Twitter Thread by Yakshit

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If you want to grow your Twitter account, avoid these 21 mistakes:

(a cool announcement inside)

1/ Not having a clean profile

People might like your posts, but they won't follow you before they visit your profile.

Having a clean profile includes:

• A crisp bio
• A cool banner
• A sexy dp
• 1-2 relevant links
• A catchy CTA

@ItsKieranDrew is an amazing example:



2/ Creating, but not engaging

If you are just starting out, you should focus on finding your "group" on Twitter.

Your group is 20-30 accounts that you engage with every day.

If you don't look for them, you'll waste your precious time tweeting into the abyss.

3/ Engaging, but just to steal their followers

When you engage with the intention of getting impressions & followers, it shows.

Don't do this

Be very genuine while engaging.

Add value to the post
Make jokes

Show people that you are an interesting human with amazing thoughts.

4/ Engaging, but not creating

Many people engage with a lot of accounts, but their last tweet was 1 month ago.

People won't follow you from someone else's comment section.

Engage to bring people to your profile.

Show them your content.

If they like you, they'll follow you.

5/ Creating a lot of content

People think if they'll create good content, they'll get everything they want.

Wrong!

Your value is determined by the number of people who see your posts.

Do not over-focus on creation if you aren't getting any eyes.

Focus on reaching more people

6/ Posting content that has no personality

Content with personality means content that fits the identity that you've built online.

People can steal your content ideas, words you use, but no one can ever steal your personality from you.

Say things in a different, your own way.

7/ Not studying your content

After posting for a week, study your content.

Check what's working best for you.

See what didn't work.

Compare it with what worked & try to make it work next week.

Inspect. Improve. Retry!

8/ Not studying your competitor's content

Make a list of accounts around your niche that have around the same following as you.

Inspect their content once in a while.

See what's working for them.

Double down on that.

One of the most important hacks to become good really fast

9/ Not storifying your content

Twitter is dominated by people posting platitude bs, tools threads, GPT hacks.

Sharing your story would make you stand out.

People would see you as a fellow human with similar struggles & situations.

@thejulieahrens does this really well.

10/ Not taking feedback seriously

If someone is being kind enough to give you feedback, at least go and check if it's valid.

Treat the person nicely because they just want you to improve.

Work on the feedback & become a better version of yourself.

11/ Prioritizig likes over quality

Content that get you likes:

- AI Tools...
- GPT stuff...
- 10 books...

Content that oozes quality:

- Your experiences
- Your learnings (genuine)
- Content researched for hours

Get likes with quality. Not with BS.

12/ Posting without a content strategy

Once you reach 1k followers, you need a content strategy to grow fast.

Write down your aim of content creation.

If it's selling a product or service, make sure you write one thread a week about it.

Would explain more in a detailed thread

13/ Spamming your content on other posts

If you do something like this, know that I understand you.

But, don't do it.

Most people including me block people who share unwanted content under our posts.

You won't get to see our posts again.

Grow your account, ethically.

14/ Not making friends

Every social media platform runs on friendships.

No matter how good you are, you won't be able to do everything on your own.

Talk to people.

Make jokes, Share your struggles, Help them.

Treat people as people & just stay in touch.

That's all it takes.

15/ Not leveraging DMs

Twitter Dms can help you

- Reach your ideal customer
- Find your next business partner
- Start mutually beneficial relationships

If you really like a tweet, don't add a comment.

DM them everything you felt.

You won't need another ice-breaker.

16/ Not participating in public conversations

If you see a someone debating in the comment section & you think you can add value to the debate, get into the conversation.

Worst case?

You won't get any reply.

Best case?

A couple of people would respect the way you think.

17/ Not being consistent enough

Trust me

No one struggles with consistency more than me

I am a very moody writer

I can't write stuff that makes sense when I am not feeling it

I've also paid the price for it

If you want to get results, you have to be consistent

No other way

18/ Not being patient enough

Getting followers & impressions also has something to do with luck.

Best thing about luck?

You can control it.

You just have to keep going & you'll see the results compounding in front of you.

Just be patient & have faith in your abilities.

19/ Not using visuals

Twitter is dominated by text.

Using visuals in your posts would help you:

• Stand out from other accounts

• Explain the concepts better

Creating visuals for posts shows that you put extra effort on your content

@TanmayS_Chauhan is the perfect example

20/ Not using "tools that feel illegal to know"

Might sound cliche, but there are some crazy tools that can increase your productivity by 10x.

Here are some of them:

@TryPostwise
@TwemexApp
@Grammarly
@sosimplified

Use them wisely & you'll solve 90% of your problems.

21/ Not using "hacks" to grow

There are certain hacks that can increase your follower count, get you likes, & they aren't evern hard to implement.

You can talk about GPT, AI tools, and post surface-level content that has no depth.

But they won't help you in the long run.

Think about the longer picture.

Try out these hacks but don't overuse them.

They'll decrease your credibility & affect your reach when you'll start posting content with depth.

22/ Using Hashtags

Don't use hashtags on Twitter.

I'm not going to explain it.

Just don't do it.

They look ugly.

TL;DR

No tldr

Read this thread again.

Let me tell you something cool.

I've been working on a Twitter writing guide that would change the way you see Twitter.

It would teach you everything you need to know about writing tweets, threads, & more.

If you have anything that you want me to include in it, drop me a DM and let me know.

If you enjoyed this thread & you're excited about the guide, drop me a follow @yakshitshh

To share this thread with more people, retweet this thread:

https://t.co/GLJFZjJSZ2

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