

# 5 Common Twitter Mistakes

by Megan Blusys

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## @mentioning people the wrong way

This is probably the #1 mistake people make on Twitter. If you start a tweet by mentioning someone, only that person (or a person following both you and that person) will see it. If you want everyone to see it, **start the tweet with a period.**



.@JohnSmith provides great advice in this article!

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## Having a bad following/follower ratio

Ideally, you want to have more followers than people you are following. But when you're new to Twitter, it is okay to have the opposite, if the discrepancy isn't large. If, however, you follow 300 people and only have 30 followers, that's bad. Grow the groups together and **aim for an equal balance.** It's not a race to get as many followers as you can as quickly as you can.

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## Making tweets too long

280 characters may seem pretty short, but research shows tweets **under 100 characters get higher engagement.** So keep things short, sweet, and to the point.

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## Not responding to @mentions

People use Twitter to connect with others. If you don't respond (even if it's with a simple **like, retweet or "thanks!"**), people will stop connecting with you and you could lose out on a big opportunity.

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## Using too many hashtags

Best practice is to **use 2 hashtags per tweet.** Choose meaningful hashtags that will give you maximum engagement.



Using more than 2 hashtags can drop engagement by 17%.