How to Thank your Twitter Followers

Prepared by Ralph Shank

Twitter is a place where you can build relationships. In order to do this, there needs to be interaction. One very important interaction that you can utilize is saying thank you.

Why?

When someone interacts with you in some way on Twitter, whether it is a follow, share, retweet, etc., you should think of this as a customer who walked into your shop and began browsing. It’s your opportunity to know them better and let them know that you appreciate them. If you engage them, they will remember you and are more likely to return.

When?

There are several different opportunities to say thank you. When you do depends on your level of engagement. You will need to decide how much time is spent on thanking and what works for you. It could be:

- Thanking them for a follow. If the follower is someone important in your Twitter circle, you may want to follow them back as well. It is important to separate the good followers from the bad in order to be more effective though. Thanking bad Twitter followers will simply waste your time.
- Thanking them for a retweet. This is a great time to connect. They have read your content, and shared it with others. Thanking them may encourage them to share your content again at a later time. You may be able to share content of theirs as well.
- Thanking them for sharing your content. This could be content from outside of Twitter (website, blog, other social media). Sometimes the person sharing your content isn’t even aware that the content came from you. They may have just run across it in a search. Thanking them will tie you and the content together for that individual and may cause them to search for more content on your website or other channels.

How?

- Avoid automating your responses! These lose their impact and no longer feel personal.
- Name them person directly, or their account.
- Respond on Twitter rather than in a personal message, so you will in effect be sharing that person’s account for others to follow. You can also use the “#FollowFriday method to recommend people to follow
- Look for something on their account that could spark a conversation along with your thank you.
- Search Twitter for your name or hashtags you use to see who is sharing content.
- Be creative!