

Why Your Retweets FAIL

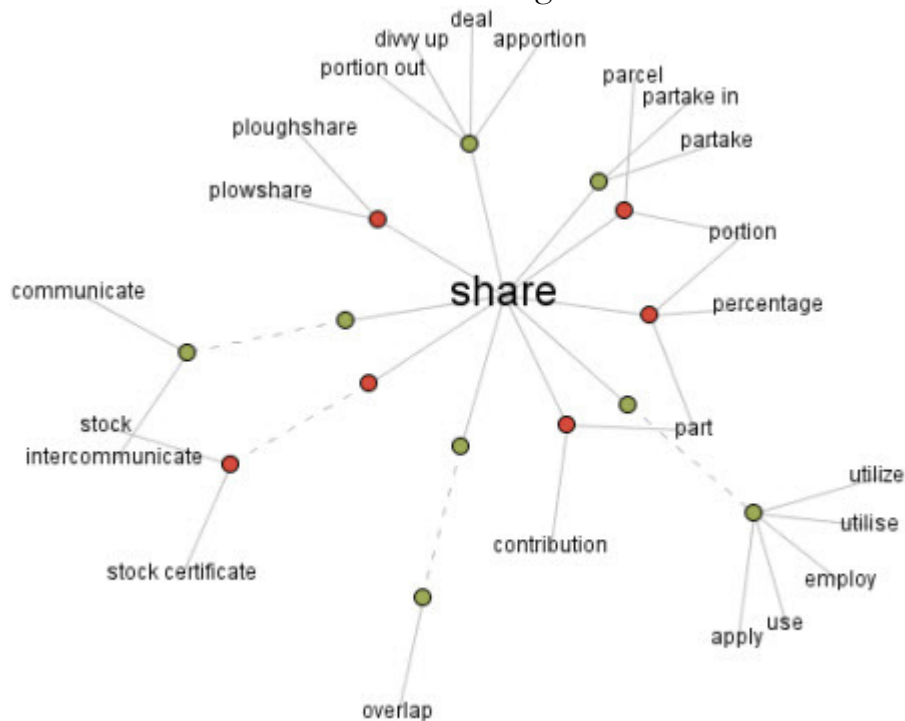


Tips From Rodney Rumford

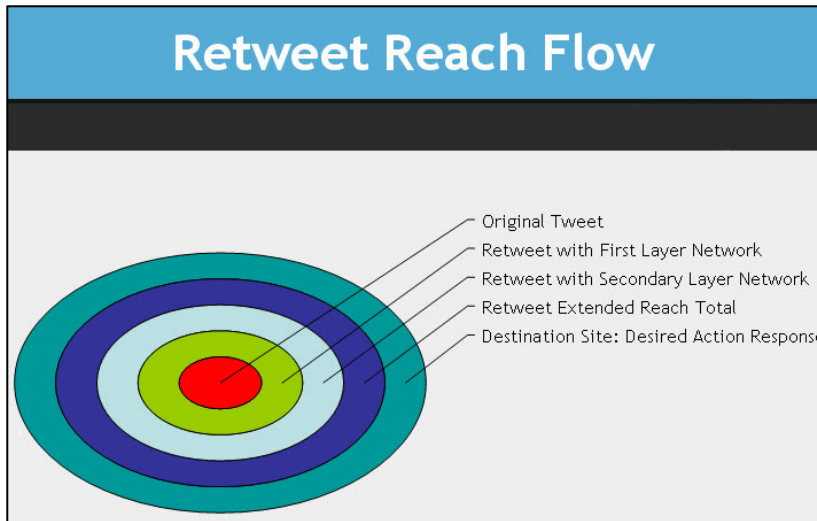
Author of the Book: Twitter as a Business Tool

[Retweet]: noun, verb, retweet, retweeting, re-tweet, retweeted, RT

1. The act of sharing content discovered on Twitter to a network of followers.
2. To redistribute content to your Twitter network.
3. To ask for your followers to echo and pass forward and share with their Twitter network.
4. To give attribution to original content author and share.
5. Word of Mouth conversation sharing on Steroids.



Creating content that moves through the social graph of Twitter via retweet **sharing** can have huge benefits for your business. Tapping this viral behavioral component and leveraging the psychological carriers is crucial if you want your messages to reach as large an audience as possible. When you ask someone to retweet your content; you are effectively asking them to “endorse” and share the content with their network of followers.



Understand that the intent is to get your retweeted content to flow as deep and as wide as possible so that the numbers of impressions, consumption points, visibility, reach and message amplification is as large as possible. There are many

reasons why people choose to, or not to share and retweet the content to their followers. Knowing why people choose to retweet content is critical. Knowing why they won't retweet your content is equally important.

7 Benefits of Retweet Best Practices Mastery

1. Your content flows fast and far thru multiple friend networks
2. More people consume the messaging and push it further
3. More people take the call to action included in the original tweet
4. More people who have an interest in that topic will likely follow you as they discover your association with the original content
5. Establishment as a credible resource of value added content
6. Increased influence across the network as a valued resource
7. Traffic to your blog, destination web property or desired web page that is referenced in the original tweet content

The number of times your content is a retweeted is based upon a combination of the following factors:

- The value of the content
- The size of your network
- The influence position you hold in your network
- The number of people with whom you interact and have relationships
- The effectiveness of the headline
- The influence and reach of the people that retweet your content
- The time of day that you ask for the retweet
- The target audience receptiveness to the content
- Your ability to have a tribe of responsive loyalists
- The relevancy and distribution of the content to people who care

Retweetist If you find yourself copying other people's **Twitter** messages, worry, you are not alone. In fact so many people are RT'ing today and retweet about it!

home **URLs** people how to retweet

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Top 50 Retweeted Links

Last 24 hours

#1 [Nothing found for 2009 01 22 Bluefir-twitter-contestbluefir-twitter-contest](http://blog.bluefir.com/2009/01/22/bluefir-twitter-contestbluefir-twitter-contest/) - retweeted 199 times

#2 [» Twitter Search Advertising! at Twitter As A Business Tool - Building Your Business](http://www.twitterbusinessbook.com/2009/01/twitter-search-advertising/) - retweeted 110 times

#3 [YouTube - Funny Lenovo Ad - W700ds](http://www.youtube.com/watch?v=MhGkxkzrnPbQ) - retweeted 72 times

#4 [My favorite picture that I took from the inauguration #inaug09 on TwitPic](http://twitpic.com/15f65) - retweeted 60 times

#5 [Playtest EA Games!!](http://eaeplaytester.com/playtester/) - retweeted 57 times

#6 [Truemors : Bush Street Renamed Obama Street in San Francisco](http://truemors.nowpublic.com/?p=36077) - retweeted 55 times

Over 95 % of all retweets get fewer than 5 people retweeting the message. There is an even smaller percentage of tweets that get retweeted more than 20 times and an even smaller percentage that get retweeted over 100 times. If you get 100 people to retweet your original content post, you have hit what can be considered a home run. Once you have done this;

it will become easier to replicate as you fully become familiar with the inner workings and different nuances of the best practices.

Retweet Behavior Metrics

- ~1.5% of all Tweet Volume is retweets
- 21% Frequently Retweet
- 93% Participate in Retweet Behavior On Some Level

How Often Do You Re-tweet

What is a re-tweet 2%

Never 5%

Frequently 21%

Infrequently 30%

Depends on Content 42%

Source: Gravitational Media: Dec 08

There are proven best practices that will enhance your ability to get your content into the coveted top percentage position. This is important to fully understand as 93% of Twitter users retweet on some level and 21% retweet frequently.

Here is a little known metric behind the behavioral phenomenon of retweeting and how users choose to engage in this behavior within the Twitter eco-system. Less than 1/5th of 1% of retweets get over 100 retweets. Hitting that sweet spot of getting into that 1 percentile is an art and a science.

If you help enough people get what they want; you will get what you want. This is especially true and a behavior driver in virtually every socially centric online eco-system. Think about the social stroke or ego driven angle for engagement.

I am going to share the reasons that the majority of retweets fail to pass the 20 retweet level. If you do not pay attention to these reasons for failure; your chances for success are reduced by a significant order of magnitude.

The Top 15 Reasons Your Requests for Retweets FAIL

1. You don't use the word please. If you want help you need to ask nicely. Use pls RT or please RT or please retweet
2. You use up all 140 characters. Leave at least 12-20 extra characters so when people move your content thru the retweet cycle there is room for another name or two to be added to the tweet
3. Your headlines are not compelling enough. Carefully craft your messaging so that it has a "headline" that allows people to immediately understand the content and value.
4. You don't have a call to action request. Tell people what you need/want them to do very specifically and concisely.
5. There is no value to the users for passing the information along in a retweet. You need to have something that resonates with people and their audiences. Provide them with something great to pass along.
6. Your URL is too long and uses up all the critical characters that should be used for the headline and call to action. Use a link shortening service such as www.bit.ly which allows tracking of everyone who retweets.
7. You just don't have the network size to get people to engage: Your network size might be too small for the retweet to gain critical traction or people tend to ignore your tweets. Your Twitter presence needs to be a point of Gravity that attracts people.
8. You ask people to retweet too often and they feel like they are being used. Build up some karma points and share great content; then you can ask for the retweet.
9. You do not publicly and/or privately thank the people that retweeted the content. People enjoy ego strokes and recognition. This is crucial in a social network such as Twitter.
10. Your content is a lump of coal and not a diamond. Conversation is the currency in social ecosystems like Twitter. Focus on creating unique valuable diamonds for people to share and pass around.
11. You continually only ask for retweets when it primarily benefits you or your business. In social networks you get out what you put in. Give people lots of great content that is not self serving, so that when you ask for a retweet they are more likely to respond to your request for a retweet favorably.

12. You don't have a tribe of loyal followers that you built a relationship with. Creating relationships with the people that you interact with is critical; they will want to help you and will readily retweet.
13. Your content is too far off of the area of interest of your target market. The content needs to be relevant and interesting in order for it to spread.
14. Your brand is not respected within the Twitter eco-system. You need to have your communication channel flowing and have a bit of history associated with the Twitter account.
15. Your retweet fails to attain the tipping point of momentum, velocity, reach, ripples and size. This can be a symptom of any or several of the above mentioned reasons for failure.

I have had several tweets that have been retweeted over 300 times and attained results as the most retweeted posts for an entire day across the entire twitter eco-system. I was able to do this with a relatively small following of just over 2000 followers. I was able to do this by asking for a retweet only 2 times.

Top 50 Most Retweeted Users
Last 24 hours

#1	@inaug	436
#2	@guykawasaki	249
#3	@kevinrose	209
#4	@PRZInauguration	151
#5	@mashable	136
#6	@inaug_rss	122
#7	@mayhemstudios	101
#8	@neilhimself	100
#9	@DaivRawks	93
#10	@unmarketing	91
#11	@BreakingNewsOn	87
#12	@JesseNewhart	84
#13	@chrisbrogan	73
#14	@andysowards	69
#15	@bluefur	57
#16	@styletime	52
#17	@zaibatsu	50
#18	@rumford	48
#19	@Scobleizer	46
#20	@probblogger	45
#21	@garyvee	44
#22	@mytimes	41

A tool that you can use to monitor the freshest and most retweeted links is to follow

www.twitter.com/retweetist

While it does have some minor flaws and does miss some retweets if they run through multiple link shortening services; it is fairly accurate at reporting number of retweets of a specific tweet.

It is also relatively useful in exposing the most retweeted users and emerging retweet topics on Twitter in an easy to

consume format. It updates very frequently and publishes stats on the most retweeted users of the previous hour and the associated tweet. You can also see the Top 50 most retweeted users in the past 24 hour period. This is a great tool and in fact it tends to drive even more retweets once you gain visibility on the different lists that they publish. There are more advanced ways to track.

Retweet Best Practices

- Conversations = Currency
- Write Good Headlines
- Leave 12 Extra Characters
- Ask For Retweet
- Must Have Value Add Karma Credits
- Retweet Based on Perceived Value to Followers Network
- Thank Retweeters

Here are a few of the best practices surrounding retweeting. Following these best practices will increase the likelihood of your success. There are more but this is enough to get you going initially. We have written a chapter that provides analysis and reviews a detailed case study that exposes exactly how we leverage

retweeting and we chart the quantitative results and share the insights from lessons learned in the eBook: *Twitter as a Business Tool*.

Download your copy of the eBook: *Twitter as a Business Tool* now. See the details here

www.twitterbusinessbook.com/buy

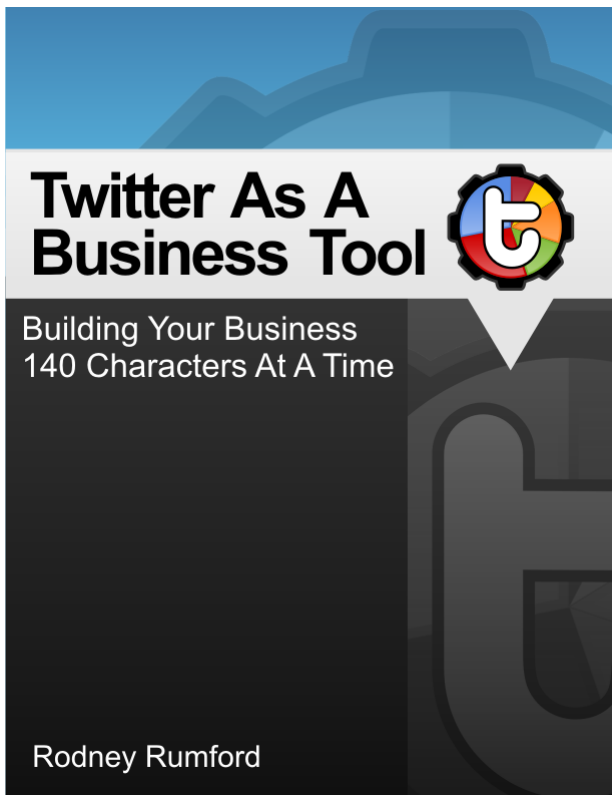


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You can also download the comprehensive Twitter Multimedia Kit. See the details here

www.twitterbusinessbook.com/the-book-kit



- eBook: Twitter as a Business Tool
- Companion Workbook
- 50 PowerPoint Slides
- 7 Training Videos

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A screenshot of the BusinessWeek website. The main headline is 'BusinessWeek -- CEO Guide To Technology' with a sub-headline 'A monthly primer on the innovations impacting top execs'. Below this, there's a 'THE STAT' section with a large '26' representing the percentage of wireless customers who use their cell phones to take pictures. The 'THIS WEEK'S EPISODE' section features 'Microblogging for Businesses' with a 'Podcast: Corporate Twitter takes off' link. The 'ARCHIVES' section lists several other articles like 'Virtual Desktops', 'Open-Source Software', and 'Finding Bargains on Secondhand'.

Listen to the Business Week Podcast Interview with Rodney Rumford about How Businesses Can Best Use Twitter.

Recorded in November 2008. Running Time: 10 minutes

www.businessweek.com/mediacenter/qt/podcasts/guide_to_tech/ceoguide_09_05_08.mp3

About The Author



Rodney L. Rumford has 21 years of experience in technology, marketing, engineering, sales and consulting. He has worked for Fortune 100 companies and startups in a variety of management & board advisory positions. He is the Founder and CEO of Gravitational Media and SociallyBranded, a new resource for monitoring and maximizing online brand penetration and exposure.

He is a true visionary and has authored books on Social Media, Business Blogging & Podcasting. He has been featured in The Wall Street Journal, Forbes, Fortune, Business Week, Business 2.0, Social Computing and numerous Associated Press & Reuters articles. His sites have also been featured in the acclaimed “For Dummies” series of books.

He has been Blogging for 6 years and has developed software solutions in the areas of Twitter applications, Widgets, iPhone applications, RSS, Content Syndication, Blogs, Podcasting, Facebook Applications, Video Search & Aggregation, and PPC Advertising. He is a widely published author that has been featured on many websites as a credible authority across marketing, branding, business, technology and social media topics.

His consulting firm Gravitational Media helps clients embrace these new media technologies to attain specific business goals and is focused on ideation, strategy and implementation of action-driven strategies. Rodney has been an active user of Twitter for over 2 years and has been involved with the Facebook f8 platform since its launch.

Gravitational Media provides Businesses Strategy, Ideation and Technology Consulting to help Brands Engage in Social Networks. He is also the founder of the educational event seminar series about maximizing social media for business www.GravitySummit.com

Rodney is the Publisher of www.FaceReviews.com which rates and reviews Facebook applications, as well as provides news and strategy insights about social media trends and how these trends affect businesses. Rodney sits on the boards of several technology companies. He currently resides in Solana Beach, CA.

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