

7 proven tips to get more engagement on Twitter

The level of interaction that your tweets receive is one way to measure success on Twitter. It obviously shouldn't be the only metric, but if no one bothers to respond to your tweets, that can't be good!

It's not difficult to locate a plethora of articles claiming to tell you how to increase engagement on Twitter. However, the majority of them are based on pure speculation or anecdotal evidence.

Picture 1 of 7 proven tips to get more engagement on Twitter

Tactics to lure in more engagement on Twitter

Your tweets are more likely to receive engagement if you have high social authority.

Work hard to increase your Twitter account's social authority. The number of followers is not the most important factor in account authority although high authority accounts do tend to have larger followings. Having active relationships with accounts with higher authority than yours is the single most essential contributor to your Twitter authority.

Working hard to create relationships with powerful Twitter users especially those in your field of business or interest and then becoming extremely helpful to those people is the greatest approach to make that happen.

Tweets with images increase your chances of being seen by more than twice as many people.

Obviously, you should include photographs in as many of your tweets as possible. Note that Twitter now allows you to search for animated GIF images to include in your tweets in both the desktop interface and the official smartphone apps, so you won't have to generate an original image for many of your messages.

Images in tweets increase the number of responses. If your tweet incorporates media, other Twitter users are more likely to engage in a conversation, an image, or video. However, for individuals who are actively participating, this risk is likely to increase significantly.

Engage in regular conversations with other Twitter users, particularly the influencers you're after. Because responses are so uncommon, they stand out and leave a lasting impression.

Longer tweets are more likely to get retweeted.

Make your tweets as meaningful and contextual as possible. Following this tip is easier than ever before, because Twitter no longer counts links or images as part of the character count, giving us more characters to work with.

Longer tweets are more visually appealing to buy Twitter followers. Longer tweets have more meaning, which means there's more to react to.

Hashtags improve the chances of retweets and likes by a small amount.

Use hashtags that are relevant to your tweets to increase engagement on Twitter. It is believed that one of the reasons hashtagged tweets don't generate as much interaction as tweets containing media or more characters is that the hashtags used are often obscure or irrelevant. To find the most relevant and successful tags for your tweets, use a hashtag tool like RiteTag.

Retweets are more likely when you include links.

A link in a tweet boosts the likelihood of a retweet by roughly 30% but has little impact on garnering likes. Regularly tweet links to quality content relevant to your audience to obtain more retweets. Since Twitter is largely a broadcast-and-consume media, competent curators of fascinating content are highly regarded there. Take the effort to find and share exceptional content to increase your audience's value.

Mentions may boost the likelihood of a retweet.

On Twitter, a "mention" is when you include someone else's Twitter handle in a tweet. Your tweet is forwarded to that individual, and the mention also serves as a link to their profile. The disparity between the green line tweets with no mentions included and the orange line tweets with mentions included are what you should be looking at in the graph above.

Avoid the overall curve tweets that include a mention. It's worth noting that the chasm is bigger at the lowest levels of authority. This indicates that including a mention has a greater influence on people with less authority. It's possible that mentioning an influential user in your tweet will impress your followers, making them more likely to retweet it. This can help you increase engagement and moreover you can buy active Twitter followers.

The one element that had no bearing on engagement

Because it was the most counter-intuitive and seemed to contradict prior studies, this was arguably the single biggest "shocker" in our examination of over 4 million tweets. Never rely on other people's suggestions for "the optimal times to tweet."

Instead, experiment on your own by tweeting at all hours of the day for several weeks and then looking at your stats and/or use tools that determine when your tweets increase engagement on Twitter.

Bottom Line

Almost all of these tactics are free or very free, and all they demand is a little extra work and a change to the content you're already providing for Twitter. After all, there are 321 million monthly active users. To grow your users, here you can find the hacks on how to buy real Twitter followers.

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