

# HACKING TWITTER

Adam Khan @Khanoisseur  
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# HELLO!

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## ADAM KHAN

OHIO >> DC <> NYC <> SF



- Head of Digital Transformation/Education, L'Oreal
- Oversaw digital innovation across 35+ brands
- Headed up mobile and social for brands and agencies
- Advise on digital marketing, social media, audience engagement
- Mentor startups and mission-driven organizations
- Strategy, partnerships, growth, new markets
- Tweeting since 2011
- Wrote a book on Advanced Twitter hacks

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**HACK the BIRD**  
ADVANCED TWITTER PLAYBOOK

Adam Khan  
@Khandisseur  
Change your Twitter game in an afternoon.  
Manhattan, NY  
8,122 FOLLOWING 22K FOLLOWERS

**ADAM KHAN**

kindle edition

Click to open expanded view



**Hack the Bird: ADVANCED TWITTER PLAYBOOK** [Kindle Edition]  
Adam Khan (Author)  
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Kindle Price: **\$7.45**

- Length: 116 pages (estimated) ✓
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@HacktheBird



**HACK the BIRD**  
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**ADAM KHAN**



### create or manage a Twitter presence

Learn how to set your business up for success on Twitter.



### grow a follower base

Accelerate your relevant follower growth to build an engaged, connected audience.



### drive website clicks or conversions

Extend your reach by seamlessly bringing users to your website via Tweets.



### increase Tweet engagements

Target content to a relevant audience to generate more user interactions.



### drive app installs or engagements

Enable users to download and open your mobile app from directly within your Tweets.



### find leads on Twitter

Allow users to share their email address with you from directly within your Tweets.



NO ADS

# Advanced Uses of Twitter

- Generate leads without attending expensive conferences
- Launch a startup, new product, book
- Recruit talent
- Competitive analysis
- Get VCs, journalists, and policy makers to listen
- Drive action, business impact

Twitter > LinkedIn +  
Facebook

# Launching a product on Product Hunt



**Product Hunt**

The best new products, every day



## What's going on here?

Product Hunt surfaces the best new products, every day. It's a place for product-loving enthusiasts to share and geek out about the latest mobile apps, websites, hardware projects, and tech creations.

## How do invites work?

Each week invites are awarded to the most engaged and thoughtful contributors based on a variety of factors. Those with invites available can invite others to join the conversation by submitting their **Twitter username** on the **Invite page**.

## My product is on Product Hunt. How can I join the discussion?

Log in with your personal Twitter account under your name, and **shoot us a tweet at @ProductHunt** so we can give you access. Once you're in, feel free to briefly introduce yourself in the comments. Pro tip: those that answer questions and

Twitter is **live, public and conversational**, which means news can reach broad audiences **immediately**.





**travis kalanick** @travisk

1/5/10

Looking 4 entrepreneurial product mgr/biz-dev killer 4 a location based service.. pre-launch, BIG equity, big peeps involved-- ANY TIPS??



You follow this user



**Ryan Graves**

@ryangraves

@KonaTbone heres a tip. email me :)  
graves.ryan[at]gmail.com



Translate from Slovak

1/5/10, 8:17 PM



**Adam Khan** @Khanoisseur · 17h

The tweet that made a billionaire out of Uber's first hire.



26



41







**Peter Dunn**  
@PeteThePlanner

Follow

I'm donating \$100 per inch of snow tomorrow (airport measure) to [@WheelerMission](#). Who will join me? Any \$\$ per inch would be great.

1:24 PM - 4 Jan 2014

44 RETWEETS 16 FAVORITES



**Jessi**  
@jessirunkel

Follow

[@PeteThePlanner](#) In for \$4/inch. We've been complaining about no hot water for a couple days, but that's nothing compared to being outside.

4:21 PM - 4 Jan 2014

1 RETWEET 1 FAVORITE



**Sun King Brewing**  
@SunKingBrewing

Follow

Love what you're doing here [@PeteThePlanner](#)! Put SKB down for \$50 an inch. [@WheelerMission](#) does good work plus their our neighbors :)

5:18 PM - 4 Jan 2014

8 RETWEETS 12 FAVORITES



All told, Twitter users pledged **\$3,700 per inch of snow**. By the time the weather system passed, Indy-metro had racked up 11.4 inches, equating to over **\$41,000 in pledges**. With this money, Wheeler Mission estimates it can deliver **18000 meals**.



**IndyStar** ✓

@indystar

Follow

Looking for entertainment? Want to help tornado victims? Join [@PatMcAfeeShow](#) tonight for [#IndyStarTwitterthon!](#) [indy.st/1bYwgle](#)

2:18 PM - 19 Nov 2013

2 RETWEETS 1 FAVORITE



**1D Updates**

@Go1DenUpdates

Follow

Win An Evening Out in London with [@harry\\_styles](#) + [@Real\\_Liam\\_Payne](#) in aid of Trekstock [bit.ly/16jSfVx](#) [#HangWithLiamAndHarry](#) @Prizeo

2:11 PM - 11 Aug 2013



Win An Evening Out in London with Liam and Harry

"Cancer affects us all in some way, and we all know someone who's had it &c" whether it be a parent, a member of our family or a friend,. And that's why we want you to join us in supporting Trekstock...

Prizeo @Prizeo

12 RETWEETS 15 FAVORITES



The campaign hashtag – #hangwithliamandharry – trended #1 worldwide on Twitter.



Unlike a driving violation, a Twitter violation can stay on your record for ever.



## Justine Sacco

@JustineSacco

CorpComms at IAC. Troublemaker on the side. Also known for my loud laugh.

NYC

406  
TWEETS

174  
FOLLOWING

7,855  
FOLLOWERS



+  Follow



**Justine Sacco** @JustineSacco

13h

Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!



**Justine Sacco** @JustineSacco

14h

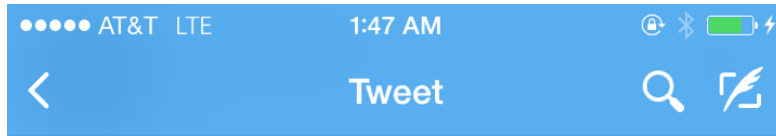
Chili- cucumber sandwiches- bad teeth. Back in London!



**Justine Sacco** @JustineSacco

1d

"Weird German Dude: You're in first class. It's 2014. Get some deodorant." -Inner monologue as I inhale BO. Thank god for pharmaceuticals.

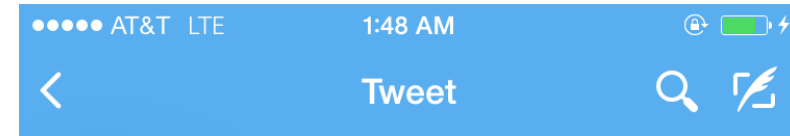


Picture reportedly of Justine Sacco in Cape Town this morning. RT

@Blick\_Oyinbo: Justine Sacco Has ... Landed



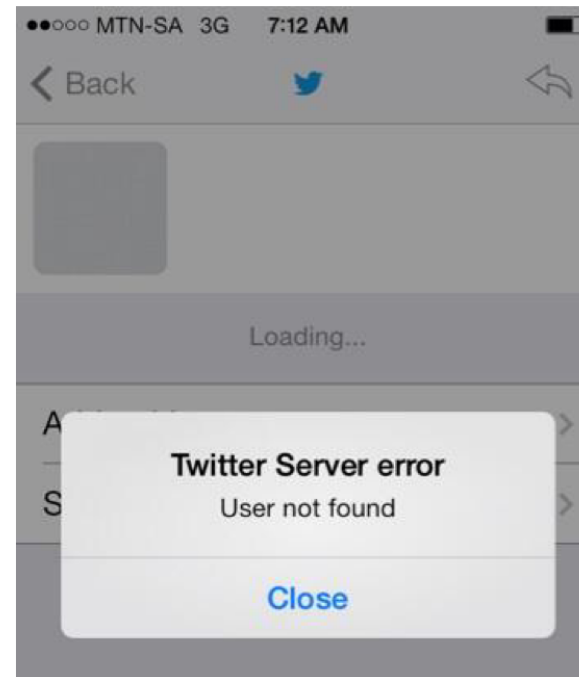
Reply to Yukio Strachan



Justin™  
@justininza



Justine landed 20 mins ago. Her twitter account has been deleted.  
[#hasjustinelandedyet](#)



Reply to Justin™





www.justinesacco.com

Google

Most Visited Getting Started HubSpot Gmail Wiki Dashboard Support Bookmarks

# Aid for Africa<sup>SM</sup>

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Text Size Share Print

ABOUT US MEMBER CHARITIES **DONATE** PROJECTS NEWS BLOG VOLUNTEER SHOP MEMBER SERVICES




## Make a Donation

Aid for Africa is a unique partnership of some 85 select charities, all dedicated to solving the complex, inter-related challenges facing Sub Saharan Africa. Whether we are distributing books to school children, introducing medical strategies to combat the spread of HIV/AIDS, supporting small businesses for women, or finding new approaches to protect endangered elephants and lions, Aid for Africa members are working to build a better future for Africa's children, families, and communities. Our member charities:

- Are **fully vetted**, meeting some of the strictest tests of fiscal accountability, governance, and programmatic impact in philanthropy.
- Have a **track-record** of introducing innovative solutions to seemingly intractable problems.
- Partner with each other and share best practices for maximum efficiency and top results.

A donation to Aid for Africa helps support the work of all our member charities. A donation to the Aid for Africa Girls Education Fund—a special project—will help more African girls and young women get an education. You can also donate to a specific charity directly below by clicking on the first letter of the name of the charity.

Don't want to give online? There are **other ways to give** too.



Donate to Aid for Africa

Give Monthly to Aid for Africa

GREATNONPROFITS 2013  
**TOP-RATED NONPROFIT**

Valued Partner  
GUIDESTAR<sup>®</sup> Exchange  
PARTNERS IN TRUST

A donation of \$10 can:



**Rebecca Theim**

@RebeccaTheim



Follow

PR brilliance rises from PR idiocy:  
[@AidforAfrica](#) buys [justinesacco.com](#) domain, redirects it to donation page  
[#hasjustinelandedyet](#)

Reply Retweet Favorite More

718

RETWEETS

211

FAVORITES



12:05 AM - 21 Dec 13

Related headlines

**Prominent PR professional tweets racist comment, faces ...**  
CNN-IBN News @ibnlive

Reply to [@RebeccaTheim](#) [@AidforAfrica](#)



**Perry Hewitt** @perryhewitt

21 Dec

[@RebeccaTheim](#) [@AidforAfrica](#) - great idea. we've compiled AIDS info and charities here:  
[goingtoafrika.neocities.org/index.html#](#)  
[#HasJustineLandedYet](#)

Details

Reply Retweet Favorite More



**Brian S Hall** @BrianSHall

21 Dec

[@RebeccaTheim](#) [@GlennF](#) [@AidforAfrica](#) that is straight up inspired.

Details

Reply Retweet Favorite More



1. Identify Influencers

Supporters in donor database that have clout with influencers

2. Keep the campaign specific

Newsjack where appropriate

Clarity is key

Impose a time limit to maintain sense of urgency

3. Have a unique branded hashtag

1. Educate and empower social media anchors
2. Scale up participation of your workforce, without losing control of your brand
3. Develop tactics to make your employees want to spread the word about campaigns and promote company culture

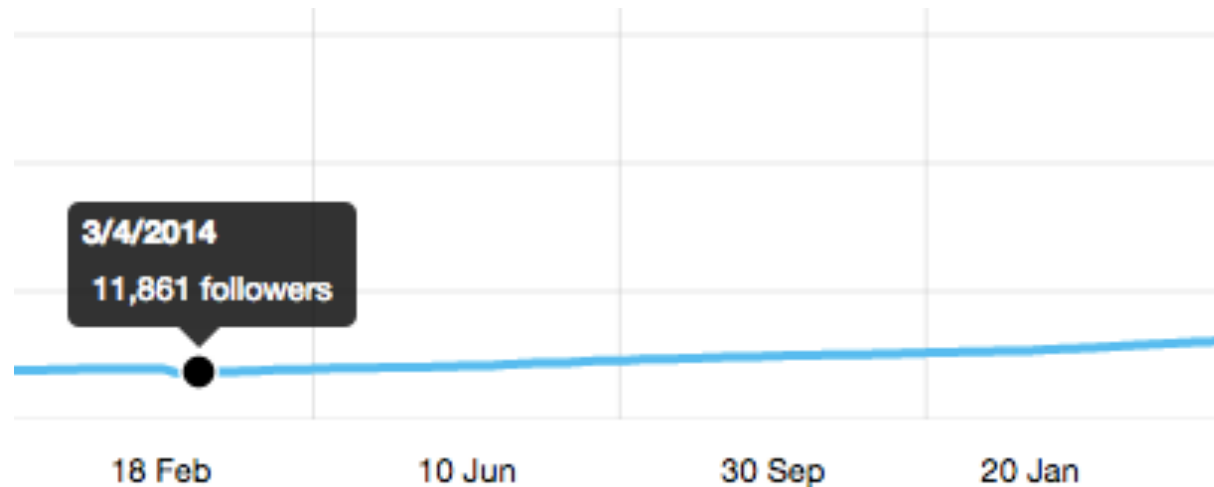
Tweets from employees > corporate/brand tweets

# Tools and Skills

A camera + eye for the unusual

Photo editing software/apps: Skitch, After Photo, Instagram

Humor + timing + patience





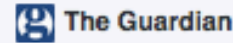
**Adam Khan** @Khanoisseur · Sep 12

A person with an hour commute has to earn 40% more to be as satisfied with life as someone who walks to the office.

[theguardian.com/society/2013/n...](http://theguardian.com/society/2013/n...)



[Hide summary](#)



### The secrets of the world's happiest cities

What makes a city a great place to live – your commute, property prices or good conversation? Charles Montgomery finds out

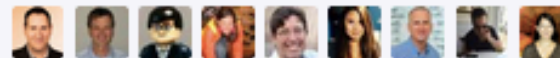
[View on web](#)

RETWEETS

191

FAVORITES

176



3:57 AM - 12 Sep 2014 · [Details](#)



**Shana Glickfield** @dcconciierge · Mar 4

.@Khanoisseur @SaraLang I love my 20 minute walk to work (okay fine... or two Metro stops if the weather is really bad)



**Adam Khan**  
@Khanoisseur

Hey Nationwide I fixed your Super Bowl ad



2/2/15, 11:04 AM

VIEW TWEET ACTIVITY

139 RETWEETS 155 FAVORITES



Reply to Adam Khan



Timelines



Notifications



Messages



Me







**Adam Khan**

@Khanoisseur

This must be so confusing to trees

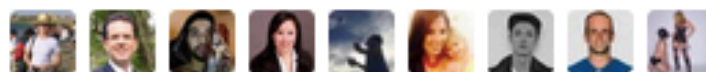


RETWEETS

**36**

FAVORITES

**51**



5:47 PM - 5 Jan 2015



# The Basics

Retweet (RT) = Facebook Share

Quote a Tweet = Facebook Edit Before Sharing

Favorite (Fav) = Facebook Like



You can buy Twitter followers and Retweets, but not real engagement.

# Psychology of Engagement

# Where does the eye go?



1. Bio/location

2. Top 4 tweets, engagement

3. Profile Picture

4. Stats: Followers/Following/# of Tweets

5. Header picture

6. Photo album

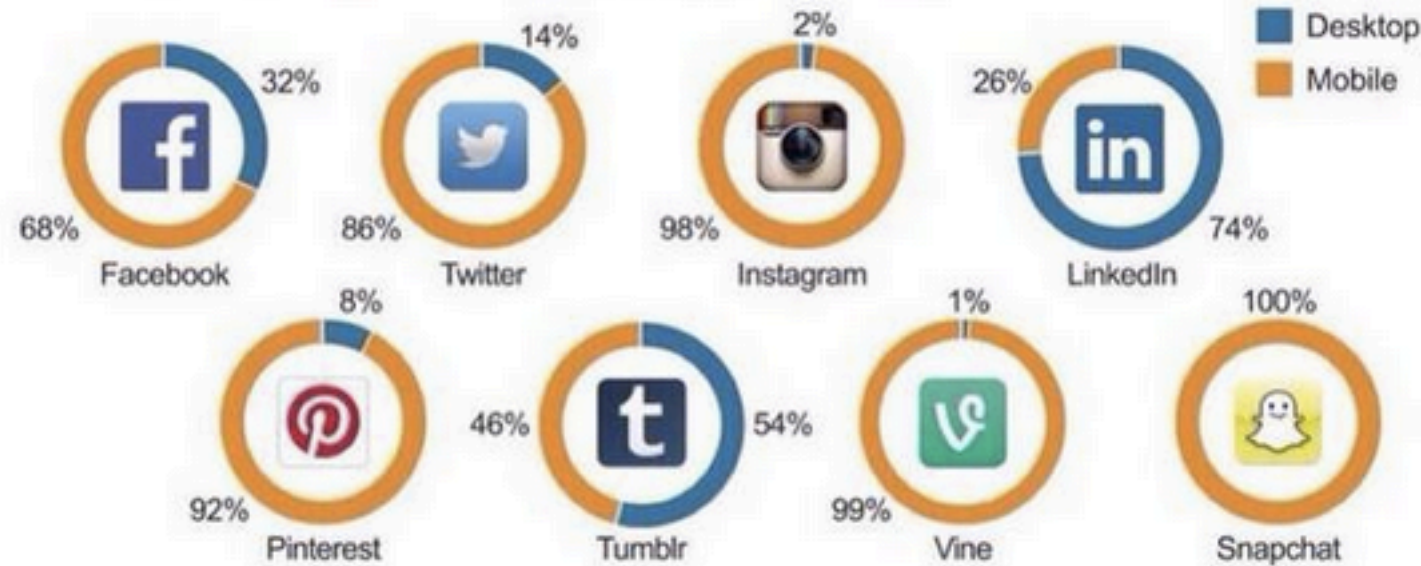


Adam Khan @Khanoisseur · Oct 6

Not surprisingly, **LinkedIn** ranks at the bottom for social network activity on mobile. @KikiSchirr

### Social Network Activity: Mobile vs. Desktop

% of time spent on social networks in the United States, by platform\*



THE WALL STREET JOURNAL. \* December 2013, Age 18+

Source: comScore © ⓘ ⓘ statista

RETWEETS

10

FAVORITES

16



9:51 PM - 6 Oct 2014 · Details

86% of  
Twitter's  
traffic comes  
from mobile.

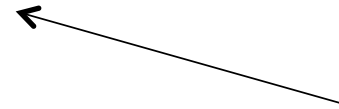
77% of  
accounts are  
from outside  
US.



# 10-second Test

Bio, Profile Picture (5 seconds)

First Four “above the fold”  
Tweets on your Timeline (5 seconds)





# 20-second Test

Are you a selfish or a generous Retweeter?

Tone and attitude: Complainer (airlines, customer service)

Do you offer a unique POV, or do you mostly recycle content, post links, use too many hashtags?

Allow automated tools to post for you (horoscopes, fitness apps, Swarm check-ins, cross post from Instagram)

Do you offer a good mix of content: personal and professional

Are you too talkative: A Tweet every 5 minutes is a deal-breaker

Tweets containing photos get more engagement – 60% more likely to be Retweeted

Visuals are processed 60,000 faster than text

Make sure an image is included in at least one of your top 4 tweets--above the “fold” when viewed on mobile



# 70-30 Rule: Balanced, “groomed” Timeline

70% of Tweets should be yours

30% Retweets original thoughts/observations

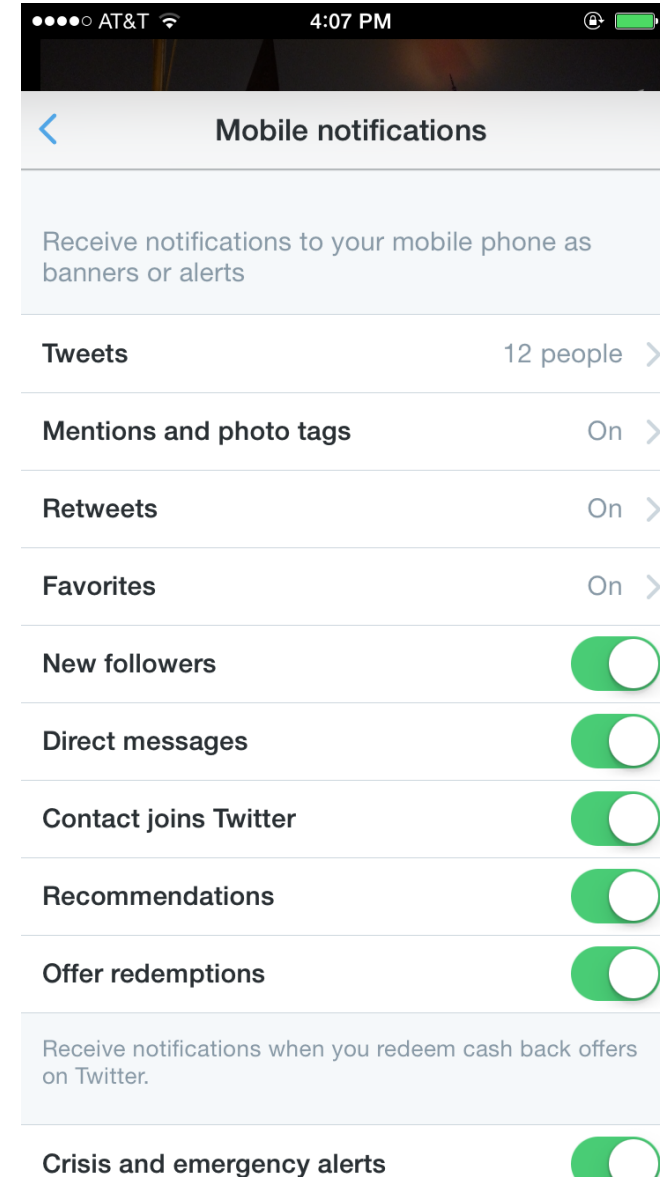
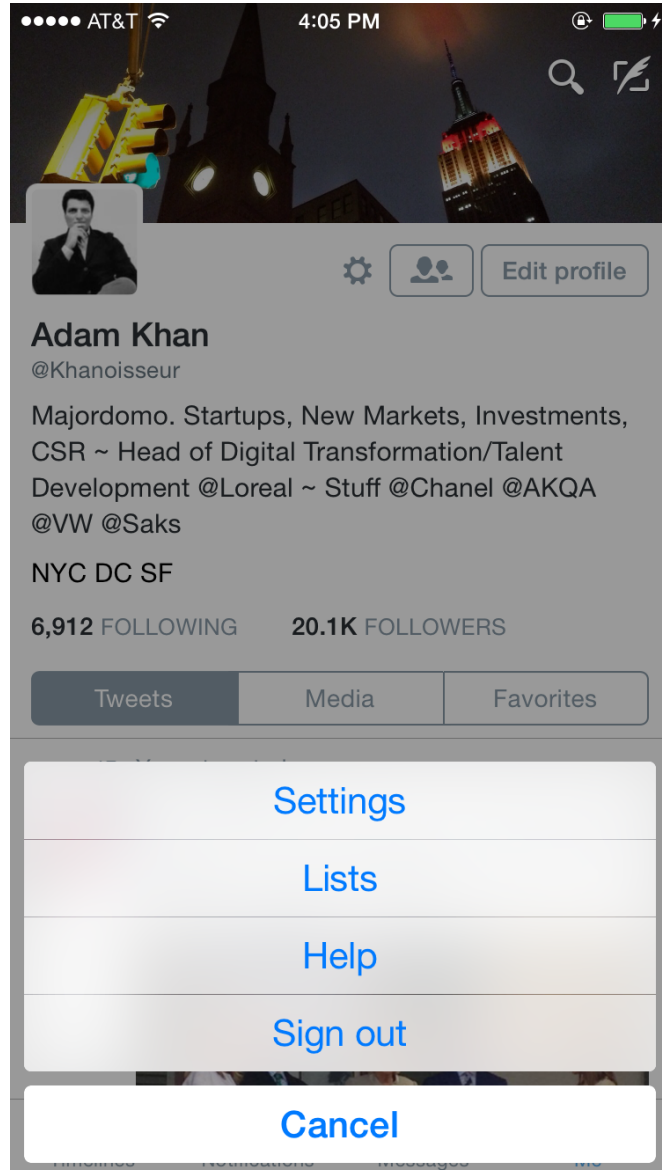
- 1 Your Tweet not related to your profession
- 1 Retweet
- 1 Your Tweet related to a trending topic (allows you to benefit from using trending hashtag)
- 1 Your Tweet related to your profession
- 1 Your Tweet: Reply to others (pick 2-3 people to reply to)
- 1 Retweet to highlight a reply to your Tweet
- 1 Your Tweet not related to your profession
- 1 Retweet
- 1 Your Tweet: Reply to others
- 1 Your Tweet related to your profession

80% of tweets contain a visual: Photo/Gif, infographic, screenshot, Vine

# Getting to the first 10,000 followers

1. Primp your profile: Twitter handle, bio, avi, header pic, location.
2. Create a Tweet circle: Follow friends, coworkers, people at school, church, gym, yoga class, hiking club. Favorite, Retweet regularly. They'll return the favor.
3. Own your Twitter handle:
  - > At networking events add your Twitter handle to your name tag.
  - > Include your Twitter handle in email signatures, on business cards, and other social media profiles, including Tinder
4. Create a target list of people that you want as followers, including local businesses (restaurants, supermarkets, salons, coffee shops, music venues...) and tweet at them + RT and favorite their Tweets.
5. Tweet using the 70-30 Rule

# Turn on notifications



# Target List: People you want to follow you

| Name                 | Profession  | # Followers |
|----------------------|---|-------------|
| Human Rights Watch   | Policy Think Tank   | 1,480,000   |
| Gary Vaynerchuk      | Serial entrepreneur, investor, founder of Vayner Media        | 1,000,000   |
| Dunkin' Donuts       | Consumer Goods (Brand)  | 793,000     |
| Lamborghini          | Automaker (Brand)   | 750,000     |
| Applebee's           | Restaurant Group (Brand)                                      | 403,700     |
| Dave Morin           | Serial entrepreneur, Silicon Valley investor, founder of Path | 420,000     |
| Nasdaq               | Stock Exchange  | 360,000     |
| Maybelline           | Consumer Goods (Brand)  | 263,000     |
| Mike Allen           | Chief White House Correspondent, Politico                     | 244,000     |
| Brian Solis          | Digital Analyst, Speaker, founder Altimeter Group             | 233,000     |
| Marc Andreessen      | Inventor of Netscape browser, Silicon Valley investor         | 206,000     |
| Jason                | VC, Writer  | 203,000     |
| Tom Bedecarre        | Co-Founder and Chairman, AKQA (Agency)                        | 164,000     |
| Jeremiah Owyang      | Founder of Crowd Companies, Forrester Analyst                 | 150,500     |
| Katrina vandenHeuvel | Editor and Publisher, The Nation magazine                     | 116,300     |
| Scott Monty          | Head of Social for Ford Motor                                 | 106,000     |
| Louise Mensch        | Writer, Member of Parliament                                  | 87,300      |
| Kiehl's              | Consumer Goods (Brand)  | 61,100      |
| Travis Kalanick      | Founder, Uber, serial entrepreneur                            | 61,000      |
| Rachel Haot          | Chief Digital Officer New York                                | 53,400      |
| Adam Bain            | Head of Revenue, Twitter                                      | 53,000      |
| Danny Myer           | Restaurateur (Shake Shack, Gramercy Park Tavern)              | 47,100      |
| Jessica Guynn        | Journalist, Covers Silicon Valley for USA TODAY               | 16,300      |
| Karen Comas          | Head of Media Relations, Facebook                             | 16,200      |
| Musa Tariq           | Head of Social Media, Apple                                   | 14,500      |
| Sapna Maheshwari     | Journalist, BuzzFeed  | 10,500      |





Adam Khan @Khanoisseur · Jul 14



Photogenic? This city? A tad. Especially after it steps out of a **rain shower**.

#NYC // @EverythingNYC @NYC



RETWEETS

69

FAVORITES

148



7:00 PM - 14 Jul 2014 · Details

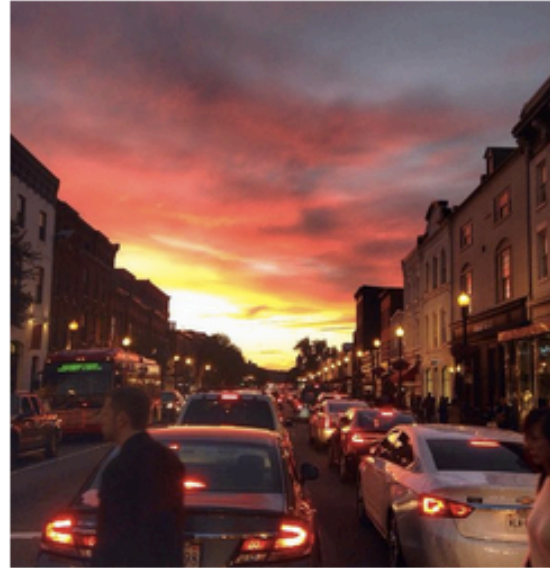




**Adam Khan** @Khanoisseur · Oct 24

**Georgetown sunsets** are next level stuff.

👤 Georgetown BID, DC Circulator, Bandolero and 7 others



RETWEETS

55

FAVORITES

95



6:05 PM - 24 Oct 2014 · Details



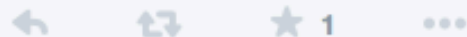
Collapse

Reply to @Khanoisseur



**Roya Soleimani** @royasol · Oct 24

@Khanoisseur - \*swoon\* I miss those sunsets and DC in the fall like whoa. 🍁🍁  
👉 enjoy!



# The A+ Twitter Bio

1. Include current and past jobs/titles, hobbies, sports teams, beliefs, and location.

Blogger, runner, freelancer, community manager, communications professional digital strategy, iOS developer, cancer survivor, designer, UX, PR, father, wife, mom, husband, grandmother, better half of, native of, Buckeye

2. Edit the bio frequently, especially during conferences, sporting events.

3. Avoid crap grandiose words, short forms and hashtags: Ninja, guru, maven, expert, comms, profesh.

4. Optimize bio for search.



TWEETS  
**40.6K**

FOLLOWING  
**4,671**

FOLLOWERS  
**230K**



**Following**

**Marc Andreessen** ✓

@pmarca **FOLLOWS YOU**

'Andreessen is the quintessential guy who is wrong with corporate America...Hard to hear, talks with a squeaky voice that only a dog can understand.'—Carl Icahn

Menlo Park, CA · [a16z.com](http://a16z.com)



**Marc Andreessen** @pmarca · 3h

"Automation is eating jobs at an accelerating pace!" "Productivity growth has been perpetually disappointing -- IT doesn't pay off!"



TWEETS  
9,175

FOLLOWING  
880

FOLLOWERS  
32K

FAVORITES  
20.8K

LISTS  
2



+ Follow

## Liana Maeby

@lianamaeby

Model/physicist/liar

📍 Warren Zevon's Los Angeles

🔗 [instagram.com/lianamaeby](https://www.instagram.com/lianamaeby)

🕒 Joined August 2008

✉ Tweet to Liana Maeby

📷 43 Photos and videos



Tweets

Tweets & replies

Photos & videos



**Liana Maeby** @lianamaeby · 4h

What's your favorite Hanukkah movie? I guess mine's Schindler's List.



6



28



**Liana Maeby** @lianamaeby · 4h

Ladies first, except when it comes to anything that matters.



9



48



**Liana Maeby** @lianamaeby · 7h

Love that scene where Darth Vader throws off the burqa in dramatic fashion and announces, "Luke... I am your mother."



## Profile summary



TWEETS  
**15.8K**

FOLLOWING  
**1,292**

FOLLOWERS  
**2.76M**



**Following**

**Jack** ✓

@jack

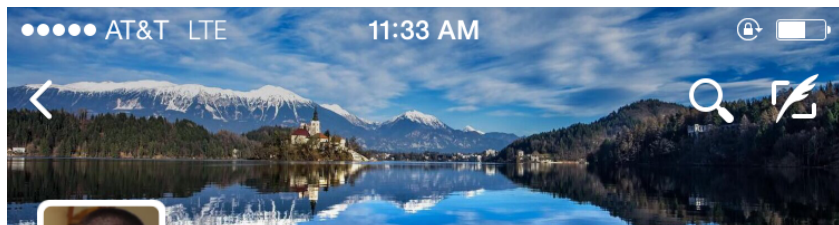
California



**Jack** @jack · Dec 13  
12/13/14

Details





Following

**Gregor Prajs**

@gprajs **FOLLOWS YOU**

👑 Project manager, 👑 #SharePoint Administrator  
★ #Webmaster, MySQL Database Administrator,  
#ATSEEE president

Luxembourg • [www.prajs.com/](http://www.prajs.com/)

87.4K FOLLOWING

93.6K FOLLOWERS

Tweets

Photos

Favorites



**Gregor Prajs** @gprajs

1m

Oh SEO, Where Did You Go (Wrong)?  
[dlvr.it/86f162](http://dlvr.it/86f162)



Timelines



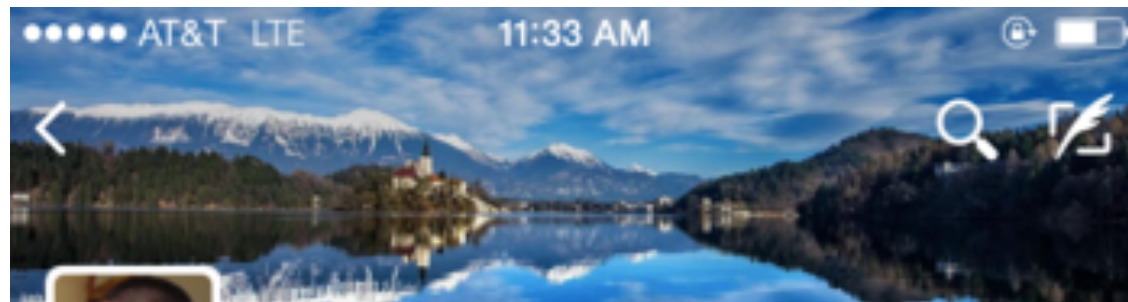
Notifications



Messages



Me



Following

**Gregor Prajs**

@gprajs **FOLLOWS YOU**

👑 Project manager, 👑 #SharePoint Administrator  
★ #Webmaster, MySQL Database Administrator,  
#ATSEEE president

Luxembourg • [www.prajs.com/](http://www.prajs.com/)

87.4K FOLLOWING

93.6K FOLLOWERS



**Avinash R.P**  
@RPAvinash



**Aabhas Sharma**  
@shars17



**Bakhos H**  
@SeattleLeb



**Austin Formica**  
@CityLims



**Jordana Z**  
@Jordana\_Z



**Dubuque**  
@shawnfaley



**Lee Brasseur**  
@TWProf1



**onetradeatatime**  
@johnsou1



**Jatinder Brar**  
@joaniebrar



**Keelin Augher**



Timelines



Notifications



Messages



Me



+ Follow

**Gokhan Ozman**

@gokhanozman **FOLLOWS YOU**

134 FOLLOWING 77 FOLLOWERS

Tweets

Media

Favorites



**Gokhan Ozman** @gokhanozman 2/11/15  
@timblnt nüfusu Erzurum'un 20 katı olduğu için canı tatlı olabilir mi?



**Gokhan Ozman** @gokhanozman 11/30/14  
A German Cloud Company Is Offering Free Heat If You Have Room for Some of Its Servers [slate.com/blogs/future\\_t...](http://slate.com/blogs/future_t...) via @FutureTenseNow



**Gokhan Ozman** @gokhanozman 11/6/14  
@thibautbodart +1



Timelines



Notifications



Messages



Me

# DO NOT

## CROSS-POST FROM INSTAGRAM/FB/ Wordpress

## AUTOPOST

## REPEAT POSTS (There's a better way)



# Tweet Timing, Frequency and Tone

Unless you are an exceptional tweeter, you'll get muted or unfollowed if you tweet more than 20 times a day.

Sweet spot: 4-6 tweets a day.

9-10 AM; 12-1 PM; 3-4 PM; 6-9 PM; 11-1 AM

Keep it positive, informative, respectful.

Do NOT autopost or schedule tweets.

# Groom your Timeline

1. Scrub negative-sounding tweets/comments:
  - a. General complaining or snark—airlines, restaurants, coworkers, relatives (save the drama for Facebook).
  - b. Questionable tweets/retweets (lewd, racist, sexist jokes), bot tweets.
  - c. Excessive # of tweets about music awards, sports, politics.
2. Make sure your First Four (“above-the-fold”) Tweets present you in the best light, especially the pinned tweet.



# Bot Tweets: Horoscopes, Twitter Stats



**Scott Capro** @ScottCapro · 11h

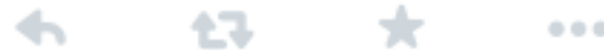
How I did on Twitter this week: 41 New Followers, 67 Mentions, 291K Mention Reach. How'd your week go? via [sumall.com/myweek](http://sumall.com/myweek)

1:30 PM - 3 Jan 2015 · Details



**Trisha Arora** @TrishaKArora · 15h

There's so much on your plate that you may be secretly tempted... More for Scorpio [bit.ly/xlOqWT](http://bit.ly/xlOqWT)



**Qui Vuong** @mpowermentalist · 3h

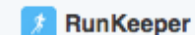
I gave @CarlRamallo +K about Marketing on @klout [bit.ly/17adwsX](http://bit.ly/17adwsX)



**Vincent Largilliere** @VLargilliere · 4m

Just completed a 17.42 km run - Going the distance ! [mnkpr.com/a872q88](http://mnkpr.com/a872q88)

#RunKeeper



I ran for 17.42 kilometers in 1:42:43

By RunKeeper @RunKeeper

I burned 1283 calories at an average pace of 5:54 per km.



# Lists: Create Target Lists (Private)

1. Journalists/Friends
2. VCs/Friends
3. Startup Bosses/Employees/Friends
4. Local Businesses
5. Brands + Social Media handlers (researched from LinkedIn)
6. Friends/Favorite people
7. Like to laugh

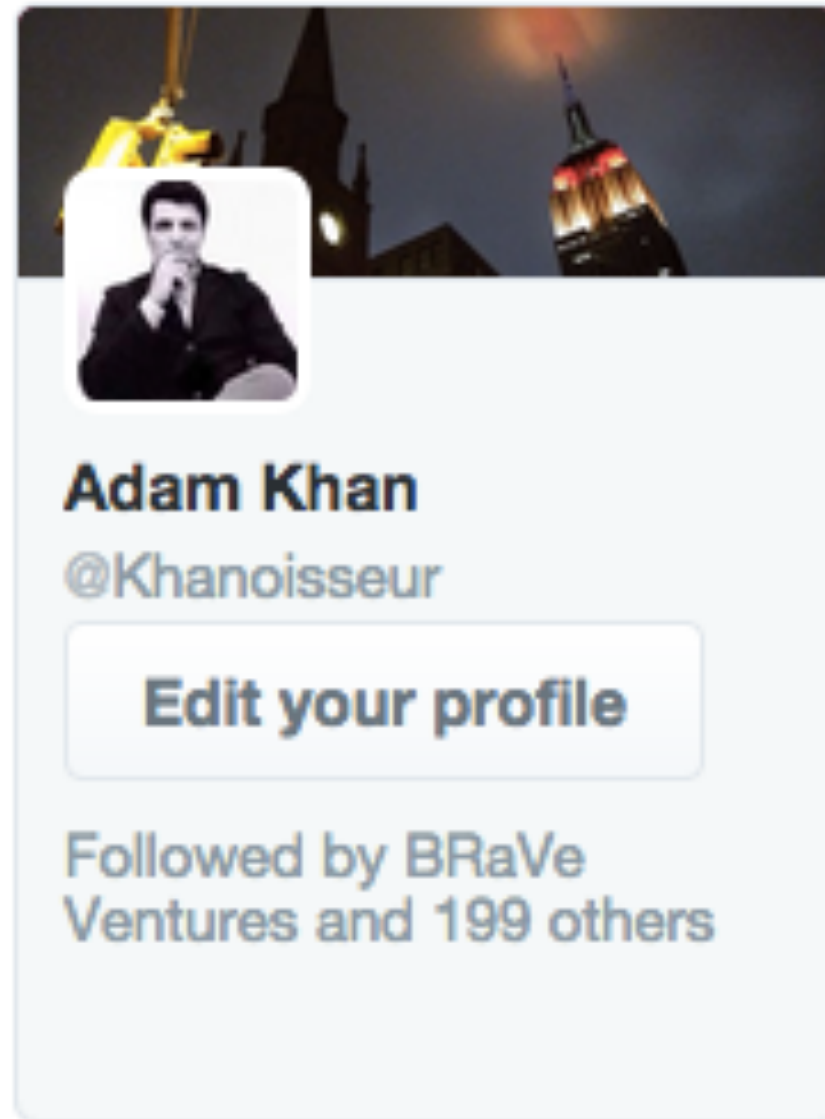
# Get Followed by Big Accounts

1. Follow + Research: School, hometown, early photographs, biographies, friends). When/what do they tweet/RT?
2. Make friends with their friends—get their friends to follow you. Set alerts for when they, their friends, social media managers, influential fans tweet.
3. Fav/RT. If they have notifications turned on, they will notice you. They might not follow you right away, but they are noticing you.

# Get Followed by Big Accounts

4. Add them to a Public List. If they have notifications turned on, they will notice you.
5. Reply, quote or comment in an intelligent manner. If the comment is awesome, their fans will retweet, favorite or reply, which sends more notifications their way.
6. Reply to as many people in the thread, to maximize the chance of your comment getting attention.

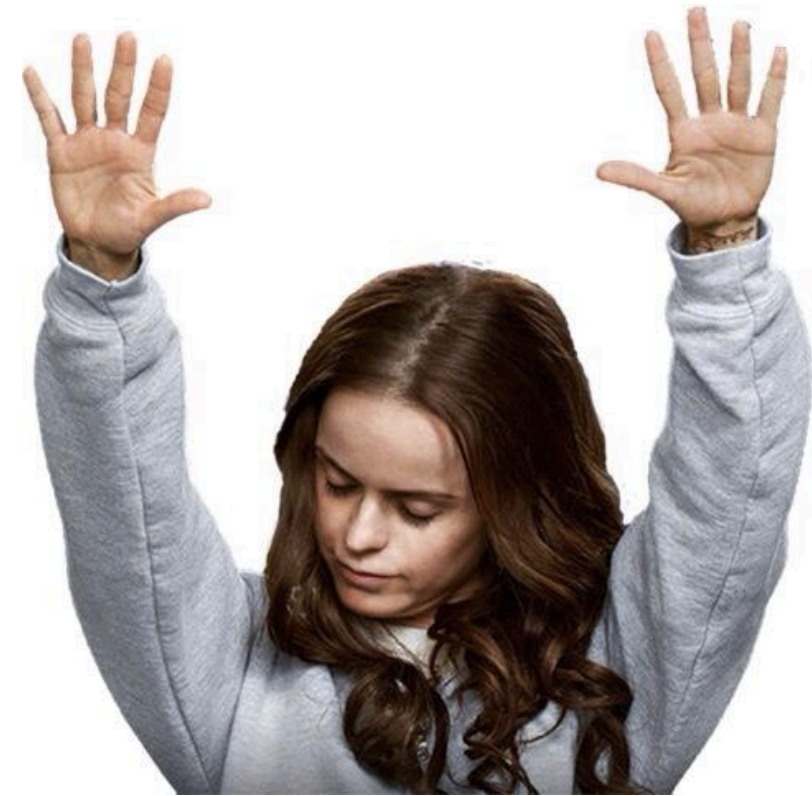
# Build a large circle of mutual Followers





# When you get that RT from a Big Account

1. Ensure your pinned tweet is your most popular tweet.
2. See who recently followed and conversed with the big account and favorite their tweets.
3. Search for and favorite related tweets.
4. If the retweet was of your last tweet, **DO NOT TWEET FOR A COUPLE OF HOURS.**
5. Follow/favorite people on your to-follow list.
6. Direct message people to thank them.



# Get Nuclear with Favorites—1:100 Rule

1. Set aside 30 minutes/day to favorite tweets in your Favorite People and Target lists.
2. Favorite tweets that are not offensive (Faves are not private).
3. Favorite tweets that contain multiple/most number of people.
4. Search for and favorite tweets related to your last few tweets.
5. Favorite #FF tweets.
6. Favorite tweets related to events (#CES2015, #SXSW, #Grammys) and chats.
7. See who recently favorited tweets and favorite their tweets.
8. Favorite tweets from friends/favorite people.

# Condition people to favorite your tweets

Favorite multiple tweets in their timeline, including conversations

Favorite throughout the day

Favorite conversations that they're having with other people in a non-creepy way

●●●● AT&T LTE 5:13 PM

<

#dctech

Top Tweets

All Tweets

★ 1

+ 👤



DC Web Women @dcww

1h

Join us this Saturday at the #ElevateJobFair and make the career move you've been hoping for! [eventbrite.com/e/dcww-elevate...](http://eventbrite.com/e/dcww-elevate...) #dctech #dcjobs

↻ 2

★ 2

+ 👤



Frank Gruber @FrankGruber

1h

Parties @ #SXSW: Where 'business' gets done! Watch @noreaster share why @TechCocktail does it BIG - [buff.ly/1BQvHhH](http://buff.ly/1BQvHhH) via @WTOP #dctech

↻ 4

★ 2

+ 👤



Chris Zeigler @cnzeigler

1h

Looking forward to the #DCTech meetup tonight! And if you are interested in #tech #VC, check out my friends at @OptimumVentures!

↻ 1

★ 1

+ 👤



ClearlyInnovative @C\_Innovative

2h

A creative talk on #coding #education and

Timelines

Notifications

Messages

Me

AT&T LTE 5:13 PM

<



Frank Gruber

@FrankGruber

FOLLOWS YOU

CEO & Cofounder @TechCocktail at Tech.Co - tech startup news & events. Author of the book Startup Mixology. Former AOL & Tribune. Jetsetter.

Las Vegas & D.C. (via Chicago)

[startupmixology.tech.co](http://startupmixology.tech.co)

8,013 FOLLOWING

37.2K FOLLOWERS

Tweets

Media

Favorites



Frank Gruber @FrankGruber

1h

Parties @ #SXSW: Where 'business' gets done! Watch @noreaster share why @TechCocktail does it BIG - [buff.ly/1BQvHhH](http://buff.ly/1BQvHhH) via @WTOP #dctech

↻ 4

★ 2

+ 👤



Frank Gruber @FrankGruber

8h

The top 20 startup accelerators ranked - [buff.ly/1BwmLL2](http://buff.ly/1BwmLL2) #startup #accelerator

Timelines

Notifications

Messages

Me

AT&T LTE

5:10 PM



Adam Khan

@Khanoisseur

Majordomo. Startups, New Markets, Investments, CSR ~ Head of Digital Transformation/Talent Development @Loreal ~ Stuff @Chanel @AKQA @VW @Saks

NYC DC SF

6,895 FOLLOWING 20.1K FOLLOWERS

Tweets

Media

Favorites



Adam Khan @Khanoisseur

1h

:) my next few tweets will be about salubrious eating establishments in Baltimore. Try to keep up @hillaryharten

2



Adam Khan @Khanoisseur

2h

[LIVE NOW] Chat with Google Executive Chairman, Eric Schmidt #meerkat [mrk.tv/1CtyE9Z](#)









Timelines

Notifications

Messages

Me

AT&T LTE

5:10 PM

Adam Khan


5,382 Tweets

Tweets

Media


Favorites

Who to follow




Pete Cashmore

@petecashmore



Anthony Ha

@anthonyha




Antonio J Lucio

@ajlucio5

More suggestions

You retweeted



Marc Andreessen @pmarca


1d

Wake me up when a Baby Boomer investor thinks there will be positive economic change over the next 20 years.

49

79


You retweeted





Paul Graham @paulg

1d

@Khanoisseur We observed something similar at YC: [paulgraham.com/colleges.html](#)









Timelines

Notifications

Messages

Me

AT&T LTE

5:11 PM

Adam Khan

5,382 Tweets

Tweets

Media

Favorites



Adam Khan @Khanoisseur

2d

Every kid about to choose a college should read @FrankBruni's 'Where You Go Is Not Who You'll Be' @paulg @pmarca

There's a widespread conviction, spoken and unspoken, that the road to riches is trimmed in Ivy and the reins of power held by those who've donned Harvard's crimson, Yale's blue and Princeton's orange, not just on their chests but in their souls.

No one told that to the Fortune 500.

They're the American corporations with the highest gross revenues. The list is revised yearly. As I write this paragraph in the summer of 2014, the top ten are, in order, Wal-Mart, Exxon Mobil, Chevron, Berkshire Hathaway, Apple, Phillips 66, General Motors, Ford Motor, General Electric and Valero Energy. And here's the list, in the same order, of schools where their chief executives got their undergraduate degrees: the University of Arkansas: the University of

131

146

You retweeted



Alysha Del Valle @ABC7Alysha

2d

Latinas are a "secret weapon to the economy." @Nely\_Galan via @FastCoLead [f-st.co/YV0gCig](#) #adelante #MotivationMonday

5

7

You retweeted



Adam Khan @Khanoisseur

2d

#1 on my list here + ability to edit tweets after posting [twitter.com/khanoisseur/st...](#)









Timelines

Notifications

Messages

Me



# Set Daily Goals

# Tweets

# Followers/RTs/Favorites

# The Winning Tweet

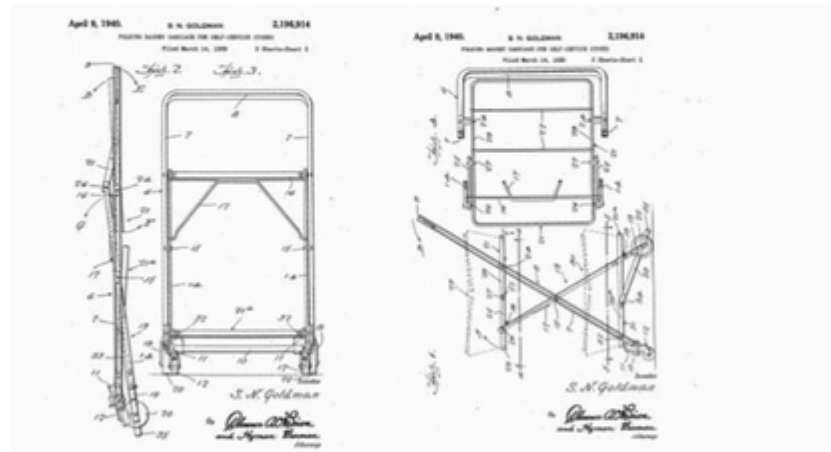
1. Ideal length: 40-60 characters. Less is more.
2. Contains enhanced visuals or emojis.
3. Instead of @s, tag people (don't get spammy).
4. Insert content before @.
5. Attitude: Skip the period, punctuation; use lower case.

# Get more from a Tweet by using Images



Adam Khan  
@Khanoisseur

Men and women rejected the shopping cart, until the inventor hired models to push a few around his store.



Sylvan Goldman's invention did not catch on immediately. Men found shopping carts effeminate; women found them suggestive of a baby carriage. "I've pushed my last baby," an offended woman informed Goldman.

After hiring several male and female models to push his new invention around his store and demonstrate their utility, as well as greeters to explain their use, shopping carts became extremely popular and Goldman became a multimillionaire.

Source: Wikipedia, USPTO

RETWEETS  
31

FAVORITES  
56



# The Winning Tweet

6. No typos, slang is good. Don't be generic ("packed room" "great read" "love this")
7. Optimize for SEO/search engines.
8. Use links and hashtags sparingly, strategically.
9. Find a unique angle. Reimagine/remix great content.
10. Hit a nerve.



Hack the Bird retweeted



**Adam Khan** @Khanoisseur · Apr 27

Preferred way to connect with me (ranked most to least):

1. Text
2. Twitter DM
3. Email
4. Phone
5. Climb through my window
6. LinkedIn



2.3K



2.3K





Pinned Tweet

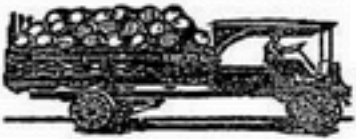


Adam Khan @Khanoisseur · Jan 3

In 1915, 25% of all trucks in NY were electric vehicles. NYC had charging stations around the city. @EverythingNYC



**Gasoline and Electric TRUCKS**



The Ebling Brewery Co., New York, operate two 5-ton *GMC* Electrics. The vehicles are used for delivering kegs and regularly cover through New York and Brooklyn over 50 miles on regular routes.

Owing to the distinctive design of the machines, they are able to make this daily mileage at higher average speeds than any other electrics in similar service.

In frequent stop city work no other commercial vehicle is as satisfactory as the electric. And no other electric machine embodies so many distinctive features as the *GMC* Electric.

All *GMC* trucks are backed by the largest manufacturers of motor-propelled vehicles in the world

**GENERAL MOTORS TRUCK COMPANY**  
Makers of Gasoline and Electric Trucks of All Capacities

New York Branch—236 W. 59th St.



567



359





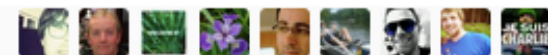
**Adam Khan**  
@Khanoisseur

Mad respect for this girl in the ruins of Aleppo, Syria holding up a **#JeSuisCharlie** sign.



RETWEETS  
**1,119**

FAVORITES  
**792**



**Han ten Broeke** @HanTenBroeke · Jan 9

"@Khanoisseur: Mad respect for this girl in the ruins of Aleppo, Syria holding up a **#JeSuisCharlie** sign. [pic.twitter.com/ZkP7PS27by](https://pic.twitter.com/ZkP7PS27by)" wauw!!







Adam Khan @Khanoisseur · Dec 15

🕯️ United: Multi-faith prayer vigil in Australia #sydneysiege

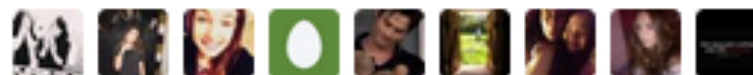


RETWEETS

200

FAVORITES

315



# Conversations

1. Joining conversations/replying to people most effective way to get noticed, but use caution.
2. Be respectful and add something of value.
3. Reply to 2-4 people; select a mix of low + high follower accounts, propensity to RT.
4. *Always insert your comment in front of Twitter handles.*

# Conversations

5. Jump out after 1-2 replies.
6. Selectively delay responding, especially if the recipients are not online.
7. Phrase the reply as a soundbite—a standalone tweet that provides full context.
8. Save great content to be deployed in a conversation.



# TWITTER ENGAGEMENT

The Twitter Response Guide for Business.



▲ 8%

People who are active on Twitter are more likely to engage with your response. Their friend network is on average 8% larger and on average Tweets more frequently.

🕒 92mins

Optimal time to respond to a Tweet is within 92 mins after the original Tweet being posted

👤 ▲ 21%

Males are 21% more likely to engage with a response from a business

Connect with us: [hello@leadsift.com](mailto:hello@leadsift.com)  
1 (888) 808 8348  
Halifax, Nova Scotia

[twitter.com/leadsift](https://twitter.com/leadsift)  
[linkedin.com/company/leadsift](https://linkedin.com/company/leadsift)  
[leadsift.com/blog](https://leadsift.com/blog)

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LEADSIFT.COM

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**Adam Khan** @Khanoisseur · Jan 5

Evidence of a selfie stick from 1926 @\_tessr  
@stevesi @ghostbar



295



207

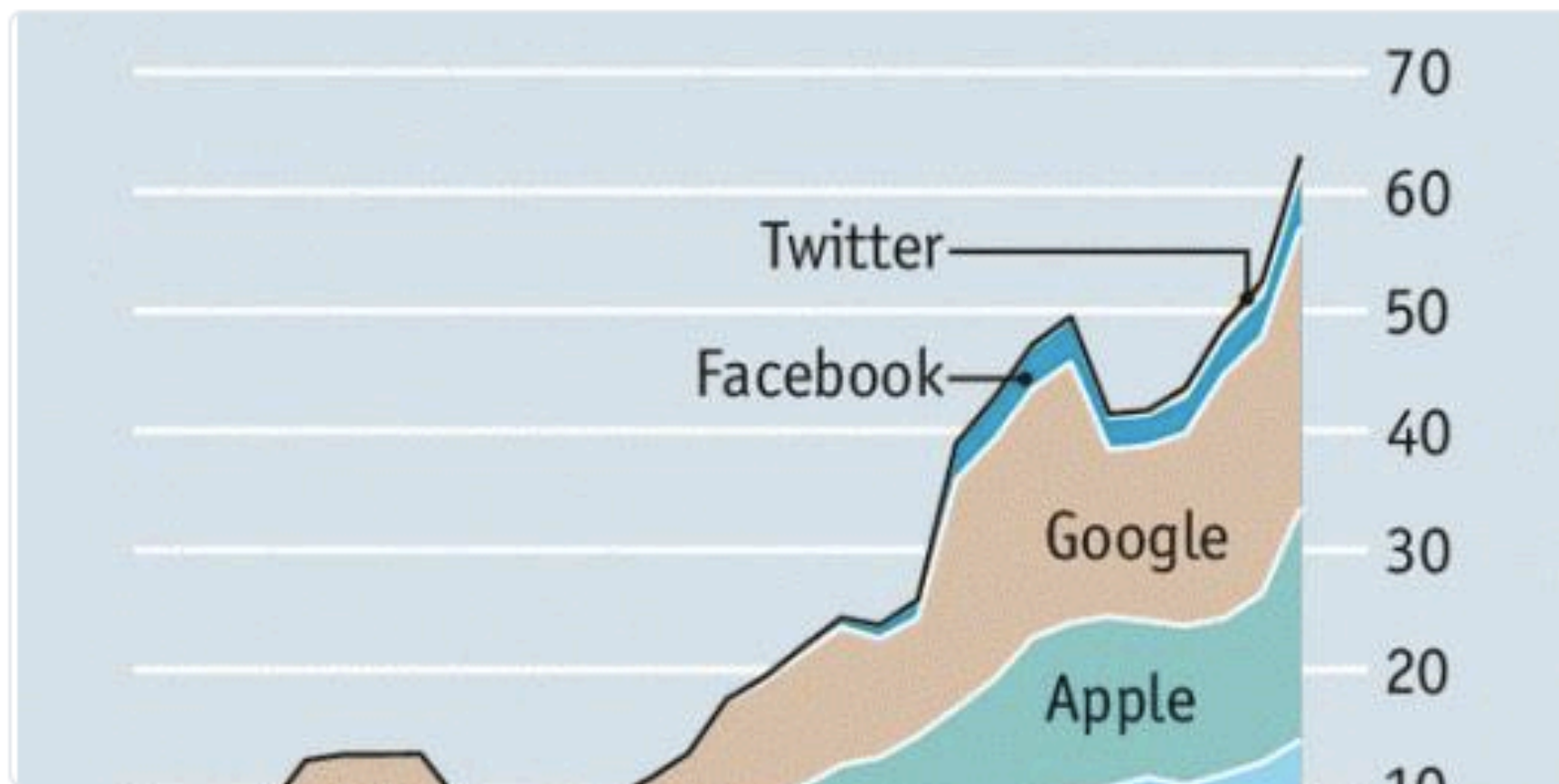


[View more photos and videos](#)



Adam Khan @Khanoisseur · Jan 3

Meanwhile, tech giants spent \$66 billion in the past 12 months on research and development etc @AllMeasures @pmarca



274



147



[View more photos and videos](#)





Adam Khan @Khanoisseur · Jan 4

Impact of student loan debt on small business formation:

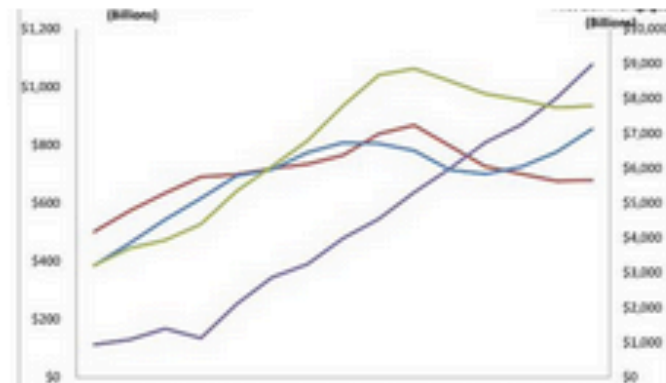
[poseidon01.ssrn.com/delivery.php?l...](https://poseidon01.ssrn.com/delivery.php?l...)

@pmarca @davemcclure



with higher relative growth in student debt show lower growth in the formation of small businesses (in this case, firms with one to four employees).

The correlation makes sense. People normally have only a certain amount of "debt capacity," said [Brent W. Ambrose](#), a professor of risk management at Pennsylvania State University



business, student loan debt, which cannot be discharged via bankruptcy, can have lasting effects later in life and may impact the ability of future small-business owners to raise capital," the study says.

Considering that 60 percent of jobs are created by small business, "if you shut down the ability to create new businesses, you're going to harm



109



109



[View more photos and videos](#)



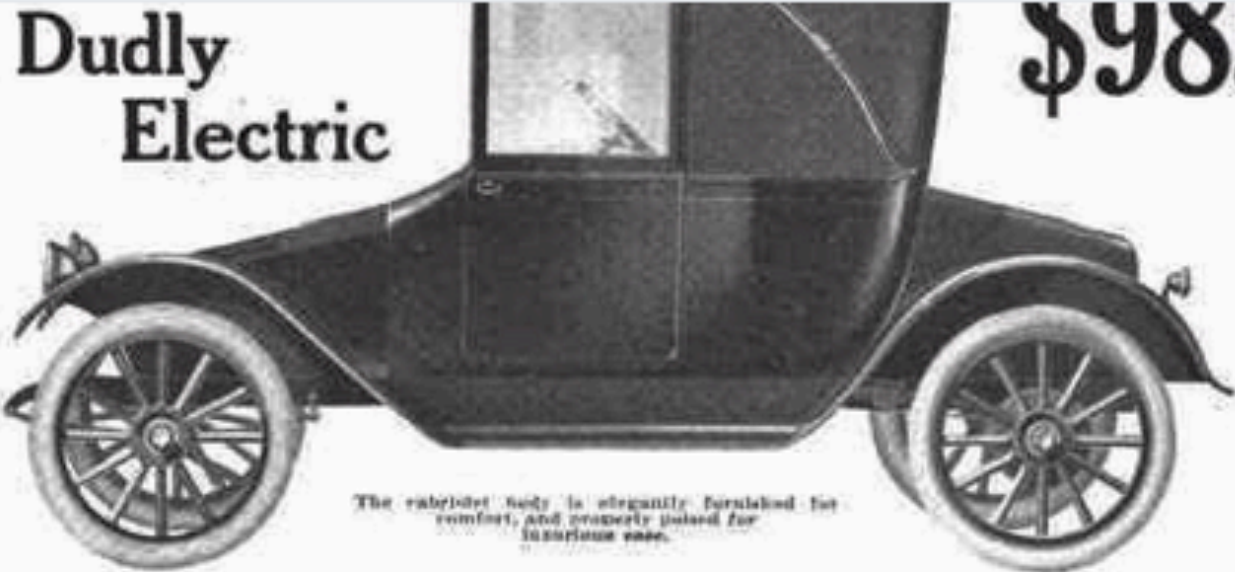
Adam Khan @Khanoisseur · Jan 8

In 1900, 38% of American automobiles were electrics--by 1920, ~0% @IanGertler

@elonmusk

[earlyelectric.com/carcompanies.h...](http://earlyelectric.com/carcompanies.h...)

**Dudly Electric** **\$985**



The upholster body is elegantly furnished for comfort, and properly poised for luxurious ease.

The only electric car listed below \$1000. Standard in every detail of comfort, beauty and mechanism.

**Note These Quality Specifications:**

|   |   |
|---|---|
| Wheelbase, 100"; track, 36"; wheels, wood—spillary type; tires, 30x3 1/2, pneumatic; frame, pressed channel steel; steering gear, wheel; brakes, 2 foot, on rear wheel brake drums; springs—front, semi-elliptic; rear, cantilever; battery, 14-cell Halide; motor, series wound. | slow speed, 1 1/4 H.P.; controller, 3 speeds forward and reverse, located on steering wheel; drive, worm gear; mileage capacity, 45 to 50 miles per charge; body, coupelet; price, \$985. |
|---|---|



192



98



[View more photos and videos](#)





Adam Khan  
@Khanoisseur

Photos from bystanders starting to trickle in on Twitter: Shooting at Home Depot on 23rd street in Manhattan. #NYC



RETWEETS 16  
FAVORITES 2



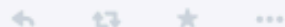
3:10 PM - 25 Jan 2015



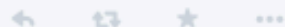
Reply to @Khanoisseur



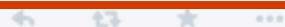
\*\*\*\*\*MARILYN \*\*\* @marolu77 · 3h  
@Khanoisseur omg



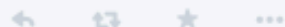
Becky DiStefano @Becky\_DiStefano · 3h  
@Khanoisseur wait like camera shooting or gun?!



AMMO SUPP WAREHOUSE @AMMOSUPPWAREHOU · 3h  
@Becky\_DiStefano Hey Becky DiStefano, are you following Ammo Supply Warehouse? Come join the AMMO ARMY.



A Buffalogal in NYC @Buffalogal · 3h  
@Khanoisseur Holy crap!!!



\*\*\*\*\*MARILYN \*\*\* @marolu77 · 3h  
@Khanoisseur omg



Becky DiStefano @Becky\_DiStefano · 3h  
@Khanoisseur wait like camera shooting or gun?!



AMMO SUPP WAREHOUSE @AMMOSUPPWAREHOU · 3h  
@Becky\_DiStefano Hey Becky DiStefano, are you following Ammo Supply Warehouse? Come join the AMMO ARMY.



A Buffalogal in NYC @Buffalogal · 3h  
@Khanoisseur Holy crap!!!





**Adam Khan** @Khanoisseur · Nov 24

🤔🤔🤔🤔 Hey kids, #learntocode: What tech companies are paying their interns  
(list compiled by @swelly127 HT @tzhongg)



**Adam Khan** @Khanoisseur · Nov 24

🤔🤔🤔🤔 Hey kids, #learntocode: What tech companies are paying their interns  
(list compiled by @swelly127 HT @tzhongg)

Quora \$8250/month + \$1500 housing

Palantir: \$7500 + housing

Pinterest: \$7500 + \$1.5k/month housing

Upthere: \$6400/mo + \$900/mo housing

Jane Street: \$10,400/month

Dropbox: \$8.5 salary + \$5 housing stipend or  
provided housing (it is nice)

Google: \$7000/month Housing Stipend: "I think 9K?"

Square: \$7500/mo + \$1500/mo housing (Doctorate  
Student Internship)

LinkedIn: \$44/hour (around \$7600/month) + 5k  
relocation (one time)

Amazon Seattle: \$6k salary + \$2.5 per month housing  
(\$8500)

Amazon SF: \$7.5k salary + \$3500/month

Fitbit SF: \$9.3k/month

Edmodo: \$7k/month

Apple: \$6k and \$3.5k per month housing (\$9500)

Coursera KPCB: \$7000/month and housing  
\$1000/month + Macbook Pro

Facebook: \$6.8k/mo (return) and housing: \$1k/mo or  
corp housing

Foursquare NY: \$6000/month and housing: \$5k  
stipend

Microsoft Seattle: \$7.5/mo + Housing \$2.5k + \$5k  
returning intern bonus

Zynga: \$8k/mo

RETWEETS

36

FAVORITES

31



# Chats Calendar

|  |   |   |  |
|--|---|---|--|
| <b>#AltChat</b><br>DEC 17 Wed<br>December 17, 2014 @ 5:00 pm – 6:00 pm<br>Chats for designers and bloggers (9:00 AM PST / 12:00 PM EST / 5:00 PM GMT)<br>BLOGGING US Timezone  | <b>#lbloggers (Weds)</b><br>DEC 17 Wed<br>December 17, 2014 @ 7:00 pm – 8:00 pm<br>Chat for lifestyle bloggers on Weds + Sun (11:00 AM PST / 2:00 PM EST / 7:00 PM GMT)<br>PERSONAL + LIFESTYLE UK Timezone | <b>#bbloggers (Weds)</b><br>DEC 17 Wed<br>December 17, 2014 @ 8:00 pm – 9:00 pm<br>Beauty Blogger Chat on Weds + Sun (12:00 PM PST / 3:00 PM EST / 8:00 PM GMT)<br>BEAUTY UK Timezone   | <b>#StyleChat</b><br>DEC 17 Wed<br>December 17, 2014 @ 8:00 pm – 9:00 pm<br>Fashion chat (12:00 PM PST / 3:00 PM EST / 8:00 PM GMT)<br>FASHION US Timezone                                       |
| <b>#blogtacular</b><br>DEC 17 Wed<br>December 17, 2014 @ 9:00 pm – 10:00 pm<br>General chat about blogging (1:00 PM PST / 4:00 PM EST / 9:00 PM GMT)<br>BLOGGING UK Timezone   | <b>#PassionPunchChat (being reworked)</b><br>DEC 18 Thu<br>December 18, 2014 @ 2:00 am – 3:00 am<br>About Blogging (6:00 PM PST / 9:00 PM EST / 2:00 AM GMT)<br>BLOGGING US Timezone                        | <b>#irishbizparty</b><br>DEC 17 Wed<br>December 17, 2014 @ 9:00 pm – 11:00 pm<br>Helping Irish businesses prosper, meet the people behind the businesses. (1:00 PM PST / 4:00 PM EST / 9:00 PM GMT)<br>SMALL BUSINESS UK Timezone | <b>#bbloggersNA</b><br>DEC 18 Thu<br>December 18, 2014 @ 2:00 am – 3:00 am<br>North American Beauty Blogger (6:00 PM PST / 9:00 PM EST / 2:00 AM GMT)<br>BEAUTY US Timezone                      |
| <b>#crazybloggers</b><br>DEC 18 Thu<br>December 18, 2014 @ 7:00 pm – 8:00 pm<br>Fun chat for slightly unhinged bloggers (11:00 AM PST / 2:00 PM EST / 7:00 PM GMT)<br>BLOGGING | <b>#vloggerschat</b><br>DEC 18 Thu<br>December 18, 2014 @ 8:00 pm – 9:00 pm<br>A chat for vloggers – YouTubers / Video Bloggers (12:00 PM PST / 3:00 PM EST / 8:00 PM GMT)<br>BLOGGING                      | <b>#cbloggers</b><br>DEC 18 Thu<br>December 18, 2014 @ 8:30 pm – 9:30 pm<br>Chat for Creative Bloggers (12:30 PM PST / 3:30 PM EST / 8:30 PM GMT)<br>BLOGGING DIY CRAFT UK Timezone   | <b>#fdbloggers</b><br>DEC 18 Thu<br>December 18, 2014 @ 8:00 pm – 9:00 pm<br>Chat for food bloggers to share recipes & food posts (12:00 PM PST / 3:00 PM EST / 8:00 PM GMT)<br>FOOD UK Timezone |

Mon 2-3 PM:  
#ContentChat

Tue 2-3 PM:  
#LikeableChat

Wed 11-12 PM:  
#BrandChat

Thu 4-5 PM:  
#MarketingChat

Fri 3-4 PM:  
#CXOtalk

# Twitter Events Calendar

| Date                          | Event         | Hashtag    | Key People                                    | Draft Content   |
|-------------------------------|---------------|------------|---|---|
| January<br>11-13              | Big Show 2015 | #nrf15     | @retailsbigshow<br>@nrfnews<br>@StephenSchatz | Not your father's point-of-sale system   <a href="https://lnkd.in/bXUWUPF">https://lnkd.in/bXUWUPF</a> by @stephenschatz<br>@gcourtin #NRF15      |
| Sunday<br>February 1,<br>2015 | Super Bowl    | #SuperBowl | @nfl<br>@superbowl<br>@wxxv25                 |   |
| March<br>13-17                | SXSW          | #SXSW      | @SXSW<br>@SXSW_TopNews                        | I'm speaking at @SXSW: The Medium is the Deliverable. <a href="http://panelpicker.sxsw.com/vote/30897">http://panelpicker.sxsw.com/vote/30897</a> |

**GIVE BACK**

# REWARD TOP RETWEETERS

1. Compile a private list of top retweeters.
2. Turn on notifications for when they tweet.
3. Be the first to retweet/favorite a good tweet.
4. Direct message them to say you enjoy their tweets.



# TRENDING NEWS



Retweeted 357 times



**Adam Khan** @Khanoisseur · Dec 13

Wonderful photos on Twitter of [#Justice4All](#) marches taking nationwide, like this one of the [#MillionsMarchDc](#) in DC.



RETWEETS

357

FAVORITES

182







Adam Khan @Khanoisseur · Jan 11



"When I grow up, I'll be a journalist. I'm not afraid." #JeSuisCharlie #ParisMarch



452



338

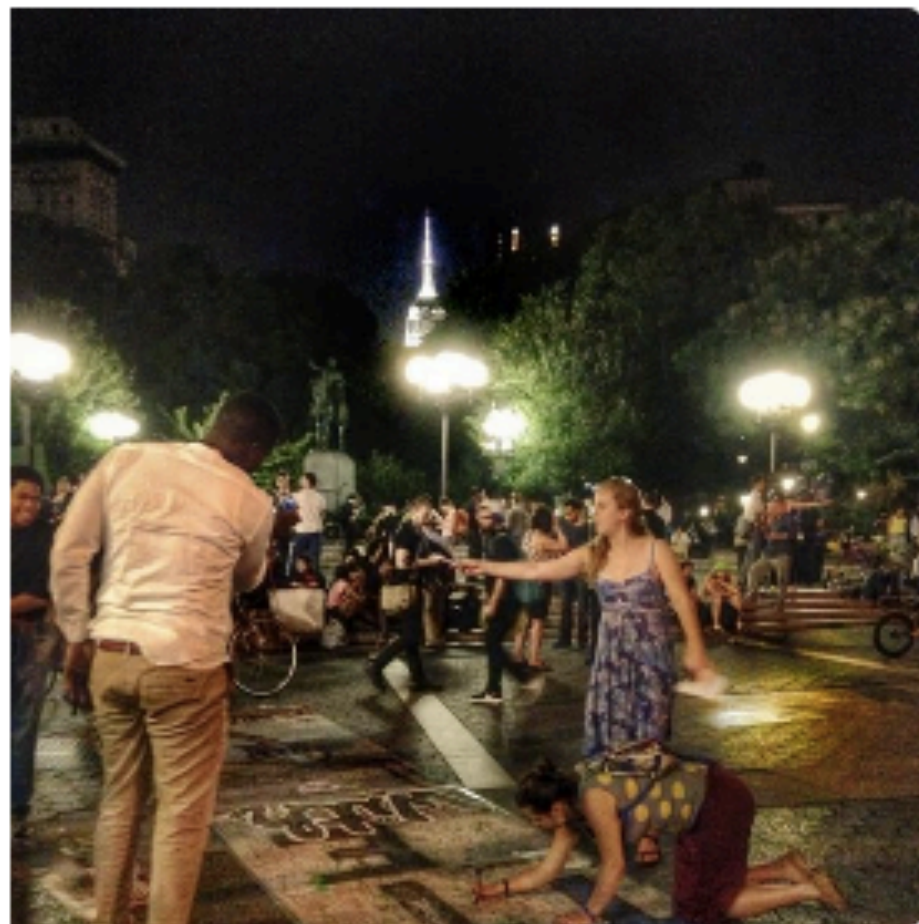


[View more photos and videos](#)



**Adam Khan** @Khanoisseur · Aug 20

Peaceful protesters in Union Square, NYC. **#Ferguson**



57



53



Expand





**Adam Khan** @Khanoisseur · Nov 25

**#Ferguson**

 Reuters Top News



156



104



Expand



**Adam Khan** @Khanoisseur · Nov 11

Crowds at **#ConcertForValor** at the National Mall DC on Veterans Day

@usparkpolicepio

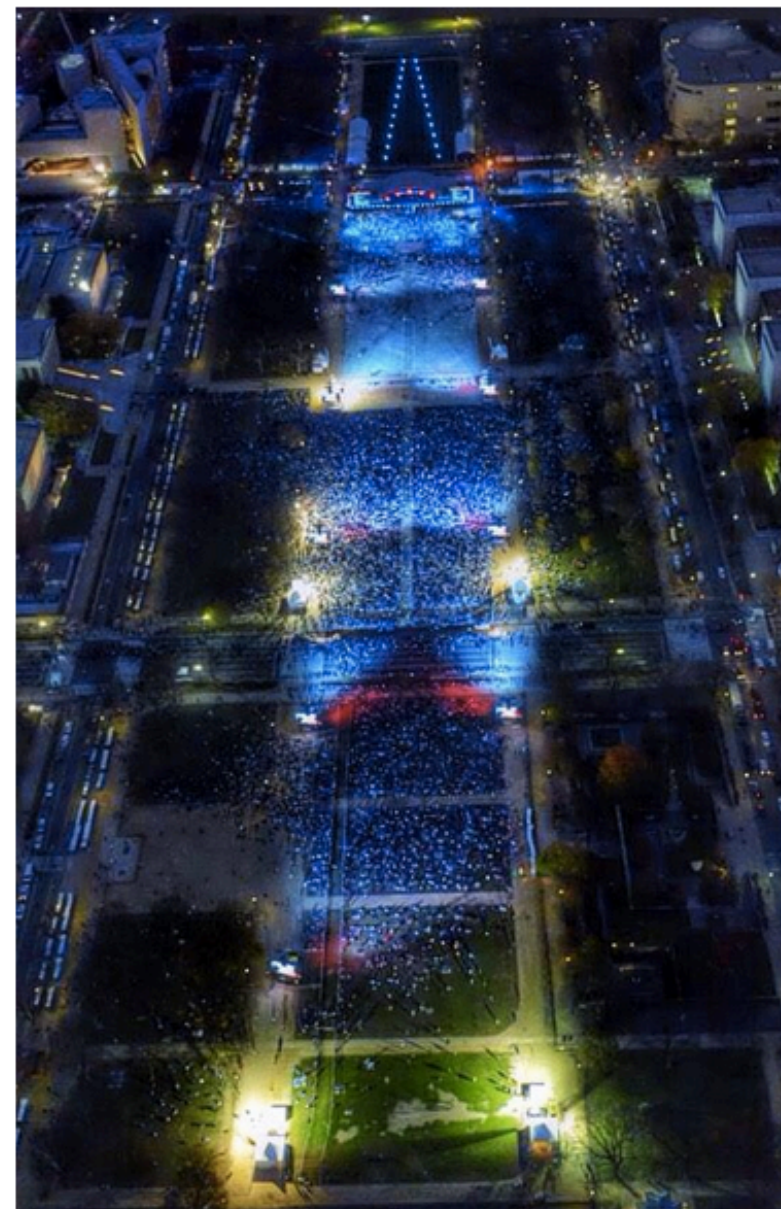
USPPNEWS, NationalParkService and National Capital NPS



**Adam Khan** @Khanoisseur · Nov 11

Crowds at **#ConcertForValor** at the National Mall DC on Veterans Day  
@usparkpolicepio

USPPNEWS, NationalParkService and National Capital NPS



RETWEETS  
62

FAVORITES  
53







**Adam Khan** @Khanoisseur · Dec 25

👉👤 Never forget: People working at a bar or restaurant tonight deserve the biggest tips.



RETWEETS  
**323**

FAVORITES  
**347**

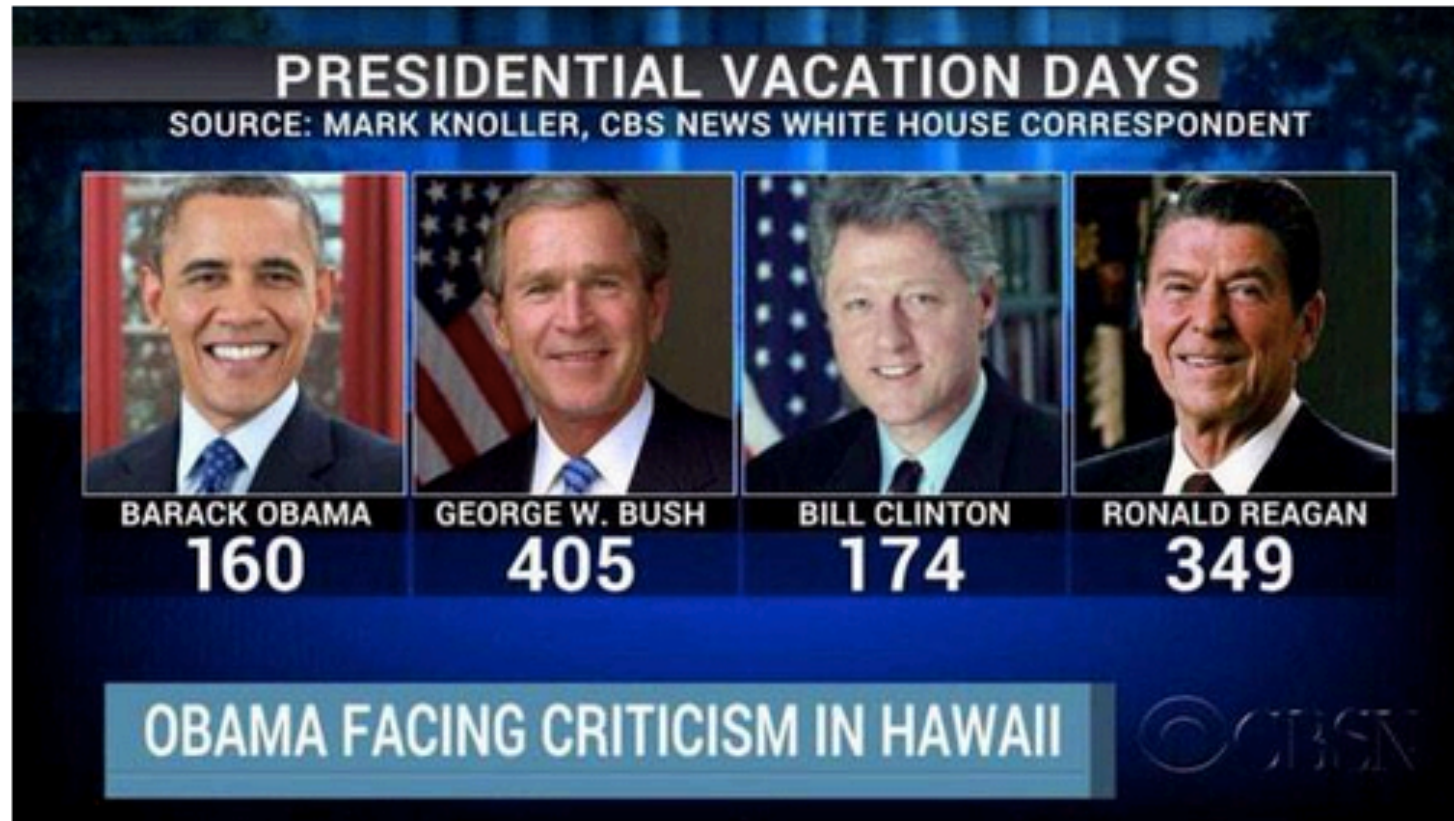




**Adam Khan**

@Khanoisseur

Obama such a slacker

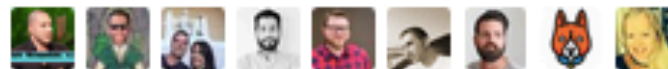


RETWEETS

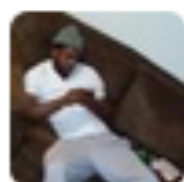
**310**

FAVORITES

**220**







מארק MARK MY WORDS @Mark\_Rashad · Jan 4

THIS RT @Khanoisseur: Obama such a slacker



934



529



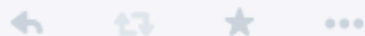
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HIT A NERVE



Adam Khan @Khanoisseur · Jan 18

Every tech conference [pic.twitter.com/6raM6o5LT2](https://pic.twitter.com/6raM6o5LT2)



[Hide photo](#)

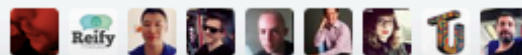


RETWEETS

851

FAVORITES

760







**Adam Khan** @Khanoisseur · May 6

2015 is everything they said it would be.

En route, in Uber. Instacarted some wine to your place. See you in 10.

Perfect, Seamless on its way, and Netflix all queued up.



288



285



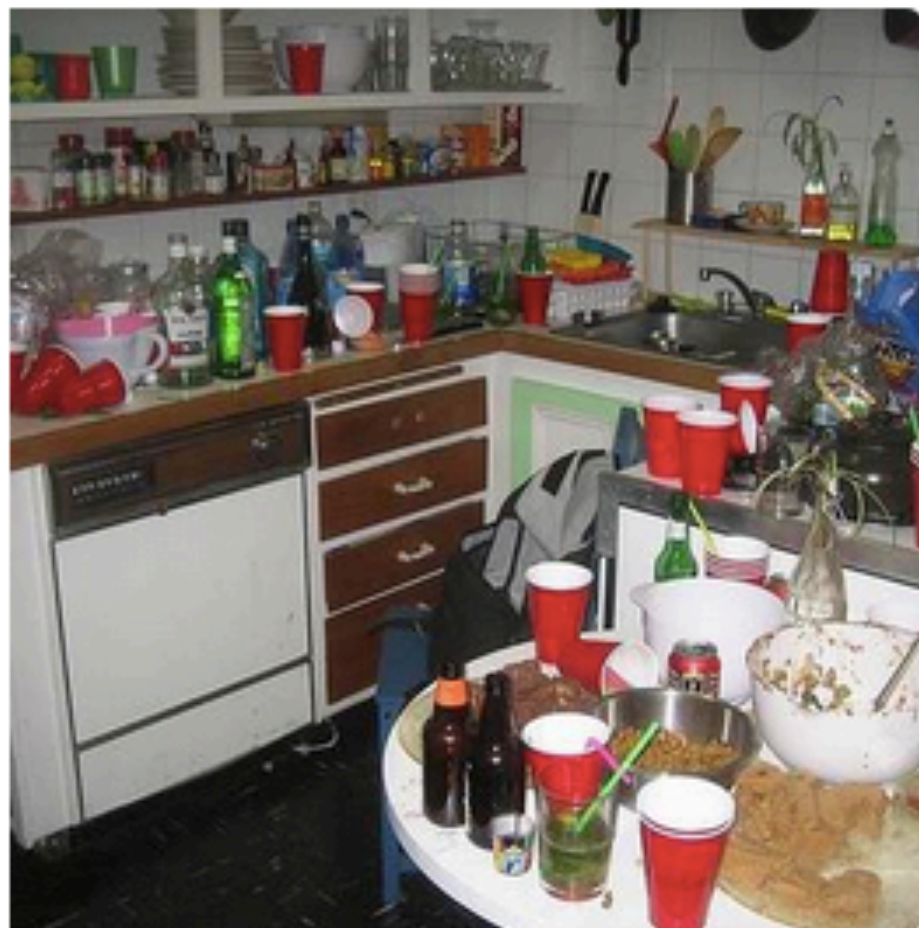


Pinned Tweet



**Adam Khan** @Khanoisseur · Dec 30

# New Year's Eve: expectations vs reality



69



86

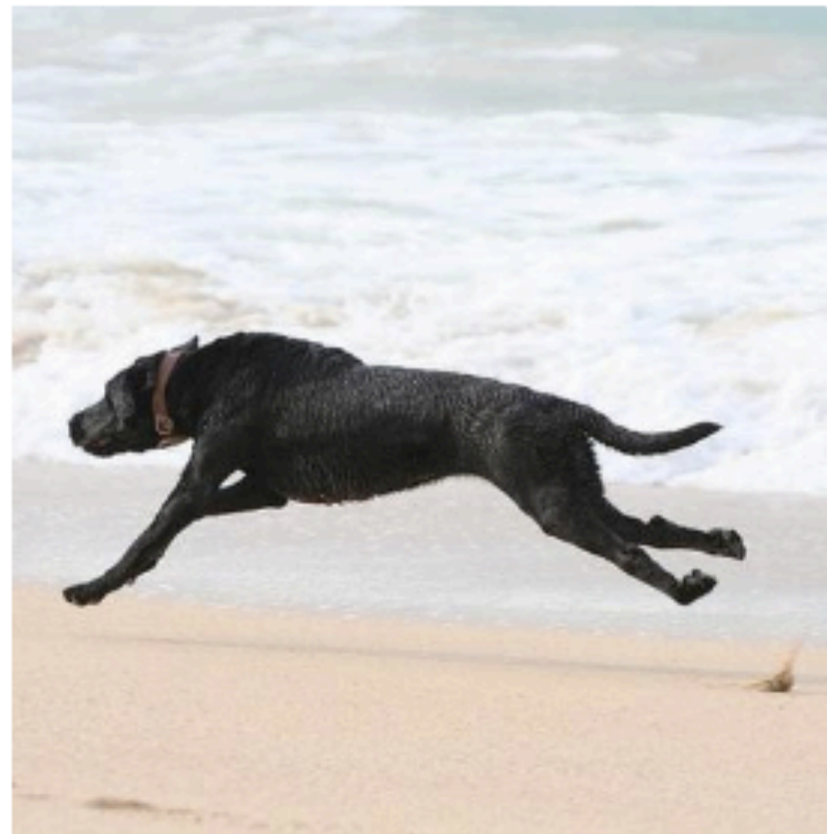


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**Adam Khan** @Khanoisseur · Dec 14

Two types of people on a Sunday morning after a big **holiday party**



7



24



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Adam Khan @Khanoisseur · Nov 7

Hey, you up? #NYCin3Words

EverythingNYC

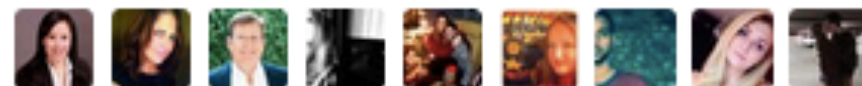


RETWEETS

80

FAVORITES

148



THINK LOCAL

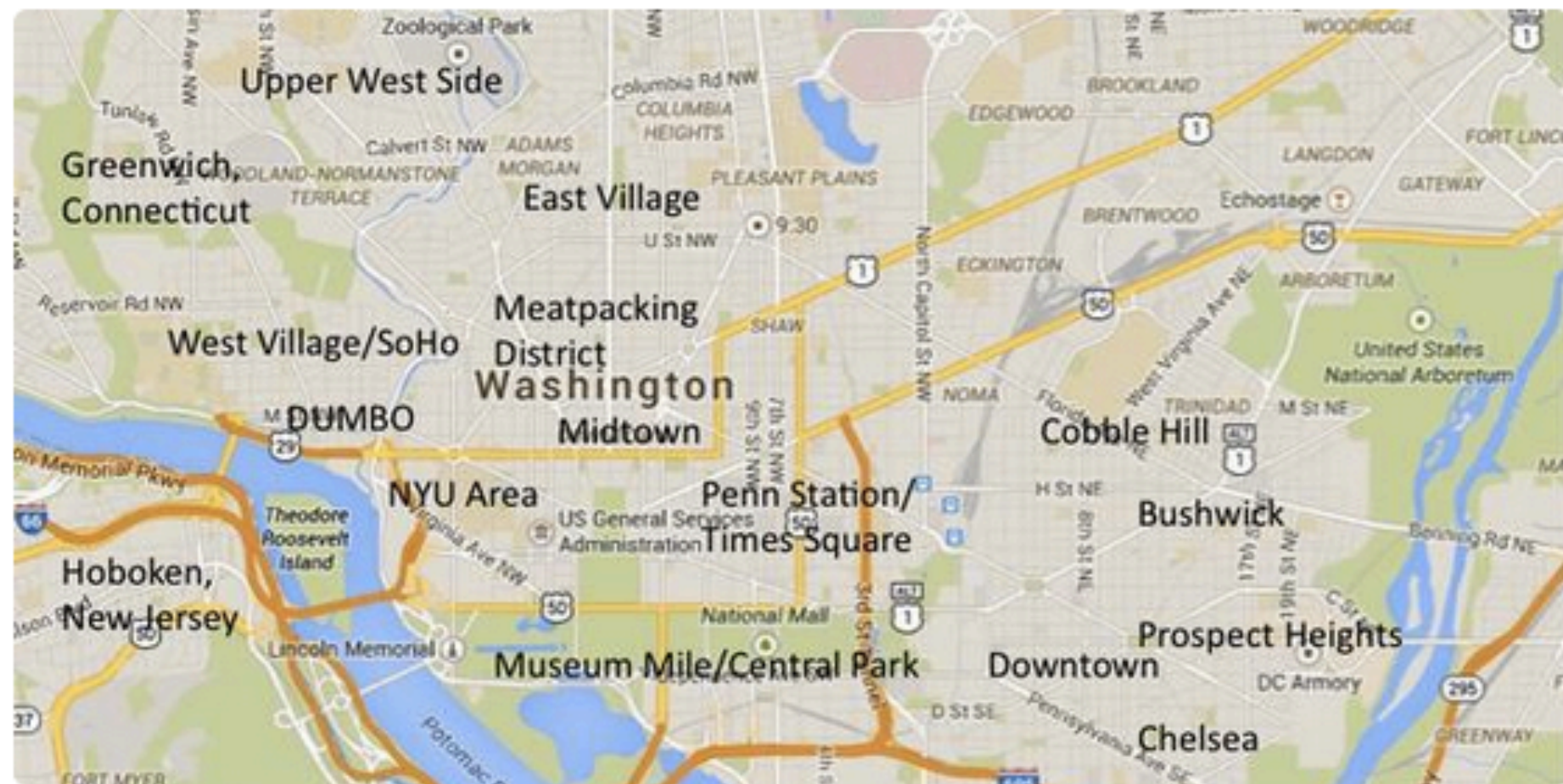




**Adam Khan** @Khanoisseur · Oct 30

Washington DC **neighborhoods translated** for New Yorkers.

👤 Laetitia Brock, DCist, Unsuck DC Metro and 7 others



41



46



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Favorited 47 times



**Adam Khan** @Khanoisseur · Dec 12

**Meatpacking District** from Google NYC office @EverythingNYC

👤 Gansevoort MPD, Barbuto, MeatpackingProd and 5 others



17



47



Expand





**Adam Khan** @Khanoisseur · Dec 8

**Entrepreneurs Wanted:** Banner year for Georgetown University, social innovation, tech [inthecapital.streetwise.co/2014/12/08/geo...](http://inthecapital.streetwise.co/2014/12/08/geo...) #dctech

👤 Georgetown Univ., Georgetown Alumni, Sonal Shah and 6 others



8



8



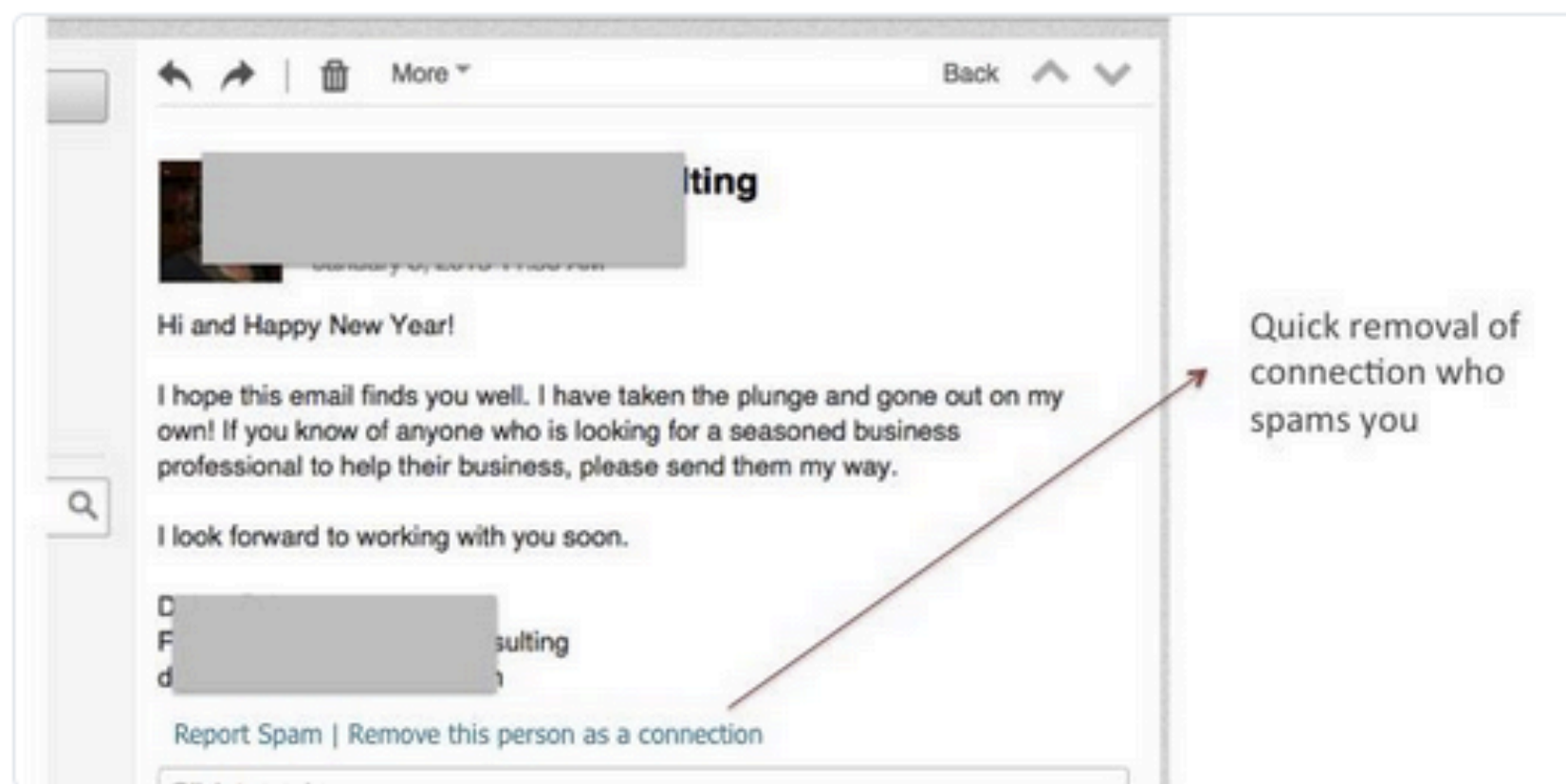
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**Adam Khan** @Khanoisseur · Jan 8

Feature request for @LinkedIn: Quick removal of connection who spams  
[@amyep](#) [@lahutter](#) [@ryros](#) [@glassruss](#) [@hillens](#)

👤 Wesley Leung, Lea Ann Hutter, Sid Viswanathan and 2 others



[View more photos and videos](#)

ACT

HYPERLOCAL





Adam Khan @Khanoisseur · Dec 4



Obama at Fiola Mare--looked right at my dining partner, who **fainted** smoothly  
[@nathanking](#) [@DHBerman](#) [@KStreetHipster](#)



3



15



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BUMP/REAGE



**Adam Khan** @Khanoisseur · 17h

The tweet that made a billionaire out of Uber's first hire.

ANY TIPS??



You follow this user



**Ryan Graves**

@ryangraves

@KonaTbone heres a tip. email me :)



29



47



[View photo](#)



**Adam Khan** @Khanoisseur · 11m

Twitter continues to amaze me.



1



13



**YLNA** @wonderosa · 4m

@Khanoisseur it's an amazing place!



ALWAYS BE  
MEASURING





Analytics

Tweets

Followers

Twitter Cards

Tools ▾

Adam Khan ▾

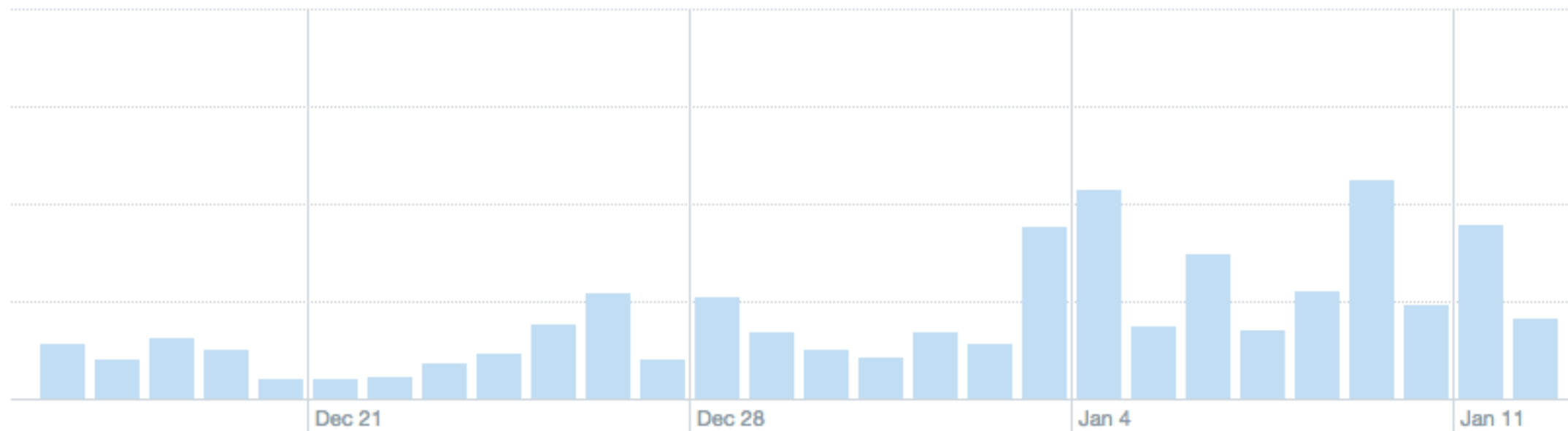


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## Tweet activity

📅 Last 28 Days ▾

📄 Export data



HANDS ON

# Thanks!

Ping me for many more advanced Twitter concepts, questions, comments!  
My book Hack the Bird is now out on Amazon. Follow @HacktheBird on Twitter

Happy Tweeting.

Adam

Twitter: @Khanoisseur

Adam.Khan.Inbox@gmail.com