



TWITTER ~ SUCCESS QUIZ

Test your Twitter acumen and how well you manage your business' Twitter presence!

INSTRUCTIONS: To assess how well you oversee this marketing channel, first score yourself in the “Your POV” (point of view) column. Each question should be rated on a scale from “1” (poorest) to “10” (best or most proficient) by you. Question scores are weighted different depending upon importance. If your tweets are humming along brilliantly with no room for improvement, you may total your score to 100. (Fabulous!) Next, repeat the quiz answering each question from your fans’ point of view. Are you doing as well as they think?

TWITTER SKILL SETS (Score “1” for lowest, up to “5” or “20” for highest)	Your POV	Fans’ POV
1. My Twitter profile is complete including account profile photo, custom background page, website URL, email contact information (for notifications), 160 character bio and location. (Score 1 to 10)		
2. I have plenty of Followers. (Score 1 to 10)		
3. I use #WhoToFollow and/or Lists to find and follow more tweeters with similar interests and engagement-building tactics (such as contests) or Follower-building 3 rd party programs (such as Tweepi or TweetLevel), or participate in #WW (WineWednesday) or #FF (FollowFriday) and other themed greetings. (Score 1 to 5)		
4. I tweet valuable content to my Followers frequently! (Score 1 to 5 – “1” for once a week, up to “5” for 5 or more times per day)		
5. I keep my tweets to 110-120 characters for easy retweeting by Followers. (Score 1 to 5)		
6. I regularly shorten my URLs in tweets to reduce character length. (Score 1 to 5)		
7. I interact with my followers frequently. (Score 1 to 5)		
8. I periodically ask for retweets (“Pls RT”) of my tweets. (Score 1 to 2)		
9. I regularly use special characters ([{<> ~*^&+=) to draw attention to my tweets. (Score 1 to 2)		
10. I regularly use appropriate and key hashtags (#) to attract more Followers and participate in conversations. (Score 1 to 5)		
11. I regularly give credit to others (“via @Name” or “by @Name” or “from @Name” etc.) for their work I promote. (Score 1 to 5)		
12. I respond promptly to all my Followers’ direct messages (DMs), tweet queries, concerns and complaints via Twitter. (Score 1 to 5)		
13. I regularly thank my Followers for a new follow, a retweet (RT), mention or other acknowledgement. (Score 1 to 10)		

14. I regularly tweet variations of the same content (as part of my strategy) for several days, weeks or months. (Score 1 to 10)		
15. I use Tweetdeck or Hootsuite to manage my Twitter account and pre-program messages in advance. (Score 1 to 5)		
16. I regularly craft creative Twitter marketing campaigns. (Score 1 to 3)		
17. I regularly promote my own products or services approximately 5 – 20% of my total tweets. (Score 1 to 3)		
18. I regularly participate in or lead content-rich chat sessions on Twitter. (Score 1 to 2)		
19. My website is optimized with social share buttons for easy commenting by my Followers. (Score 1 to 3)		
20. I do not cross post from Facebook or other social media to Twitter. (Score -5 if you cross post down to 0 if you post directly in Twitter or Tweetdeck or Hootsuite.)		
TOTAL SCORE:		

How good or bad your final score depends upon what you think is important. Not every task is required for every business. Use your scores as a guide to determine what to focus on to improve your Twitter performance over the next ninety days to six months.