

4 Ways to Tap into Conversations on Twitter

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Join the Banter About Your Industry

Did you know that there are literally thousands of conversations happening right now on Twitter?

These are real-time discussions about all sorts of topics. And, if you're not part of the conversations - **YOU ARE MISSING OUT!**

Joining conversations that are relevant to your industry can be a great way to build a brand, add new Twitter followers, and connect with influencers.

Here's the best - and most authentic - way to **start participating in relevant Twitter conversations.**

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1. Don't just post, ENGAGE!

Retweet good content, follow interesting people, reply to questions and post more than just links to your brand content. Give the Twitter community a chance to **RECOGNIZE YOU** and **VALUE YOUR CONTRIBUTION**.

2. Anticipate conversations.

One way to participate in Twitter conversations is to anticipate which trending topics are coming down the pike.

Think about which events or news items have a relevant tie-in to your interests or industry, and **BE READY TO PARTICIPATE**.

3. You snooze, you lose.

You can prep all you want for upcoming events, but you must be ready to take advantage of unexpected conversations.

MOVE QUICKLY because the conversation might not last more than a day or two. Be ready to generate content - like a blog post or video - that will give you entry into the discussion.

4. Be relevant.

The most important thing to remember is that your contribution should **ADD VALUE** to the conversation. Pass along information that you think your followers will enjoy reading - or watching.

And, remember to be yourself. People like tweets that show personality and character.

Twitter can be a tremendous vehicle for your brand.

Tap into those real-time streams and start social networking the *right* way.

Adapted from article [4 Tips for Tapping into Twitter Conversations](#) by Leyl Master Black

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