



With over 300 million monthly active users worldwide, it's a little strange that some people still don't fully understand the platform, but nonetheless, it can be a powerful marketing tool when used effectively. In January 2018, 24 percent of online U.S. adults used the microblogging service, so it's definitely an audience worth considering.

Like any social media marketing strategy, it will require a good plan and dedication in order for it to pay off. Don't expect to see results overnight, but if you do it right, you should see significant increases in your follower count within months. Here are 10 top tips to get you on your way:

1. **Tweet often.** This may sound obvious, but it's important. If you are serious about growing your Twitter following, you need to tweet at least a couple of times a day.
2. **Engage with new followers.** As with Facebook, you need to engage with people frequently. Interacting with someone right after they've followed you is an easy way to engage with them and keep them interested.
3. **Follow other people.** Following back is common on Twitter, so following others is a good way to grow your followers number. However, you shouldn't go around following every account you see. Instead, follow people who fit in your target demographic. A good way to find such people is by looking at the followers lists of other popular accounts in your industry or area of the law.
4. **Use hashtags for discoverability.** Hashtags are great at linking related tweets and increasing your discoverability. Think of hashtags as keywords; if you tweet something about personal injuries, you can use *#personalinjury* to make yourself easy to find for people researching the subject. However, don't overdo it; too many hashtags and your tweets will start looking "spammy" and drive people away.
5. **Retweet good content.** Retweeting is good for several reasons; for one, it allows you to tweet more, and it makes it easy to engage with people. People you retweet will also be more likely to follow you.
6. **Mention popular accounts and share their content.** Sharing others' content is probably one of the best ways to grow your follower count on Twitter. All you have to do is share blog posts, videos, or any other good content you come across, while mentioning their Twitter username so they get notified that you shared their content. This can work really well when you mention a popular account because they can then retweet your tweet, which will show it to all of their followers.
7. **Have a good profile.** Just like with any other website, having a good profile is important. What makes Twitter different, though, is that you have a lot less space to work with. A good Twitter profile should come across as professional, but not overly serious. You should have a

high-quality profile picture, be it your headshot or your firm's logo if it's a company profile, a link to your website, a short bio about you and/or your firm, as well as your firm's location.

8. **Use analytics.** [Twitter Analytics](#) offers a lot of useful and actionable information that can help you optimize your strategy and find out what works and what doesn't. Keep track of which tweets get the most engagement and what content gets the most clicks and impressions. This will help you optimize your strategy over time and get more followers.
9. **Create and share interesting content.** Tweet every piece of content you create to drive traffic to your website (it's also good for SEO) and help you grow your following.
10. **Be authentic and conversational with others.** Last but not least, be a real person; engage with people, have real conversations with them, and respond when they mention you.