Build a Twitter Swipe File

Swipe File [Def]: a collection of tested and proven advertising and sales letters.

In our case, we want to be collecting the best Tweets in given topic areas.

Notion is great for storing this type of content.



8. Write Threads

Threads lead to growth, but why?

• Efficient value transfer
• Aggregate other resources easily
• Higher retention of audience's attention [reading your content for 10 secs v. 5 mins]

https://t.co/OXz7d28vC5

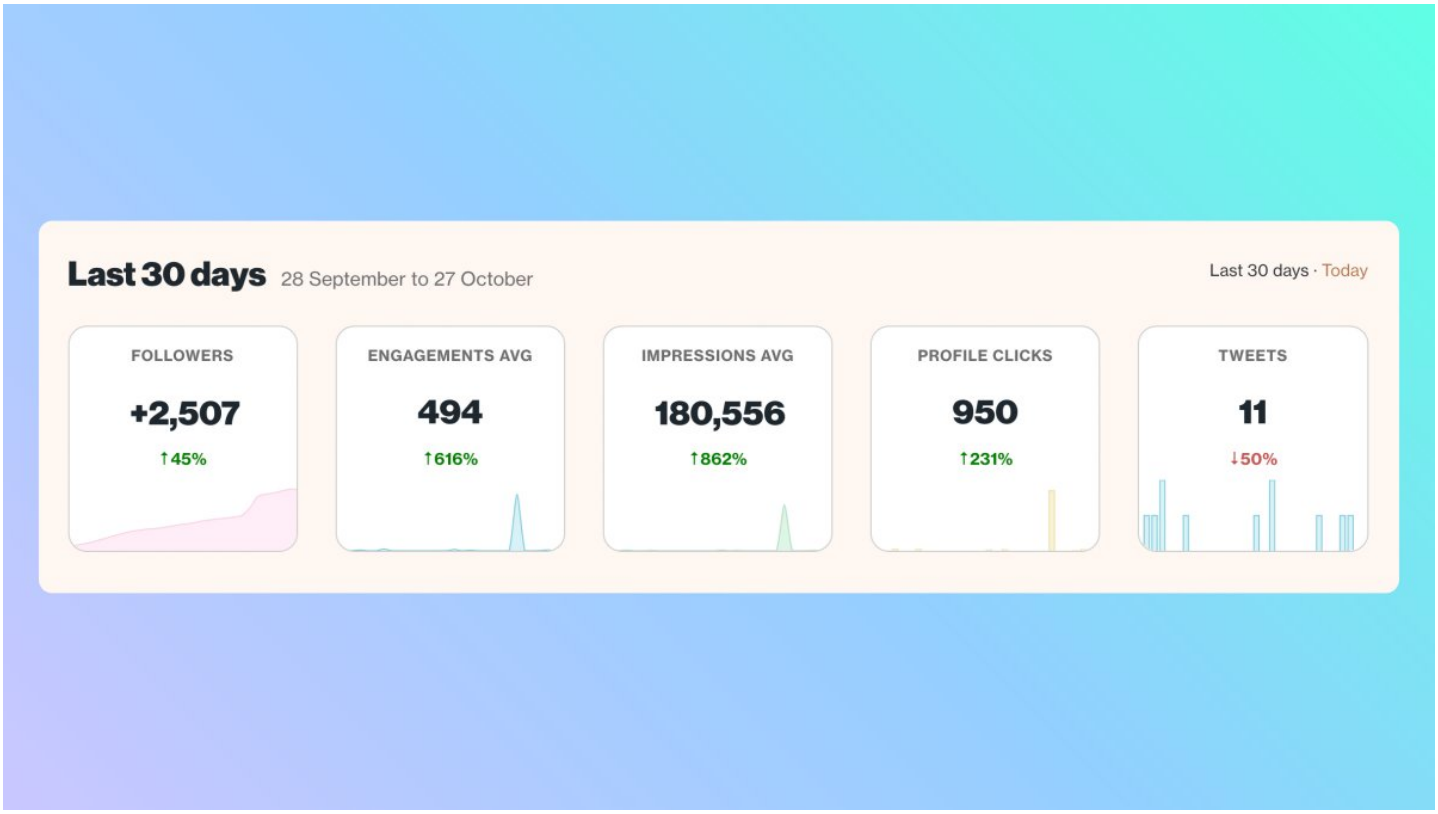
> Twitter threads are the new blogs.
>
> Over the last 5 weeks, I've 32x my Twitter following posting a thread a day.
>
> These 15 learnings will help your threads go viral \U0001f9f5
>
> — Alex Garcia \U0001f50d (@alexgarcia_atx) May 6, 2021

9. Dive deep into Analytics

Once you start producing content/writing threads.

Focus on evaluating how each piece of content performs.

Over time you want to improve your profile view/follow ratio – by improving your bio, call-to-action, and content in general.



10. Optimize your bio

Your bio is your resumé to the rest of the internet and a big determinant in whether people will follow you or not.

Experiment with it over time to find your perfect fit, but evaluate some great examples here:

https://t.co/8fMpoColSQ

> 17% of users who visited my profile last month followed me.
>
> That rate used to be under 1%.
>
> How? I made my bio better.
>
> Here are 30+ frameworks to help your bio convert more followers:
>
> — Blake Emal (@heyblake) June 14, 2021

11. Learn from others

There is no one size fits all strategy. Constantly be iterating and studying other creators.

IE. @AprilynneA provides some great teachings on the 0 → 1 part of the Twitter journey, I didn't cover here:

https://t.co/ds5w24fygI

> How to grow on Twitter:
>
> 1) Find popular accounts in your niche w/2000+ followers
> 2) Identify people w/<700 followers who engage often in the replies section
> 3) Follow those people & engage w/their tweets
> 4) If they engage back, send them a DM
> 5) Repeat steps 2-5
>
> You're welcome
>
> — Aprilynne Alter (@AprilynneA) June 14, 2021

12. Get your mindset right

Twitter is always changing.

Focus on approaching your optimization with a curious learner mindset:

• Build a swipe file of content
• Study your favorite profiles (bios + threads)

The right mindset sets you up for long-term growth.

13. Audience growth ≠ Value of your account

The value of Twitter is determined by the number of personal connections you create.

The quality of your connections > the number of your followers.

Connections DM you opportunities, followers expect one-way value transfer.

Let's get more people creating!

1. Quote retweet the first tweet & let me know your thoughts.

2. Follow me @brandonthezhang for more Twitter/Audience-Building/Content Creation threads in the near future!

3. Share your favorite Twitter growth resource below ■