



Tips on Maintaining your Twitter Account

1. Search for groups that have interests similar to those of your organization and “follow” them. This may prompt them to check out your page and follow you too.
2. Send a quick thank you note to those who decide to follow you and include your Web site address to urge them to find out more about you.
3. Find several messages worth re-tweeting in your general feed and share them with others. This will show your followers that you pay attention to and value their posts.
4. Follow those who follow you. While you need to monitor this action carefully so as not to follow inappropriate groups or individuals, you generally want to be aware of what your audience is interested in. By receiving their tweets, you can respond accordingly.
5. Post articles of interest to your audience. If you are consistently providing useful information, they will begin looking to your organization as a credible source of industry knowledge.