

6 Twitter Rules of the Road

You've had your drivers' license for longer than you might care to admit. By now, you've learned a thing or two about the rules of the road. Did you know that Twitter rules of the road are similar?

1. Don't drive without a license.

No matter how much you may hate your drivers' license photo, you still need to have that license with you whenever you drive.

When you open a Twitter account, be sure to upload a profile image. (Unlike your drivers' license, you can choose the photo!) Also, be sure to complete the bio. Twitter is about relationships. People want to know who they are following.

2. Don't speed.

Most roads have speed limits. So does Twitter.

Twitter isn't about speeding your way to thousands of followers. It takes time to build a substantial following – time *and* solid content. Instead of begging for followers or retweets, post tweets that offer value. Followers will come to you.

3. Don't litter.

Don't you hate it when drivers and passengers toss trash from their car windows? Nobody wants to see garbage lining the roadway.

Twitter users can be guilty of littering, too. Don't litter your posts with what you had for breakfast. Your followers don't need the clutter...or the litter.

4. Don't be a self-centered driver.

Have you ever driven behind someone who doesn't care about anyone else on the road? They don't signal, they don't allow anyone into their lane, or they back up traffic by driving below the speed limit in the fast lane.

Some Twitter users are just as self-centered. Their tweets are all about *me, me, me*. *Buy our products, come to our event*. They don't post tweets that meet the needs of followers. They don't retweet or they copy others' tweets without giving credit. Self-promotional tweets are fine as long as long as they don't dominate your posts. Follow the 80/20 rule - no more than 20% of your tweets should be self-promotion.

5. Don't drive with windows tinted too dark.

Many states prohibit windows tinted so dark that you can't see inside.

The Twitter equivalent is setting up an account, then making it private so others have to request permission to follow you. If that's what you're doing, then you don't understand Twitter.

6. Don't carjack.

Carjacking is illegal. Hijacking a Twitter feed *should* be illegal.

Hijacking is when you post a bunch of tweets all at once, taking over the feeds of your followers instead of scheduling your posts throughout the day. No one appreciates a hijacker, no matter how substantial your tweets are. Think of your tweets as salt: sprinkle, don't dump.

Proper use of Twitter will get you safely to your destination, while making it an enjoyable journey for everyone!

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