

Learn Twitter: 10 Intermediate Steps to Social Media Mastery

So, you've got the basics of Twitter down. You know how to tweet, follow people, and use hashtags. But if you want to take your Twitter game to the next level, you need to develop more advanced skills.

In this blog post, I'll share 10 intermediate steps to help you master Twitter and become a social media maven.



Learn Twitter: 10 Intermediate Steps (Authors' Social Media Mastery Series Book 2) by Ruth L. Snyder

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Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 52 pages
Lending	: Enabled
Screen Reader	: Supported



1. Use Twitter Lists

Twitter lists are a great way to organize the people you follow. You can create lists based on interests, industry, location, or any other criteria you choose.

To create a list, click on the "Lists" tab in the left-hand sidebar. Then, click on the "Create new list" button.



Give your list a name and description, and then start adding people to it. You can add people to a list by clicking on their profile and then clicking on the "Add to list" button.

Once you've created a few lists, you can start using them to follow the people you're most interested in. To do this, click on the "Lists" tab in the left-hand sidebar and then click on the name of the list you want to view.

2. Use Twitter Search

Twitter search is a powerful tool that can help you find tweets on any topic. To use Twitter search, simply type your search term into the search bar at the top of the page.



Twitter search will return a list of tweets that match your search term. You can filter the results by date, language, and location.

Twitter search is a great way to find new people to follow, keep up with current events, and learn about new topics.

3. Use Twitter Advanced Search

Twitter advanced search is a more powerful version of Twitter search. It allows you to search for tweets based on a variety of criteria, including:

- Keywords
- Authors
- Hashtags
- Dates
- Locations

To use Twitter advanced search, click on the "Advanced search" link in the left-hand sidebar.



Enter your search criteria into the fields provided, and then click on the "Search" button.

Twitter advanced search is a great way to find specific tweets that you're interested in.

4. Use Twitter Analytics

Twitter analytics is a free tool that can help you track the performance of your tweets. To access Twitter analytics, click on the "Analytics" tab in the left-hand sidebar.



Twitter analytics will show you a variety of data about your tweets, including:

- Impressions
- Engagements
- Clicks
- Retweets
- Replies

Twitter analytics can help you identify which tweets are performing well and which tweets need improvement. You can use this data to improve your Twitter strategy and get more out of the platform.

5. Use Twitter Ads

Twitter ads are a great way to reach a wider audience with your tweets. To create a Twitter ad, click on the "Ads" tab in the left-hand sidebar.



Select the type of ad you want to create, and then enter your targeting criteria. You can target your ads based on demographics, interests, and behaviors.

Once you've created your ad, you can set a budget and start running it. Twitter ads can be a great way to drive traffic to your website, generate leads, and increase brand awareness.

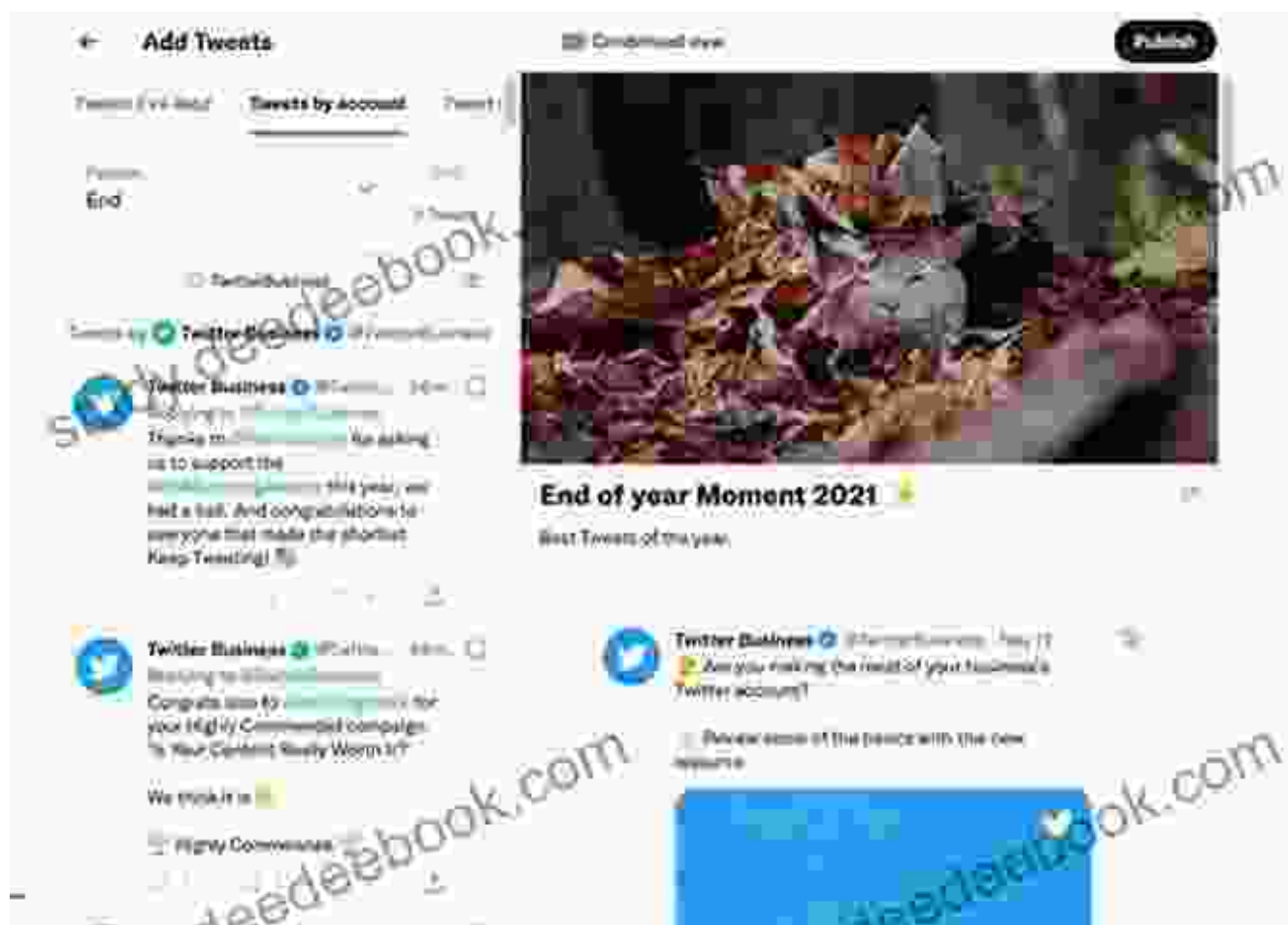
6. Use Twitter Moments

Twitter Moments are a great way to share a collection of tweets on a specific topic. To create a Moment, click on the "Moments" tab in the left-hand sidebar.



Click on the "Create new Moment" button, and then give your Moment a title and description.

Start adding tweets to your Moment by clicking on the "Add tweets" button.



You can add tweets from your own timeline, or you can search for tweets on a specific topic.



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