

Proven Twitter Tactics To Gain and Retain Followers

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@audubonsociety

@SerendipityBird



Minette Layne

Be Interesting



Oreo Cookie ✓
@Oreo

Power out? No problem.
pic.twitter.com/dnQ7pOgC

 Reply  Retweet  Favorite  More



16,060 RETWEETS **6,222** FAVORITES



Barack Obama ✓
@BarackObama

Four more years.
pic.twitter.com/bAJE6Vom

 Reply  Retweet  Favorite  More



809,963 RETWEETS **302,172** FAVORITES





The Audubon Society ✓

@audubonsociety

Tweet one reason birds make you smile...go!

← Reply  Delete  Favorite  More

32

RETWEETS

4

FAVORITES



3:39 PM - 6 Oct 12



RT @kek608: They take baths in public. RT @audubonsociety make you smile...

Reply Delete Star

1 RETWEET	1 FAVORITE
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RT @vandonc: Birds: worm-eating dinosaurs that hang out on your lawn. RT @audubonsociety Tweet one reason birds make you smile...go!

Reply Delete Favorite More

8 RETWEETS	3 FAVORITES	
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Birders: Want to help w/this ID? MT
[@timCberry](#): Snapped a shot of this guy in
the yard, anybody know what it's called
pic.twitter.com/SGDNxAmqyI

← Reply 🗑 Delete ★ Favorite ⋮ More



#prnbig3

3,308
TWEETS

77,448,616
POTENTIAL
IMPRESSIONS

8,396
RETWEETS

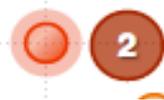
10,162
MENTIONS

2,502
FAVORITES

+14,630
31,300
FOLLOWERS

Potential Impressions

400 K



The Audubon Society
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Reply



Favorite

"Unprecedented" -- How @AudubonFL described the appearance of Razorbills cavorting near Anna Maria Island. <http://t.co/szmj6x0T>

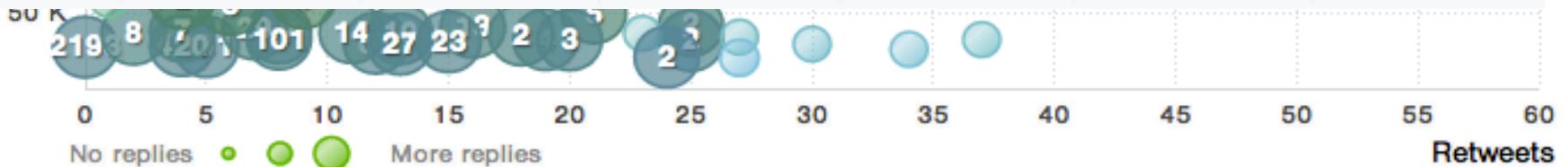
3 months ago



10 Retweets



399.4K Potential Impressions





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Following

National Wildlife Week is a perfect time to celebrate trees & all they do for wildlife -- including birds! ow.ly/jdWOJ via @NWF

← Reply ↕ Retweet ★ Favorite ⋮ More

26
RETWEETS

10
FAVORITES



6:15 AM - 20 Mar 13

Listen. And Engage.



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@rdeatsman Thanks for understanding!
This will let us make the count even bigger
and more effective -- and save more trees for
the birds.



Rebecca Deatsman @rdeatsman

27 Oct

Always mildly startling to get up in the morning, check your notifications, & discover that [@audubonsociety](#) actually replied to your tweet!

Expand



Search "national audubon society" OR '    

 **Giorgia_macieler**
Mar 31, 7:07am via Web
Hats off to Houston Audubon Society for support for the Texas legislature to enact refundable deposits

 **BirdsUpdate**
Mar 31, 6:38am via dlvr.it
BIRDS: Audubon Society holds youth art contest - TheNewsTribune.com dlvr.it/38zk2g

 **burgoonm**
📍 Mar 31, 5:12am via Twitter for iPhone
[@ImMattMan](https://twitter.com/ImMattMan) And where are you going to perform that? I've already received invites from the Audubon Society's annual "Cocks and Hen's" gala.

 Show Conversation

#prnbig3

Celebrate Your Advocates



The image shows a screenshot of a Twitter profile for 'charity: water'. The profile picture is a yellow water tap icon on a white square. The name 'charity: water' is displayed in white with a blue verification checkmark, and the handle '@charitywater' is below it. The bio reads: 'We're an NYC-based charity working in 20 developing countries around the world, bringing clean water to people in need. New York, NY · <http://www.charitywater.org>'. The statistics bar at the bottom shows 5,651 tweets, 275,912 following, and 1,386,300 followers. A 'Following' button is visible on the right.

5,651 TWEETS	275,912 FOLLOWING	1,386,300 FOLLOWERS	 Following
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The Audubon Society ✓

@audubonsociety

#FF Thanks for the RTs & mentions!
@mindyll @lady1pheonix @Syntain
@Birder_Katie @jbscience
@Caribbean_LCC @NatureShare @CECPAN

← Reply 🗑 Delete ★ Favorite ⋮ More

3

FAVORITES



10:15 PM - 7 Dec 12

Reply to @mindyll @lady1pheonix @Syntain @Birder_Katie @jbscience



christine j smith @lady1pheonix

9 Dec

@audubonsociety @mindyll @syntain @birder_katie
@jbscience @caribbean_lcc @natureshare @cecpan thanks
I just love animals

#prnbig3



Thanks! Right back at ya MT [@BetteMidler](#):
Love [@audubonsociety](#). They raise my
spirits w/the great work they do; who
doesn't love birds??



[@ecorazzi](#) Thanks for the follow!

← Reply 🗑️ Delete ★ Favorite ⋮ More

Get Out There and Tweet!

- **Be interesting: Brand, timing, humanity**
 - What else is happening in the world?
 - Embrace and encourage user-generated content
- **Use Crowdbooster to figure out what works**
- **Tweet often: More tweets = more followers**
- **Listen and engage**
 - Set up brand searches in HootSuite
 - Use Tweepi to follow people in your space
 - Respond, respond, respond
- **Thank fans and influencers**
 - Increases engagement and builds your credibility
 - Creates long-term advocates