Twitter Thread by Growth Tactics



Growth Tactics
@GrowthTactics

Twitter is, by far, the fastest way to build a high-quality audience.

Why?

It's quicker to write insightful tweets than it is to produce 10min YouTube videos or 1400-word blog posts.

Here's a thread of actionable tactics from studying the fastest-growing Twitter accounts.

2/ Fast-growing accounts have two things in common:

1. They spend 30+ minutes per day sourcing and refining 1-3 daily tweets. They don't wing what they say, and they typically sit on each idea for a few days.

2. Key: They write tweets that get *retweeted.*

3/ Retweets bring followers.

We polled people to ask why they retweet. They said:

1. "Retweeting is my bookmarking system for ideas."

2. "I retweet when someone's put elegant words to my thoughts."

3. "I want my followers to know I relate to this statement."

4/ So, to get more RTs:

1. Tweet referenceable content that people will refer back to later.

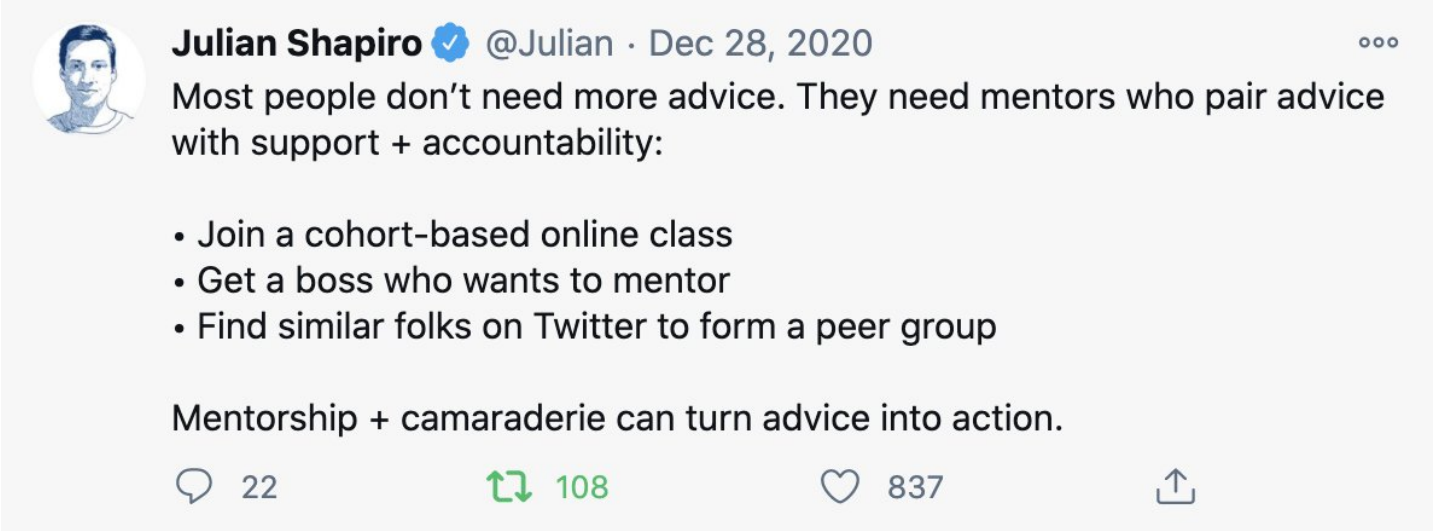
2. Challenge the status quo with elegance and wit.

3. Pick a debate and argue your side with a novel take.

The most RTed tweets? *Threads with advice like this.*

5/ How to write a tweet:

• Open with a hook: Make it counterintuitive or counter-narrative.
• Concise body: Satisfy the craving your hook created.
• End with a punchy zinger: Summarize implications of your finding and what it means for the reader.



6/ How to source tweet ideas:

1. Read other popular tweets and note every time you have a strong reaction to one. Create a Tweet based on that reaction.

2. Summarize novel facts from Wikipedia, YouTube, and Podcasts.

7/ Keywords triple your reach.

Twitter's Featured Topics' algorithm favors tweets with certain keywords.

Inject 1-3 Twitter keywords into your tweet, e.g. sports, investing, or venture capital.



8/ Change your profile to get followers.

• Express value in your bio: "I write tweets to help startups grow."
• Pin your highest value, most RTed tweet
• Ensure your last 3 tweets are interesting
• Measure profile visit → follow rate (use https://t.co/zX1uaHm5L3)

9/ Vanity metrics like # of followers mean little.

You need a way to consistently move people to an owned channel, like a newsletter.

2 ways:

1. Slow: Link your newsletter in your bio.

2. Fast: Tweet half a thread. Tell people to subscribe to get the other half.

10/ Remember that half the benefit of Twitter is connecting with interesting people.

Use a tool like https://t.co/sI9YO0rKLn to search through your followers' bios.

Then message people when it's mutually beneficial to exchange ideas.

11/ Final thoughts:

• Spend ~30 mins/day and create 1-3 tweets per day
• Optimize tweets for RTs by sharing novel advice

• Generate ideas using reactions to strong opinions
• Inject topic keywords to expand reach

If you found this valuable, we go deep on actionable, novel growth tactics in our newsletter.

Get biweekly growth tactics, here ■([https://t.co/zSX5RZQ0tt]