

Find and subscribe to relevant lists, and create your own

Creating your own

- Always set up lists from the www.twitter.com page.
 - Go to the cog icon, then click 'lists'.
 - Create list, name it, make it public or private.
- Public – you want people to know they're in the list. Think flattery!
- Private – people who you want to keep an eye on without them knowing you are. (E.g. clients, prospects, competitors etc).
- Go to each individual person you want on your list and click the person icon next to their name, then 'add to list'.
- Going to your lists page and clicking on the specific list brings up all the tweets from everyone in that list
- Add lists as streams on Hootsuite

Finding other lists

- There are A LOT of lists on Twitter!
- Find someone known as a specialist in their field
- Click on their profile, then click 'lists'. Click 'member of' to see the lists people have added them to.
- Click on the particular list and either view 'list members' to view members and follow individuals, or click 'subscribe' to add the list to your own list collection.



Benefits:

- Follow up specific people easily
- Sort people into categories
- Allows easy focusing of tweets – sorts out the noise
- Share your list: each (public) list has a permalink so you can share it with others