

**Skeeter Hansen,
Co-Founder of
TwitterWatchdog.com**

Interviews

Heidi Richards Mooney

**about How to
Maximize Your
Twitter Experience**



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And MUCH MORE!

The Live Interview has additional tips not found in this transcript.

To listen to the live interview visit [TwitterWatchdog at Blog Talk Radio](#)

Heidi's Introduction:



Heidi Richards Mooney is a serial entrepreneur, author of several books and student of social media. She is also the founder of several organizations for women including the [Women's eCommerce Association](#) and [Inventing Women](#) to name a few.

For the past seven years Heidi has been studying the Internet particularly as it relates to growing a business online. Her focus for the past three years has been social networking. Heidi participates in more than a dozen social networking sites including MySpace, FaceBook, LinkedIn, RYZE, eCademy, Xing, Twitter among others.

During her quest for more information about Social Media and Social Networking in particular, Heidi has interviewed hundreds of experts on the topic including bloggers, email experts, forum leaders and Internet celebrities in the top ten Social Networking Sites. In 2003 Heidi was named one of **50 women shaping the Internet** by the International Virtual Women's Chamber of Commerce. In March 2009 Heidi was listed by Only2Clicks.com as a **Twitter Woman to Follow**. And in April her story appeared in the Book **Twitter Success Stories** featuring Internet Marketing guru Willie Crawford and 16 other social networking experts. She is a recognized expert in helping small businesses grow and prosper and has a passion to share her expertise with men and women around the globe.

When did you start using Twitter and how were you introduced to it? I was introduced to Twitter by Roy Montero, an SEO expert who suggested I RUN, Don't Walk to grab my Twitter name. That was in February 2008 and for almost a year I let my pages sit dormant only posting maybe once or twice a week. I didn't even complete my profile until January of 2009. Then something happened. I had a new book coming out in February and a friend of mine suggested that I ask a few of my internet buds to help spread the word on Twitter. Because I have a lot of respect for her, I said SURE! And it was the best decision I ever made as far as any other social networking site in which I participate.

What are the main reasons you use Twitter (e.g. business, marketing, fun, community etc)? All of the above but mostly to build connections and learn about great resources that I can use in my business. By sharing my own resources and helping others, it has come back to me tenfold.

What aspects of Twitter do you love? I love the ease of use, it appeals to my short attention span. I love being able to go in and network for a few moments, read a few posts and come back later in the day. If I see a conversation or a post that appeals to me, or to which I could add input then I will spend a few more moments chatting with people.

...and dislike (if anything)? One can get "lost" on Twitter, loose time, loose their place, loose people. By that I mean, sometimes you get on Twitter and you loose all track of time, it has a way of sucking you in, in a way I don't see on other social networking sites. It is easy to get wrapped up in what's going on – take the Top Ten Topics as an example. If you are following any of those, it can be downright addicting to read what everyone else is writing and then responding. As for loosing our place, sometimes I will read a post, respond and then have to go back in the timeline to find the post again. It can be a real time-waster.

To help with the time issue, I have resorted to a timer. I set the timer to whatever amount I want to expend on Twitter and that's it. The REAL CHALLENGE is sticking to it. I have ignored it once or twice 😊.

And people... if you have friends on Twitter and they are not using their names but some other moniker, then it is can be challenging to find them if you don't remember their exact Twitter ID. I have learned to save them to my favorites now and can find them more easily. The only problem with that I have so many favorites!

If you could make changes to Twitter what would they be? I am sure there is a way to "bookmark" topics other than searches and hashtags (#), just haven't figured it out. Not everyone uses hashtags so if you are following a topic and lose it, it is a real challenge to recall. So to be able to save tweets somewhere based on topic or categories would be a help (like a blog cloud or something).

What Twitter apps do you use to Tweet from? (e.g. main Twitter site/ Twiterrific / Tweetdeck etc) Although I don't use a lot of apps I have done research on many. One of my favorites is Twitterfeed (www.twitterfeed.com). I love being able to post articles to my blog and then have them "automagically" show up on Twitter. It is great when I cannot be on Twitter for a while, because there is always "fresh content" in my timeline. Nothing is worse than seeing people who were active on Twitter and then have not posted something in weeks. I am on Twitter 6 days a week (generally taking Sunday off).

The other one I love is Tweet Later (www.Tweetlater.com). I love using TW when I have lots of posts to share such as on holidays. Here's an example: July 10th was Smile Power Day. I thought it would be fun to make it an event on Twitter so I did some research and found lots of quotes, articles, tips and trivia about Smile and Smile Power.

I also wrote an article about it on my blog and found some songs with SMILE in the title as well as a couple of really great SMILE videos. The night before, I spent about an hour posting these on Tweet Later. I did approx 12 posts an hour (which is what Tweetlater allows you to post with the free account). So throughout the day, every 5 minutes, a tweet was posted in my timeline and my followers received. This allowed me to have a stronger presence on that day while only being there a few times to respond to tweets, thank people for retweeting, etc. It was FUN. On this particular day, my posts were retweeted 137 times! And more than 100 new people followed me. Not bad for being a non-celebrity 😊.

What are your criteria for following someone?

Either I know her or him, am referred by a trusted friend (such as on Follow Friday) or I read a retweet (RT) someone I am following has posted and I go “check them out.” If I like what I see – they have to have a bio and a photo – then I will follow them. I also follow people based upon their interests and area of expertise so look for people in marketing, social media, professional speakers, business coaches, foodies, authors, publishers and travel experts.

To clarify, I don't always adhere to this because when a friend joins who does not have a picture I will follow to show support. And then I “hound them” to get a picture uploaded. So far, everyone I have suggested this to has done so. One more thing, I don't generally follow people who have less than 5 tweets unless again they are new and have only just made an introductory post (and it is current).

What type of behavior would make you unfollow someone?

People who bad-mouth others, negative people (those who complain all the time and never have a positive thing to say or share), people who talk trash and plagiarists.

How do you find new people to follow (e.g. Twellow, Summize, friends of friends etc)?

Mostly friends of friends and again by reading what people post and who they are retweeting. I have found some amazing people by reading the retweets and then following them.

If someone unfollows you do you reciprocate? Not really. I may if I only followed them to reciprocate, but for now have only unfollowed people who have nothing to say that interests me. Someone does not need to follow me for me to follow them. If I like what they stand for and they share information that helps me reach my goals, then it does not matter that they too follow me. Take @Mashable as an example. I follow Peter Cashmore but of course don't expect him to follow me. And Robert Scoble @scobleizer is another one. These guys have followers in the 90's to hundreds of thousands. I am sure they too follow people who add value to their lives or help them with their own goals.

What tips do you have for newbies?

- a. Write a meaningful bio – one that will help people find you on Twitter (based upon keywords).
- b. Check out Tweet Analyzer www.twitteranalyzer.com. If you want to know about how far reaching your messages on Twitter can expand, just look at mine. I only have 6,500+ followers and on Smile Power day, my reach was over 268,000. It hovers in the hundred thousand range on days when I only post a few times throughout the day. You can see at a glance how well you are doing with followers, being retweeted and more. It will help you visualize the value and influence potential of Twitter.

- c. Get known for something. For instance, Carrie Wilkerson @barefootexecutive is known as the Resource for Work at Home Women. She has built a tremendous following on Twitter (almost 65,000) and shares great resources, tools and ideas for the Work at home mom. You guys (Al Ferretti and Skeeter Hansen of Twitter Watchdog) are known for helping people make sense of and effectively use Twitter.

- d. Know your goals. What do you hope to gain from participating in Twitter? If you don't know the answer to that, then I suggest you don't spend much time there until you do.

To connect with Heidi on Twitter:

Heidi Richards Mooney @heidirichards or
<http://twitter.com/heidirichards>

Two of her websites mentioned: www.WEMagazineforWomen.com
and www.SpeakingWithSpirit.com

To connect with Skeeter Hansen @SkeeterHansen or
<http://twitter.com/SkeeterHansen>

**For more great Twitter resources be sure to visit [TwitterWatchdog](#)
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