

# USM Action Plan: Hit the Ground Running with Twitworkz and Twitter!

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## Step by Step Guide

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# Hit the Ground Running with Twitter and Twitworkz

## A) Introduction

Twitter is a great platform to get attention and draw traffic to just about anything you want to bring traffic to or get eyes on.



It's truly amazing how responsive people on Twitter can be - it's definitely a different flow than any other social network and you can definitely make good contact with real people very easily.

If you're not familiar with Twitter than I recommend you take a little time and get accustomed to Twitter and how to use it. The good news is that with my software Twitworkz hooked up, you aren't going to have to do much work in order to build a large, viable following and in this action plan I'm going to explain exactly how to get up and running with a minimum of effort. You should have a nice following within a month or so if you follow my directions.

Our software "Twitworkz" is one of, if not THE best Twitter follower builder software in existence!

Of course, the way it works is that Twitworkz will automatically follow lots of Twitter users following the criteria you specify. Then it's pretty much guaranteed that a minimum of 15-25% of the people you followed will follow you back and become your permanent followers. This works amazingly well.



There is one caveat that I must mention: any software built on any 3rd party platform is subject to the whims of the platform. Currently we are working great with Twitter, but there is always the possibility with Twitter, Facebook or any other 3rd party platform that they will change, shut off or discontinue their API at some point. We are using the "Kosher", approved Twitter API for Twitworkz. As long as Twitter allows us to use it, our powerful software will continue to work day in and day out to build and engage your following(s) on auto-pilot.

My suggestion to you is that you take advantage of these tools we have for you while they are working like gangbusters because we never know what the future will bring. Once you build your following with Twitworkz, it doesn't matter whether or not they turn off the API because you'll already have your huge following. So use this now - the future is not promised for Twitter, Facebook, Google or any other gigantic platform! They are going to do what's best for them in the long run so take advantage of this now, while you can.

### 1) What's Twitter All About?

If you are already familiar with Twitter, you can skip this section and move on to the next section.

Twitter is another gigantic social network, a lot like Facebook - however there are some distinct differences.

The main difference between Twitter and the other social networks is that Twitter content is much shorter - limited to just 140 (or now 280) characters per "Tweet". This means that your tweets may be more effective if they contain outbound links to longer pieces of content, such as a blog post or a video on Youtube. So in this way, Tweets are more like recommendations of things that are "off Twitter".

Of course, if you have a lot of followers, sometimes they will hang on just the words of a Tweet, the way it goes when @realDonaldTrump or any celebrity tweets. Then people are just dying to see what they tweeted.



For you and your business, we will most probably look at Twitter a different way. Mainly what we are going to be doing is getting you as many followers in your niche as we possibly can, and then automate some interesting content that drives people to your own links off of Twitter.

This is a great way to drive traffic to your blog, your Youtube channel, your Amazon store or any kind of online property you may have. Twitter can be an invaluable friend when it comes to bringing people to your website or offer. In fact, it may be a much better friend than Google has ever been.

## 2) Getting Started on Twitter

The first thing you are going to need to have is a Twitter account. If you already have a Twitter account that you'd like to use, then great. If not, then you should create a new Twitter account at <https://twitter.com>

When creating your Twitter account, of course you want to pay some attention to the niche in which you are operating. For example, if your business is selling Remote Controlled Drones, then you might want to select a Twitter handle such as @dronemaster (if available) or something similar.

Here are a few examples:

- for a local business doing appliance repair, I named the account @JustCallEddy
- for a pet-related Twitter account, I named it @MyDogChaka
- for a music-related account, I named it @BeatzProducer

You can come up with something related to the business you want this Twitter account to appeal to.

Once you've created your Twitter account and you have your Twitter handle, the next thing you're going to want to do is customize your Twitter account to reflect the niche and personality you want to radiate from the account.

You'll need a profile picture and a cover photo. The cover photo is a wide banner or rectangular photo that provides a background for your whole account. The profile picture is your account avatar- it represents you or your business to all the other users on Twitter.



Choose them wisely because your choices will have a huge effect on how willing people are to follow you (and you definitely want that).

So try to make your photos and images as attractive to your customer avatar as you possibly can.

The next thing you should do is follow 10-20 people in your niche so you have some content in your Twitter feed and post some attractive tweets to get off on the right foot.

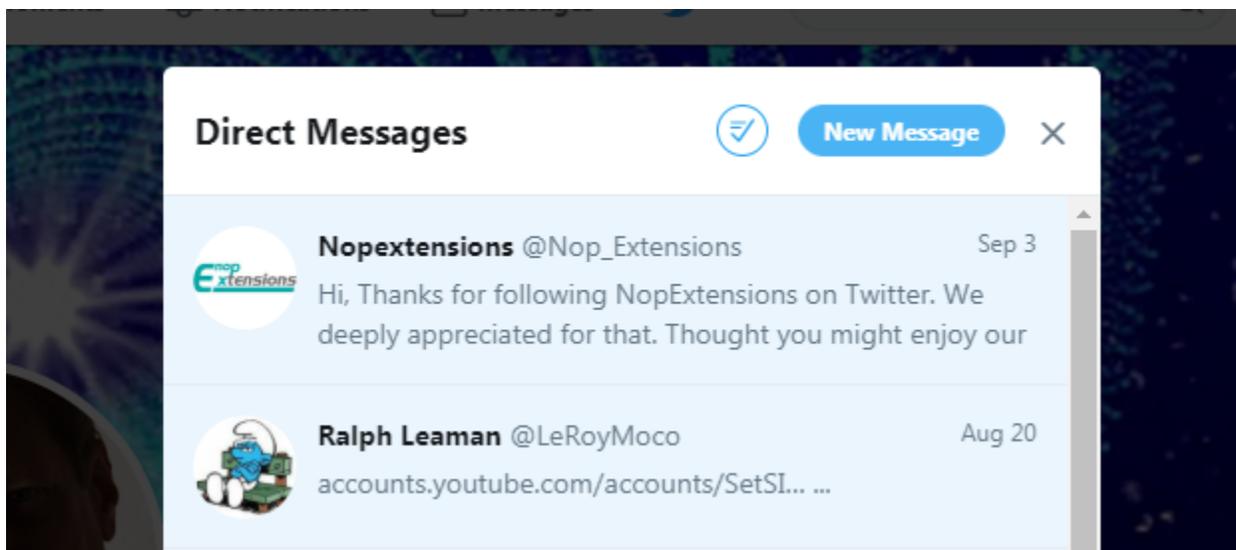
It's important to start out using Twitter like a real person before you start any kind of automation. This means that you should do some following of other users, post a few tweets and just generally use the account in a genuine way. Twitter has algorithms that will separate and possibly shut down any account that appears to be a bot or a complete automation. For this reason it's very important

to actually use your Twitter account as a real person before you try to do any kind of automation.

Of course if we are starting out with an already "seasoned" Twitter account that you've had for a while, then you won't have to worry about that as much.

### 3) Get Familiar with Twitter Direct Messaging

In Twitter, the way that your followers will reach out to you is going to be by Twitter Direct Message. In order to view your messages, you should log into your Twitter account and click on the messages notifications. In there you will be able to read and message back to messages that other Twitter users have sent you. This may or may not be important to you, depending on the niche and your business model.



I believe it's always good to check your Twitter account regularly for personal messages sent to you by people you follow and who follow you back. You can really build your network that way. If your business is not so much into networking, then it may be more of a set-and-forget strategy with Twitworkz. It's up to you :)

#### 4) Set up Twitworkz to Build Your Following

When we first launched Twitworkz in January of 2017, Twitter was wide open and allowing anyone and everyone to create their own Twitter "apps". Since the 2016 USA general election, there has been a lot of talk about controlling the usage of "bots" and "apps" and for that same reason, Twitter has become much tighter about who can create and run apps on Twitter.

When I say app, what I mean is that there is a special ID code that lets developers access the Twitter system to do operations for you automatically such as following or unfollowing users, posting tweets, getting analytics data and so forth.

If you have a Twitter Developer account, you should be able to create your own "apps" on Twitter. If you can create apps in your own account, please follow the instructions in this video to create and set up your own app on Twitter to be used with Twitworkz.

<https://www.youtube.com/watch?v=trKs8XegOAE>

If you do not have an approved Twitter developer access, then you can simply choose to "Use Our App" when setting up your Twitter account.



To approve our app for use with your Twitter account, first make sure you are logged in on the target Twitter account, then click the "Add New Twitter Account" button in Twitworkz. When the "New App" page loads, either enter your own app details or select the option to "User Our App" and click the button to go next. If you're using our app, on the next page you'll be asked to grant permissions to your Twitter account for our app.

Please note: You MUST be logged in with the target Twitter account in order to get the correct permissions.

Once you have granted permissions, then you'll be redirected back to Twitworkz settings page where you can set the parameters for your new Twitter account app connection.

**be sure that you are logged in to the target account on TWITTER before clicking the "Save" button.**

**Add Twitter Account/App**

Due to Twitter Policy Changes We are Opening Our App for New Accounts

In the last few months, Twitter has tightened its policy on granting permissions for new apps for personal accounts. Therefore I have decided to open our VIC Pro app for use with Twitworkz. Simply select to **use our app** below, then when you click the "Save" button you will be redirected and asked to authenticate and grant permissions on Twitter. Make sure you are logged into the target Twitter account before granting permissions, otherwise you'll be posting on the wrong account. Once you authenticate and grant permissions, we can capture the token and use it in operations. **Please Note:** Your continued use of our app is contingent upon Twitter continuing to approve our app. Please do not post anything offensive or politically charged that might get my app banned and ruined for everyone. We are all about business here.

**Account Nickname**

My Twitter Account Name

Your App on Twitter  Use Our App

(Reset) Save

Another Note: You can create a connection for every Twitter account you have (if you have more than one). Just click "Add New Twitter Account" for each one and make sure you are logged into the target account on Twitter when setting up the app on Twitworkz.

### API Errors & Notifications

I recommend that one of the first things you do after adding the app is to put your email address into the "Errors" section of the settings for that account.

**PLEASE BE AWARE that Twitter periodically cuts off the API with an error that you can see in the Following/Unfollowing Reports section:**

Follow History Add Twitter Account/App

Refresh Grid

Twitter ID	Date Time	Error Code	Tag
<a href="#">1577817522</a>	2017-09-22 02:14:25	250	QuincyDJones
<a href="#">233088798</a>	2017-04-20 02:10:34	160	QuincyDJones
<a href="#">1134052128</a>	2017-08-01 18:41:30	160	herbiehancock
<a href="#">545823975</a>	2017-07-07 13:16:09	160	herbiehancock
<a href="#">202782024</a>	2017-04-24 16:35:37	158	#funkmusic
<a href="#">4077411189</a>	2017-04-19 16:40:24	130	QuincyDJones
<a href="#">29213906</a>	2017-05-30 11:08:51	130	#fusionjazz
<a href="#">1374475710</a>	2017-08-02 22:23:42	130	musiclubjazz
<a href="#">254391561</a>	2017-08-02 22:23:46	130	musiclubjazz
<a href="#">22087138</a>	2017-08-01 15:29:56	0	MarcusMiller959

You should also receive that error email as well. If and when this occurs, Twitworkz will not be able to operate on your account unless you log into your account again and/or verify the account phone number. This is Twitter's way of making sure that people's accounts are not being hijacked by apps. They are all good with the app though as long as they know you haven't been hijacked, so **just go ahead and verify the account whenever Twitter asks you to do so and you will be fine with Twitworkz.**

## 5) Twitworkz Settings for Following Building

Twitworkz is servicing a lot of accounts at the moment which means that each separate account is accessed and operated on approximately every 3 hours. So the settings for "each time around" currently mean around every 3 hours.

Twitter has some limitations so even though you are allowed to request 1,000 new follows per day, that is not going to happen. The most you will probably get done is around 350 per day. If the system goes around 6 times per day and you have it set to 3-5 each time around, then you are only going to get 18-30 new follows per day. If you set it to 250 per day and 15-20 each time around, then you will probably reach 250 in a day. The "each time around" throttling is probably the most restrictive setting for following and un-following.

### Suggested Twitworkz Settings

I suggest you tailor your parameters based on the size and age of the affected Twitter account. For example, here are some standard guidelines for following and unfollowing settings for accounts of different sizes:

#### **Brand New Twitter Account (0-500 followers)**

Following: enabled

Follows per day: 50

Follows each time around: 3-5

Unfollowing: disabled

Auto-tweets: enabled (always have some interesting tweets going out so people will want to follow you)

#### **"Young" Twitter Account (500-1000 followers)**

Following: enabled

Follows per day: 100

Follows each time around: 8-12

Unfollowing: enabled

Unfollows per day: 25

Unfollows each time around: 3-5

Auto-tweets: enabled

### **Medium Twitter Account (1000-1500 followers)**

Following: enabled  
Follows per day: 150  
Follows each time around: 12-15  
Unfollowing: enabled  
Unfollows per day: 50  
Unfollows each time around: 5-8  
Auto-tweets: enabled

### **Larger Twitter Account (1500-3500 followers)**

Following: enabled  
Follows per day: 200  
Follows each time around: 15-18  
Unfollowing: enabled  
Unfollows per day: 120  
Unfollows each time around: 15-18  
Auto-tweets: enabled

### **Huge Twitter Account (3500 - 10,000+)**

Following: enabled  
Follows per day: 350  
Follows each time around: 18-20  
Unfollowing: enabled  
Unfollows per day: 300  
Unfollows each time around: 18-20  
Auto-tweets: enabled

Figure out which of the five levels of account your target account is and then use the indicated settings. As the account graduates to each new level, make the according changes to the settings.

## 6) Twitter Follow Strategies

Twitworkz provides two mechanisms for following: follow by keywords, and follow followers of (commonly known as "stealing" followers).

Please note that you may have following 'enabled' in your Twitworkz account settings - but if you don't have either 'keyword following' or 'follower following' turned on and configured, you will not get any new following. You must turn on and configure either keyword following or follower following and turn them on in the settings.

### A) Follow by Keywords

Twitworkz will search and locate users with your keywords by checking the username, the user "about" and user tweets. The most important part of keyword following is that you need to ensure that there are enough Twitter users associated with the keyword that you save. To make sure of this, I recommend using either the 'Search' section of Twitworkz, or just go to Google and do a Twitter site search for your terms and make sure there are results.

To do this, go to Google and enter the following into the search terms:

```
site:twitter.com <my keyword>
```

For example if my keyword was 'german shepherd', I would search on Google for **site:twitter.com "german shepherd"** (with or without the quotes).

After executing the search, see how many Twitter accounts are listed in the search results. If it goes on for a few pages then you know you've got a good keyword. If there are just a few results, then it's probably not a good keyword.

You can do the same testing from inside of Twitworkz by using the Search section as mentioned above. That may even be a better test, because Twitworkz shows you how many followers the users have. If your search term brings up a lot of users with many followers then you know you have a good search term.

## B) Follow Followers of...

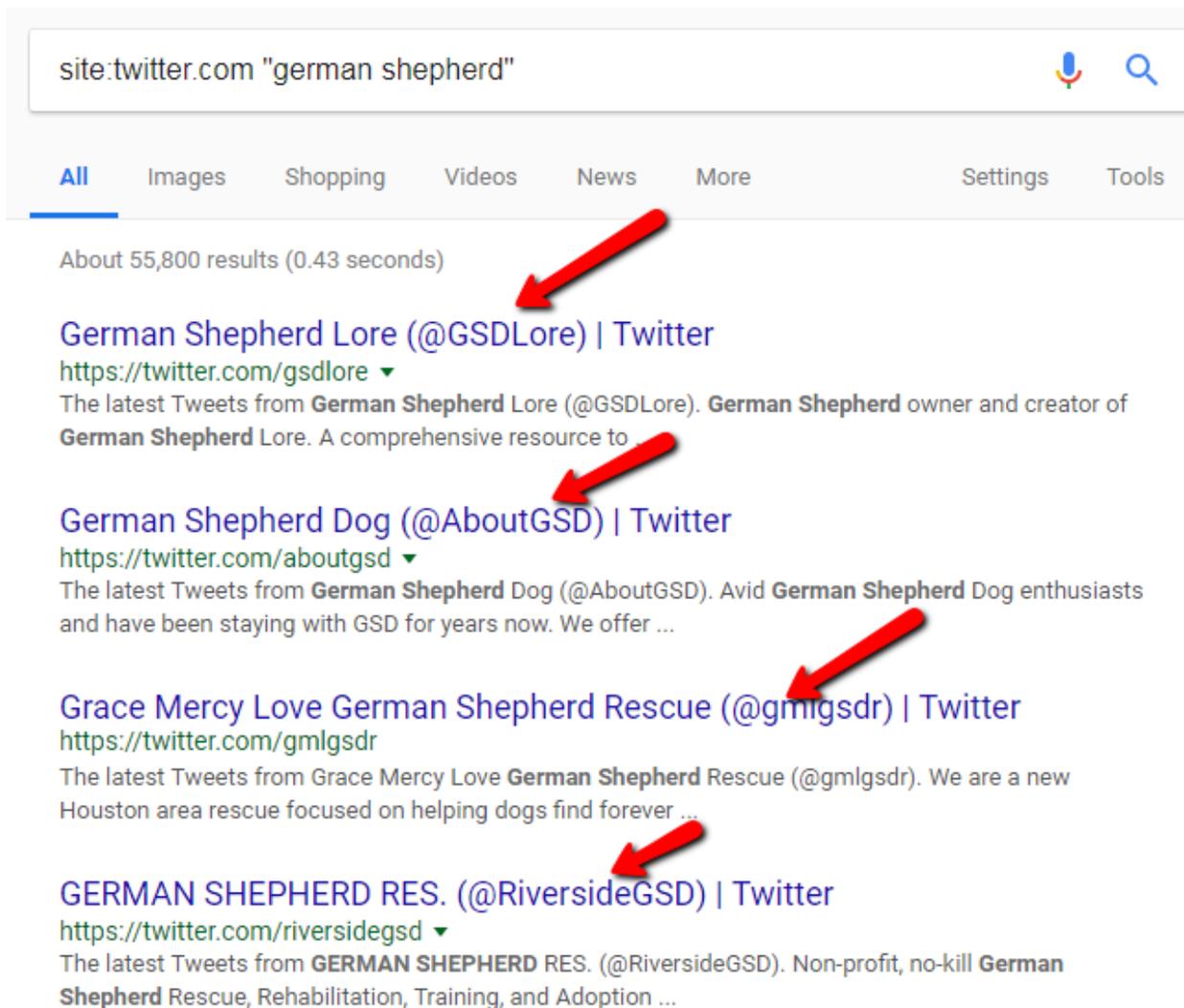
This function allows you to select powerful influencers on Twitter and virtually "steal" their followers to make them your own followers! Setting this up is similar to setting up keyword following, except instead of setting the keywords, you are going to be setting the users from which to steal their followers.

This works really great when you find someone in your niche that has a lot of followers, then you just start "stealing" them. What I mean is that you are just going to start following everyone that's following your chosen "influencer" (or many of them). Chances are that people who are following someone very big in your niche will also be interested in what you have to offer, so this is a great way to bring new blood into your business and new eyes onto your content and/or offers.

There are two ways to find the best influencers to steal followers from - not too different from the keyword search. You can search in Twitworkz or you can use Google.

Go to Google and so the same search as you did for your keywords: site:twitter.com <keyword>. Once the results are displayed, you should be able to see the top influencers in your niche on Twitter. To steal their followers, get ahold of their exact twitter handle - for example, if I go to Google and I search on site:twitter.com "german shepherd" - I get a bunch of images of german shepherds, a few videos, then a large list of the biggest Twitter accounts that are associated with German Shepherds. Now what I will do is research the top accounts displayed on Google and find the ones with the most followers, and then copy their Twitter handles (exactly).

It just so happens that the top influencers on Twitter for the term German Shepherd includes the following handles: @GSDLore, @AboutGSD, @gmlgsdr, and @RiversideGSD.



Now that I have the top handles, I will go to the Search section of Twitworkz, select "exact handle match" and type or paste in *GSDLore* and hit the search button. The search result will show you *GSDLore* with three buttons: Follow, Keep and Steal. Go ahead and press all three of those buttons (one at a time) and your account will be set to start stealing followers from *GSDLore*. Rinse and repeat with the other handles you found and any other big Twitter influencer accounts you found while searching Google.

Home / Search for Twitter Users

## Twitter User Search

Search Controls

Search Type  
Full Text User Search by Keyword

Keywords  
german shepherd

Execute Search

Search Results

Twitter ID	Name	Screen	Followers	Following	Steal	Keep	Follow
 263979183	German Shepherds	ShepherdPics	88,458	8,427			
 396031007	Amanda Erickson	awildamanda	27,632	873			
 29047049	German Shepherd Lore	GSDLore	14,067	282			

You can also do this process without leaving Twitworkz - simply do your searching in the Search area of Twitworkz, review the influencer counts and click the buttons accordingly to set up Follower Following for those influencers.

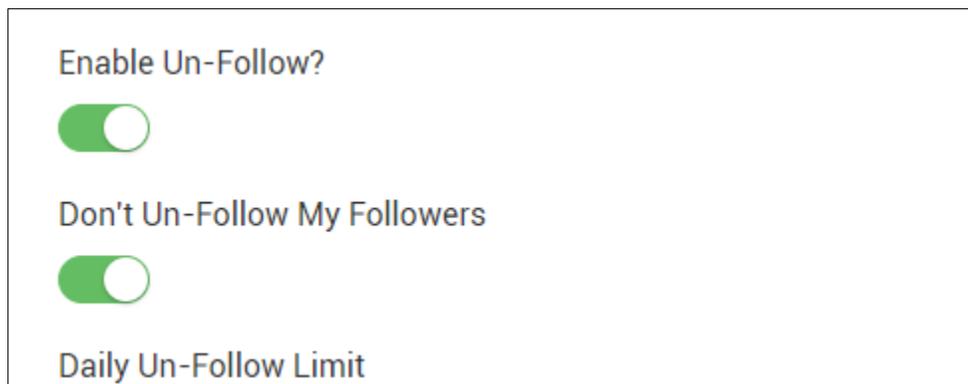
### C) Make Sure Your Settings are "On"

Even though you've saved some keywords and some influencers, the following won't start unless you have following enabled, keyword following enabled, and follower following enabled in the settings section. So make sure you've got all your settings saved properly.

## 7) Un-Follow Strategy

Twitter changes their limitations from time to time, but the last time I checked, Twitter will not let any account follow more than 5,000 people if you have less followers than you are following. So at some point you are going to have to make some accommodation so you can get beyond this limit. There are a few other soft limits in Twitter as well but you can get around them by tailoring your Un-follow strategy.

This means that while we don't really want to reject people that are nice enough to follow us, we are going to have to do just that at some point. Twitworkz allows you to "Don't un-follow my followers" - that's a setting in the Un-follow area of the Settings page.



I do recommend leaving the "Don't un-follow my followers" option turned on for 99% of your Twitworkz operations. There is a case where you'll need to turn that off, I'll go over it in a minute.

For a standard Twitworkz follower building strategy, you'll want to follow lots of people, using the following strategies I've outlined above.

When you are following tons of people but tons of people aren't following you back, you need to kick those people to the curb. Because what's happened is that you've followed someone, but then they've ignored you and weren't nice enough to give you a follow back. So Twitworkz will unfollow those people for you. My

recommendation is allow one week - 7 days for them to follow you back and un-follow if they don't follow you.

By continually un-following people that aren't following you, you strengthen your own following and by continuing to follow new people, you bring new blood in that has a higher probability of following you back. So it's a continual churn-and-burn process that really works to build a real following of real people on Twitter.

That's why I recommended at the beginning of this paper that you should get familiar with how to read and send direct messages on Twitter because this automated system will bring you communications from real people which you can leverage to get more leads and more business on a personal level as well as just on a digital level.

I mentioned above that by un-following people, you strengthen your own following. This is unintuitive at first, but over time you will start to get the feeling for why this is true.

But the most specific reason for that is because Twitter will not let you follow anyone once you reach 5,000 following -- UNLESS you have MORE followers than you are FOLLOWING.

You won't have to worry about this until you reach 5,000 following - but you will get there quickly enough.

If you do the math, you'll soon discover that in order to get more followers than you are following, YOU ARE GOING TO HAVE TO KICK SOME OF YOUR FOLLOWERS TO THE CURB.

What I mean is that as long as you have "Don't Un-Follow My Followers" turned on, if you get to 5,000 following, you'll probably have somewhat of a lesser number of people actually following you.

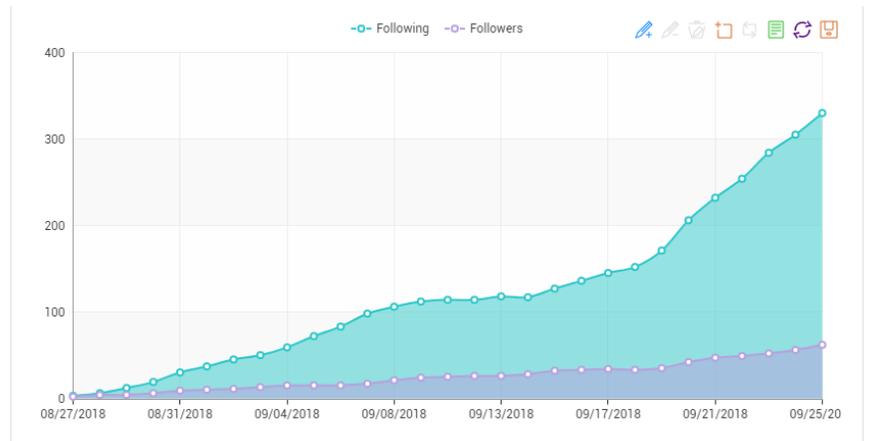
So if you reach 5,000 following (not followers) - since you can't follow more people until you have more followers than you're following (Twitter's 5,000 rule),

you'll absolutely have to TURN OFF FOLLOWING and just un-follow for a while. You can keep all your followers because you're just going to bring your following number down to where it's equal to the number of followers you have, then turn on following again.

Here's the scenario: Let's say you have 1,500 followers and you're following 5,000. You can't follow any more because of Twitter rules, so you just unfollow. So in a couple of weeks you now have 1,600 followers and are following 2,000. Now you can turn on following again and the next time you reach 5,000 following you'll probably have 2,000+ followers.

Just rinse and repeat that process. So every time you reach 5,000 following, you'll have that many more followers.

Eventually you will reach, say 4,800 followers and 5,000 following. At this point you will need to TURN OFF "don't un-follow my followers" and just un-follow like crazy until you have way more followers than you are following - for example you end up with 4,950 followers and 1,000 following. Then you can turn on following again and easily raise your followers to over 5,000. Then you can continue as before without worrying about Twitter's limitations.



Follows

Date	Count
2018-9-25	23
2018-9-24	28

UnFollows

Date	Count
2018-9-25	4
2018-9-24	3

## 8) Content Tweeting

If you're new at this and you have a brand new account, I do recommend that you set up some kind of tweeting campaign on the account including an automated tweet campaign if you're uncomfortable tweeting by hand.

For seasoned accounts, it's not so critical because you already have content on your feed and followers or perhaps you use your account manually, in which case you don't need to set up any automated content.

For the new account, I suggest that you go to Youtube and find a very nice playlist of videos that are both entertaining and informative and display information about your niche. Copy the title link of the Youtube Playlist and paste it into the location box of the Tweet Campaign. Take some time to scope out some interesting tweet text - if I were you I wouldn't just use the templated text that's already in the campaign, although you can use it AS a template and just change it up to be more in your own voice.

The image is a screenshot of a YouTube video player. The video title is "Top-Load Washer Won't Start - Washing Machine Troubleshooting" by RepairClinic.com. The video has 275,601 views, 422 likes, and 83 comments. The video description reads: "Washing machine not starting? This video provides information on how to troubleshoot a top-load washer that won't start and the most likely defective parts associated with this problem." There is a "SUBSCRIBE 193K" button. A red box highlights the video title in the search results on the right, with an arrow pointing to it from a red box containing the text "copy this link - it's the playlist link". Another red box highlights the video title in the main player area, with an arrow pointing to it from a red box containing the text "troubleshooting tips playlist for appliance repair - I loaded this as a tweet campaign for my local business appliance repair".

The other type of campaign I definitely recommend to get started with right away is an RSS feed of your specific niche or business blog that's associated with this Twitter account. For best results please go to [Feedburner](#) and set up a feed there for your blog and get the RSS url and plug that into a Twitworkz content campaign to start driving traffic to your blog right away.

**Web Dimensions, Inc. Software & Web Development** Google feedburner

[Edit Feed Details...](#) | [Delete Feed...](#) | [Transfer Feed...](#)

**You should not change "Original Feed"** unless you move your original feed to a new domain or a new location on your existing server. Also, changing "Feed Address" will require you to update your feed subscribers with your new address; the previous feed address will no longer work.

Feed Title:  (Helps you identify your feed)

Original Feed:  (Feed published on your site)

Feed Address:  (Your FeedBurner feed)

**Save Feed Details** or [cancel and do not make these changes](#)

When you get more familiar with the system you can add your own monetized links and other custom links.

### Tweet Frequency

On standard, "Occasional Posts" will tweet around once or twice per day. "Regular Posts" will tweet around two or three times a day. Anything over that will post 6-12 times per day. It's all fairly randomized based on a loose schedule of approximate 3 hour intervals between actions.

**Which Posting Frequency Group should this content source be saved with?**

Never Post **Occasional Posts** Open the FloodGates

Never Post Occasional Posts Post Regularly Post A Lot Open the FloodGates

Close [Save Content Source](#)



# loading...

## 9) Conclusion

All rightie then! I think this should be enough to get you started - in fact to hit the ground running with Twitworkz and your Twitter accounts! If you have any questions don't hesitate to hit me up by email

support[[@](mailto:support@instantcontentcurator.com)]instantcontentcurator.com, web <https://www.webdimensions.net/contact-us/> or live chat <https://m.me/webdimensionsinc>

See you soon!

Hugh

Web Dimensions, Inc.