6 tactics that helped Hootsuite grow to 7+ million Twitter followers

Hootsuite ✔
@hootsuite

TWEETS	FOLLOWING	FOLLOWERS
36K+	1M+	7M+

Hootsuite™
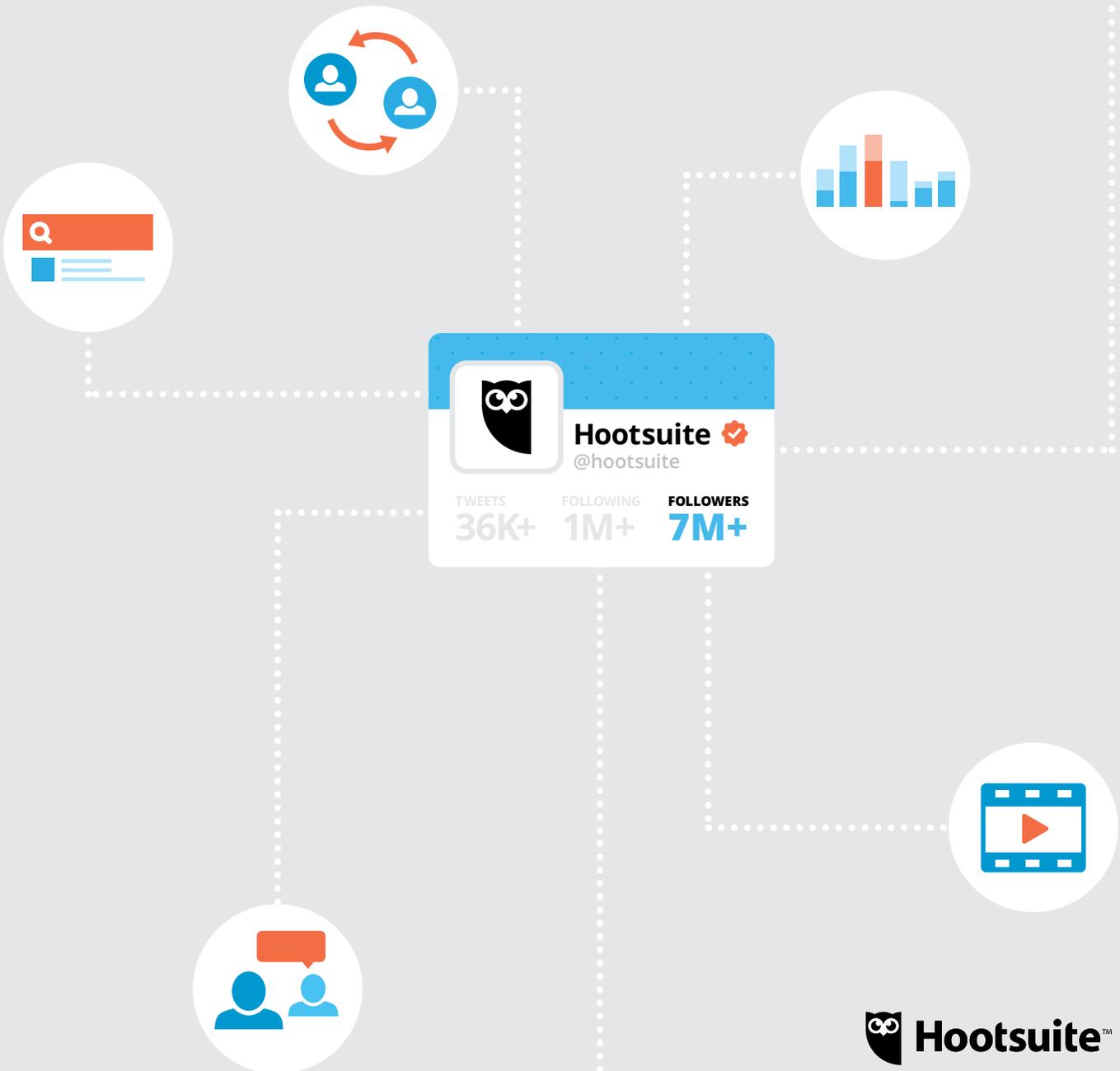
Back in 2008, we were a startup. We had a small budget. We faced the same challenges as every brand: starting from zero.

From gaining traction to scaling globally, Twitter has always been a key marketing channel for us. Over the years, we've tested hundreds of Twitter tactics. Here's a quick list of the ones that have made the most impact.

1. Visual Content

Images, gifs, and videos

It's rare we'll send a text-based Tweet. Our social team spends a lot of time creating images, filming funny little videos, and trying to find the right visual to make a Tweet. This post explains five principles that make up a powerful Twitter image.

2. Community

## Twitter Chats

We run a regular Twitter chat called #HootChat. Apart from giving us a rush of traffic and Retweets every week, #HootChat builds stronger partnerships with our partners, attracts industry influencers, and grows our customer community. Follow the steps in this article to launch your own Twitter chat.

Hosting live events.

We've run Hootups for years. Hootups are local meetups organized by Hootsuite users. They give people a chance to share marketing advice and connect with each other. We started small. And now they are run by our customer community in 80 cities around the world. If you've never hosted a live event for your social media followers, it's a great way to build relationships and gain some traction. This post shows you how to get the most from social media at live events.
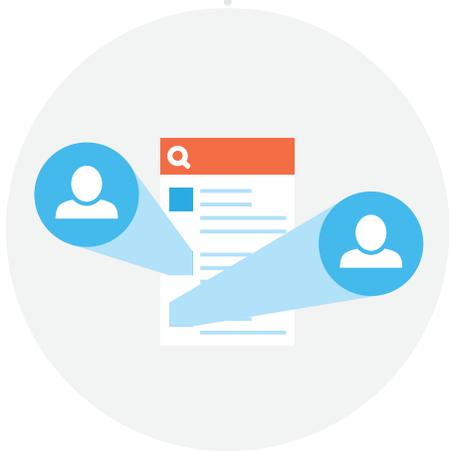
3. Monitoring

Tracking product and industry mentions.

We religiously use search streams in Hootsuite to monitor industry terms and conversations about our products. We used Twitter mentions from customers to create one of our most popular campaigns. Want to set this up for your company? Here's an expert tutorial.

4. Engagement

## When our customers Tweet about us, we Tweet back.

We monitor for brand mentions and respond quickly when our customers mention our brand name (even if they call us "Hootsweet"). We also try to link what we do on social to real life. For example, we send "Hootkits" (fun swag packages with stickers and branded gear) to make shout-outs a little more real. We send these to followers who write about us or go out of their way to support us.

5. Scheduling

Content scheduling.

Every brand has a few pieces of content that continually attract new customers. We schedule Tweets in Hootsuite to make sure these pieces reach new audiences. Here's how you can schedule Tweets for your brand.
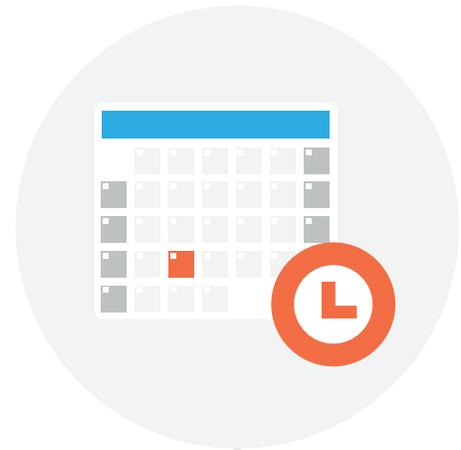
6. Analytics

UTM codes.

We use UTM parameters to track what Tweets and content bring the most traffic. These are essential for fine-tuning your content calendar and getting better over time. Learn how to use UTM parameters here.

We test and use a lot of analytics tools. A few that we use every day include Brandwatch, LiftMetrix, and Hootsuite Analytics.

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