# Twitter Thread by CEO of Sex



**CEO of Sex**
@swer_alt

## How To Twitter For SWers (thread):

## Twitter can be a great place to grow your fan base, client list, following, etc. It can also be a nightmarish, drama-filled, confusing hellscape. Here are my tips to maximize your Twitter experience.

### 1/

First understand that Twitter and all social media is only valuable if it adds to your business, as it makes you more money. We're not tweeting for honor, notoriety, fame. We are tweeting to increase sales. Remember this always, in everything you do, especially social media. 2/

Is Twitter even necessary? Listen, for a long time, SWers were able to make bank without the aid of social media, so the argument can definitely be made that you don't need to be on social media at all to be successful. And if you're doing as well as you want to be and/or you 3/

don't enjoy social media, then you by no means have to master, or even have a Twitter presence. I personally believe in using all the free advertising I can, so while Twitter still allows SWers, I'll be 4/

here taking advantage of the free exposure. Don't feel the need to be a Twitter personality if you don't like it, don't want or need more exposure or simply don't find that it adds to your revenue. However, if you hope to improve in these areas, Twitter can be a great way to 5/

to do it. Why? Something called social proof. Social proof, also known as social influence means that if a client or potential clients see other people loving and supporting you online, they will be more likely to 6/

love and support you too. When they see others liking and retweeting you, they will do so as well, therefore expanding your reach. When they see your success, they will be more likely to want to be part of that success. When you talk about your lifestyle and see others joining 7/

that conversation, they will be more likely to want to be a part of it by buying content or booking a session. Since this is all free (as in no financial investment, although it does take a considerable 8/

time investment), it's worth it to me. As with all my advice, you are the final authority on your own business. Only ever do what makes you happy and makes you money. 9/

My Twitter experience: Since I started out at extremely low income in this industry. Twitter was a great (and FREE) way to tell the story of my escort character. I still had to pay for advertising, and I recommend that all SWers who are offering in person services or 10/

or selling content make sure they are reinvesting in advertising. For me, however, the last 18 months of working as that escort character, my bookings from Twitter overtook my bookings from advertising by 10 to 1. 11/

(Which means my return on investment (ROI) for Twitter was pretty high. Existing clients would ask me to mention them and our great dates on Twitter, which I would normally happily do. Clients excitedly watched my TL to see what I would say next and when a tweet got their 12/

attention, they would reach out to book. I tell all of my coaching clients and I'll tell you here, I'm nothing special, in any sense. Everything I did you can do too. Not just with this, either, with everything. 13/

Safety. So first things first, how do you stay safe on Twitter? Safety is by far the most important thing, with well-being being second and money being third. Go into your Twitter app now and check to make sure that your location is turned off. Twitter can track your location 14/

pretty precisely if you give them permission to.
Second, decide early on (like right now) what your personal boundaries and bottom line are. For me, I never spoke of my children on that account. I never shared even cryptic details of my
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location until after I had safely left. This also means photos taken in hotels, restaurants or other identifiable places. I never used my real name. I never shared details of my personal problems. If i was short on money, I never mentioned it (this makes you vulnerable to 16/

guys that may try to take advantage of you). Since I didn't show my face on that account, I always made sure my photos and videos were cropped or blurred OUTSIDE of twitter before uploading to the 17/

app.Quick note on that: If you are not doing this and putting a sticker over your face to hide your face inside the twitter editing tool, to my understanding (and this may have changed), older versions of Twitter can see your face, sans sticker. Always edit outside of the 18/

app.

Once you've determined what your personal bottom line is and what your boundaries are, we can move on to other tips that

you can adjust to meet your own account.

19/

Also, it’s worth googling how to remove exif data from your photos. It’s too much to go into here, but it’s simple and is another step toward keeping yourself safe. 20/

Disconnect your Twitter from your contacts in your phone. Don’t log into Twitter from your personal user account on your laptop or your personal phone. Data’s a tricky thing and those apps do make “recommendations” on who to follow from that data. 21/

When guys slide into your DMs to book or buy, I would always immediately direct them to email me or to go to my website. I never made any business deals via Twitter DM as it is not a secure channel. Since I don’t like leaving money on the table, 22/

I didn’t ignore any DM, I simply and politely thanked them for reaching out and told them to check out my site.

If anyone has any other safety tips after reading this, please don’t hesitate to comment and I’ll retweet.
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Time Management. Listen, Twitter is a time vampire. I of all people know this. I can easily spend hours scrolling and tweeting. Nothing like Twitter-induced dopamine. But it’s important to set boundaries for your time so you don’t 1. Forget to make money. 24/

And 2. Get burnt out and overwhelmed. This is your decision how you want to schedule it but here’s how I manage the beast.
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I check Twitter during downtime only. While having my morning coffee, waiting at a personal appointment, in between escort appointments, before bed when my workday is done. This is the time to tweet, reply, check DMs and like replies to your tweets. 26/

In between those times, I keep my “checks” to 10 minutes max. Set a timer if you need to. Which I do, sadly. Quickly complete the same business as step 1 27/

I pre-write 85% of my tweets on Sunday night. Yeah I know, seems sus as hell. But hear me out, If you are going to have a steady stream of witty oneliners, you’re going to need to write a shit ton of content. And I do NOT have the time or energy to be clever 5 or 6 28/

times a day. So I write out clever shit on Sunday night, save it to my drafts and decant it as needed. 29/

If I’m inspired during the day with something that is either very funny (to me) or topical. I tweet it and TRY to put my phone down immediately. No narcissitically watching to see if likes and replies come in. They’ll be there later. 30/

Remember the goal is not to be twitter famous, it's to make money in your SW business. And you can't make money by only being on Twitter all week. Unless your goal is actually to be twitter famous, then have fun and I wish you all the best. 31/

Community. The "social" part of social media is the operative word. We are not on Twitter to advertise. (Although we do and will, and I'll tell you about how to do that, too.) We are on Twitter to build our little community 32/

- the community of fans and followers - and to be a part of the larger community we all exist in (the sex industry).

Sad news, but I need to impress upon you that you can not "get" on Twitter without "giving" first -
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in equal or even greater measure. So what does that look like? It looks like being part of the greater conversations going on in our world. It looks like commenting on other's tweets. It looks like retweeting (and not just ad posts). 34/

It looks like making a contribution to the community.

But what if you're new? And shy? And you have 6 followers and one of them is a twitter you created for your cat? You still have to engage. At a loss of what to say?
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Give a compliment and then ask a question. "I love the flogger you have in that photo, Jane! Where did you get it?" She replies (and she should), "Thank you! I got it on Etsy!" You reply "It's gorgeous! Thanks so much for replying I'll have to check that out!" 36/

What does this do? Two things. Most importantly, it builds a sense of community with other professionals in the industry. Which, as much as SWers like to look at themselves as lone wolves, is VITAL. As I've said before, 37/

and I'll say again, your reputation is everything in this field. Build a spotless one and protect it.

Secondly, because of the way Twitter works, Jane will start seeing more of your Tweets because you interacted. So will they people that liked and replied to 38/

Jane's flogger tweet. So will Jane's followers. More exposure for you, for free, with an investment of about 60 seconds.

You should be aiming to comment on at least 15 tweets a day. Build your relationships and expand your reach.
39/

Think of Twitter less like a platform that you stand on to speak to an audience and more like a professional networking event or a singles mixer. Talk to any and everyone. Even if they're different than you. Especially if they're different than you 40/

as a matter of fact. If they don't respond, they may be just too busy or they may not know how to work Twitter, or they may just be a bitch. No worries! Try again another time and in the meantime, on to the next! 41/

Don’t be too shy to interact with big accounts, either. They may not have the time to go through all their mentions, but their followers will see you exist, thereby expanding your reach there as well. Also your interaction helps them. 42/

Don’t be too stuck up to interact with accounts that are smaller than you, or that just opened. Always lead with kindness. Because it’s the right thing to do. Also, if that’s not enough of a reason, consider this: 43/

you never know who the next big star is going to be. Build solid connections now and offer help/collaborations/exposure. It generally pays off later. Which brings me to.. 44/

Good Twitter Karma. Keep your Twitter Karma immaculate. If someone RTs you, you RT them. If someone RTs your pinned tweet, you do the same for them. If someone takes the time to DM you, respond. 45/

Even if they’re a tiny account and they’re asking you a question you have been asked a zillion times. Even if you don’t know the answer, it’s okay to say, I actually don’t know the answer to that one, I’m sorry. 46/

I wish I could be more helpful. Even if it’s a dude. (You’re being professional, firm, yet polite and directing him to your website, remember?) I know some professionals charge for DMs from guys, and I’m not going to knock that. 47/

I just have no experience in that so I can’t speak intelligently on it. I never did because my persona was not a Domme and I was trying to get bookings in my calendar so “So nice to hear from you! I don’t 48/

talk business here but feel free to check out my website!” worked quite well for me.

Don’t be someone who takes on Twitter without giving. Expecting RTs and comments without doing the same for others. Always “give” more on the platform than you “take” and watch your
49/

reach, influence and profits increase.

What if you have a small following and you don’t have a “brand”?

So you’re just starting out. You don’t have a large following and you’re not even sure what your 50/

“brand” is yet. I know I touched on this in my high end SWer tweet but I really think we put too much emphasis on “brand”. I wouldn’t even begin to worry about it until you’re past year two. Think more in terms of your “voice”. 51/

The brand will solidify itself over time. Coke (the drink, not the drug, my fellow degenerates) didn’t start out in 1892 deciding that their brand was going to be about happiness and their slogan was going to be Taste the Feeling. 52/

No, the dude just sold his cocaine sugar water.

You don’t have to have it all figured out now. And I’d argue that by trying to figure it all out before you get up and running, you will get caught in analysis paralysis and never fully get things off the

53/

ground.

An exercise to start you out. Grab a piece of paper or your laptop. Set a timer for 5 minutes and write down all the things that “vibe” with your SW character. Maybe it’s specific kinks.
54/

Maybe it’s wine. Maybe it’s latex. Maybe it’s rock and roll. Maybe it’s horror. Maybe it’s activism. Maybe it’s that you love your dog. Maybe it’s food. This is a starting point for your brand and a good list 55/

of things for you to begin tweeting about.

What to Tweet About?

So now that you have your list how do you structure this into tweets? Remember that even if your SW persona is almost exactly like your real life personality, you are still selling a fantasy.
56/

So start telling the story. My initial list would have looked something like “wine, fine food, black lace, the opera, books, black and white films, sensual and naughty but not screaming sex”. Groundbreaking, right? 57/

Start literally making up tweets about dates that included these things. If you are a rock and roll type girl a good tweet could be “Listening to Sweet Home Alabama and thinking about the last time I heard this song. His name was Bobby 58/

and his accent made panties DROP”. If you are a farmer’s market type of person you could tweet “Missed connection: If you saw me at the organic market this morning buying cucumbers and gave me that look, I saw you, cutie, and 59/

yes you’re right. ;)” If you’re romantic, tweet something like “The last kiss before you leave is almost sweeter than the first when you arrive. Thank you for an unforgettable evening, Sir”.

These are DUMB. Not brilliant writing.
60/

But with consistency and by putting your own spin on it, you’ll get engagement. I promise you.

Two of my top engaged tweets were about calling whole foods “dad bod heaven” - my character had a thing for dad bods - 61/

and a tweet where I listed all the reasons small dick were better than huge monster dicks. You don’t have to be brilliant or funny. You do have to speak with a consistent voice.. And a lot. 62/

Developing Your Voice. So how do you develop your voice? Grab that pen and paper again. This time instead of writing down things, were going a different direction. Timer set for 5 minutes. Write down all the QUALITIES of your SW character.

63/

Are they funny? Smart? Sassy? Sweet? Romantic? Sensual? Dirty? Rebellious? Mean? Sadistic? Obedient? A little self-deprecating?

You are a combination of several things.
64/

Never allow yourself to just be one. If you're "nice" what else are you? Nice and smart? Nice yet funny? Nice n dirty? The combo is what will make you unique. Uniqueness is what makes you stand out. 65/

Now you have the tone with which to tweet. Let's say you're comfortable with posting a picture of you out with another SW friend (and you'd better have their permission to do this as well!)

Same tweet, different tones: 66/

Dirty and Mean: "You know you're jealous, especially if you can imagine what we got up to after this. Too bad you'll never see it, chief. Sucks to be you." 67/

Sweet and Romantic "A wonderful evening out with my beautiful friend. I am so grateful to have her in my life. Thank you to the suitor that sponsored our evening!" [a suitor does NOT have to sponsor your evening for you to say this] 68/

Funny and rebellious: " Guess what two girls who completely forget that they're old enough to know better did last night? Related: does anyone know how to get Jagerbomb puke out of cashmere??!! Asking for myself."
69/

Have fun. Don't overthink. It's just twitter.

A Daily Action Plan.

So we've established a starting point for content and tone, remembering that will evolve over time. Now what and how much do you post? 70/

Aim for a minimum of 5 original tweets a day. One should be a photo or video. Yeah I know it's a lot. That's why I write most of my tweets in one night.

Here's a breakdown of what to tweet daily. Adjust it to meet your needs.
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One photo or video. THIS IS YOUR AD POST. It can be a pro shot or a selfie. It doesn't even have to be new. Caption: Anything from a song lyric to a quote to a question to a comment. This doesn't matter as much, as long it is compatible 72/

with your "voice" because once a guy sees the photo he's not often reading anymore. Side note. Try tagging reputable ad sites in your photo if you offer in person service. They will often retweet you. 73/

A couple “slice of life” tweets. A look inside your character’s life. You’re doing something or going somewhere interesting. 74/

A quick oneliner. Eminently retweetable. Something clever and quick. Doesn’t have to be funny. If you need inspiration, look to whatever copypasta is hot at the moment and adapt it to your character. 75/

Something timely. This should be done in real time. Stay in your “voice” and comment something like that’s happening today, or in the next day or two. 76/

Free tweet. Anything else. A book you finished. Something you’re excited about. A question you can pose to your followers.77/

If you have something coming up in your business, a blog post, a tour, you’re working on new content, feel free to tease that in a tweet. 78/

If you are a content creator of any kind, be sure to tweet at least one piece of OLD content daily. Whether it’s video, audio, only fans, or a blog post. Even if it’s old content. Try to make it seem not like an “ad”. Even though we all know it is! 79/

“I wrote about the first time I pegged a man. You won’t believe what happened.” or “I had so much fun filming this video. Seems like yesterday!”

If you have any new content dropping that day, you obviously want to tweet that out.
80/

If you are touring, or going to any professional event, in a contest and asking for votes, make sure you have a tweet campaign about that. Not just one tweet. Tweet campaigns are another subject altogether. 81/

If you have a newsletter that goes out (and you should), you should be tweeting a couple times a week to invite people to sign up. And definitely the day before it goes out: “Newsletter goes out tomorrow last chance to sign up to get my personal updates before anyone else!” 82/

A fuck ton of tweeting, I know. But hear this. According to experts, the lifespan of a tweet is 18 minutes. You want to be in front of your followers' eyes as much as possible and because Twitter is so fast-paced, once or twice a day isn’t going to do it. 83/

RT yourself several times a day, to help those who missed it the first time around see it.

RT your pinned tweet at least once a week to put it back into circulation in the TL.

Inspiration Station
84/

So this theory is all well and good but how do you find real life examples to shamelessly copy? STOP. Under oath, I want you to swear that you will never EVER copy another SWers tweets or branding. It's bad business and never ends well for the one who copied. 85/

But you can find inspiration and adapt principles to fit you. Look for accounts that have high engagement, not necessarily high follower counts. Follower accounts can be accrued just by virtue of being on twitter for years. 86/

Look for tweets in your TL that have a lot of likes, RTs and replies. Then go to that account and see what they're up to. Definitely follow them and make friends. They have a lot to teach you just by example. 87/

Look for their voice in their tweets. Look for the imagery that they return to over and over again. Look for how they interact with the community. Look for their tweets that don't have high engagement. 88/

What made those tweets less successful? Observe, learn, and adapt.

How do you find them? Follow a bunch of people. Follow more. Interact with their tweets.
89/

I was initially going to add some accounts that I look up to as doing things right but I didn't take the time to ask their permission. I also didn't want accounts I didn't mention to feel slighted. So this research is on you, friends. 90/

Measuring Success.

So how do you measure success on Twitter? Follower count? No. And definitely not follower to following ratio. This is not a popularity contest. This is about marketing and money.
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Follower count can play into it a tiny bit, but what you're really after is engagement and conversion. How many people are interacting with your tweets? That's the number you want to measure. 92/

And how many new clients are telling you "I booked/bought your stuff because I found you on Twitter?" That's what you're looking for.
93/

Engagement (with colleagues and clients). So what are the rules and etiquette for engagement? Personally, I at minimum like every response to me, and comment on it if it feels appropriate. (Meaning if I can say thank you or further the conversation.) 94/

I personally respond to all DMs. If someone quote tweets me, I RT that tweet to offer them exposure to my followers as thanks. Always giving in equal measure as I receive, or more.
95/

For clients, things get a little tricky because I don't want to be giving my time away for free. My personal rule is this, if it's on the TL, as in they replied to a tweet, as long as they are not being inappropriate or abusive, I will like and reply to all tweets, 96/

at least with a kiss emoji. In the DMs, I reply to existing clients who already spent money on me to keep that relationship on a good plane. I will not however go back in forth with minutes of conversation. 97/

For potential clients, I am always directing them to my website, and then the ball is in their court.

This can be time-consuming, especially once you have a larger engagement going on. 98/

Once that happened to me, I began only interacting with clients I knew personally or seemed like genuine warm leads. (Nor replying to 'u avail bb?") 99/

Staying "relevant". Twitter is a very "of the moment" thing. In order to do it well, you do need to stay current with what's happening with (and I hate to say this) meme culture. Twitter fads come and go, and if you can comment on them and spin it with your voice, 100/

it can be a great way to gain engagement. In order to have a solid following, there does need to be a slightly modern, even hip tone you strike. Work it in with your existing tone and you'll be golden. I'm 42. 101/

If I can seem cool on Twitter, so can you.

The Algorithm. Twitter used to allow tweets to be seen based only on the order in which they were posted. It's no longer like this. Twitter shows all of us the tweets that the AI thinks we'd be 102/

interested in based on our activity. That's why it's so important to get people engaging with your posts and to engage with others. The more we do, the more people see our tweets, plain and simple. 103/

Engagement groups, #FF, and others? Yes, these can work and I did these things as well. But they are no substitute for the rest of the info in this thread. They can't work well on their own. You can't game the system this way, 104/

without building a solid foundation. Organic growth and engagement is always best. These other things are icing on the cake.

Is Twitter SW friendly? In short, Twitter is SW tolerant, for now. And that can change at any time.
105/

Some advice. Never build your following on only one platform. Always have your own website. Because if all your people are on Twitter and your Twitter is gone tomorrow, your business is going to take a huge hit. Be careful of what you post. 106/

I see everything from straight up porn to people not showing any nudity whatsoever, I always erred on the side of caution because my Twitter was so vital to my marketing strategy. Don't assume that because someone else got 107/

away with posting something, you will. Read TOS and stay under the radar is my advice. I've know people who got their accounts closed for showing a nipple. Be careful. If you want to post more explicit things, go ahead, but I can't recommend it with a clean conscience. 108/

Twitter as part of an overall marketing plan. Twitter can not and should not stand alone. What it is good for is being fun, clever, promoting tours/content, updates. It should be a cog in the machine that is your entire plan including whatever 109/

adult platforms you use, Instagram (if you haven't been banned yet), your website (the most important piece), and other places you may want to delve into (tiktok, podcasts, blogging, pinterest). 110/

I'm a firm believer that you should be everywhere you can be, especially if it's free to be there. While it's unrealistic for you to build all platforms simultaneously at the same rate, 111/

it's perfectly reasonable to pick one or two, build those then pick one or two more.

My best advice though is that if you haven't done so already, reserve your stage name on every
112/

site possible NOW. That way you have it if you need it later.

Drama and controversy. Ahhhh, SW Twitter is best characterized by The Office gif "zero days since our last nonsense". We're a passionate, opinionated bunch of people.
113/

I don't hate that about us. But how do we handle drama and controversy?

Dont jump in until you have all the facts and you have all sides of the story.
Ask yourself if this really matters to you, if yes, proceed.
114/

Ask yourself am I being inflammatory or building community?
Ask yourself is this something I want my clients to see?

The above advice is for SW infighting. What about when it's a global, political matter?

115/

Ask yourself do I have privilege I can use to amplify voices of those who need help?
Ask yourself is this a gray area or a human rights area like BLM or Naziism?
Ask yourself if you can donate to those affected?
116/

Ask yourself am I bowing out to protect my brand even though my livelihood is not at risk?
I would never expect a marginalized survival worker to tank their brand by taking a hard stance on a political issue if they are i.e. facing housing insecurity or have kids to feed.

117/

But if you’re making five figures a month and unwilling to speak out, I’m asking you to please consider your motives in staying quiet.

Moving beyond the world of SW. 118/

Don’t hesitate to follow those outside of our industry, or engage in conversations with them if you feel safe to do so. Follow brands that are relevant to your business. Sex toy companies, lingerie companies, small businesses owned by former SWers, 119/

sex and kink educators, activists. Follow the small amount of politicians who are working for decrim. Engage. Get your name out there. 120/

What if I fuck up? You will. You’ll look stupid. You’ll tweet dumb shit. You’ll have typos. We all do. It’s okay. Keep going. 121/

Making your own choices. Social Media is a deeply personal thing and each person is going to do it differently. This is by no means a be-all and end-all guide to the matter. 122/

You get to decide, as always, what you do based on your own comfort level, what makes you happy, and what makes you money. 123/

All the best, and if you have any additional resources, feel free to add them and I’ll retweet. 124/END