

Twitter Etiquette: So What Are the Rules?

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When on Twitter, it is important to abide by certain rules to make sure that your experience is good for you and those following you. Here are some of the Do's and Don't's of Twitter:

The Do's

1. Do bring value to your followers. Post articles, retweet interesting blogs, and share ideas.
2. Do thank people for "retweeting" you or mentioning you on a #FollowFriday.
3. Do try to make @ mentions when you can. Make Twitter an interactive forum instead of a place to just post your status. Twitter is about building relationships with people.
4. Do follow people you don't know personally.
5. Do unfollow people who spam you or no longer offer value to your Twitter stream.

The Don't's

1. Don't smack-talk. Tweets are archived indefinitely and more importantly it is completely unprofessional.
2. Don't tweet non-stop throughout the day. Some folks are constantly tweeting about what they had for lunch and every detail of their life from the moment they wake up. This will annoy people and you will soon lose followers.
3. Don't be a walking advertisement. Even though Twitter is a great marketing tool for your business, it's not all about just advertising. It's about cultivating relationships. Bring value to your followers– don't just advertise things.
4. If sometime direct messages (DM) you about something, don't @reply back or put it in the public universe. DM's are meant to be a private conversation. Keep it that way.