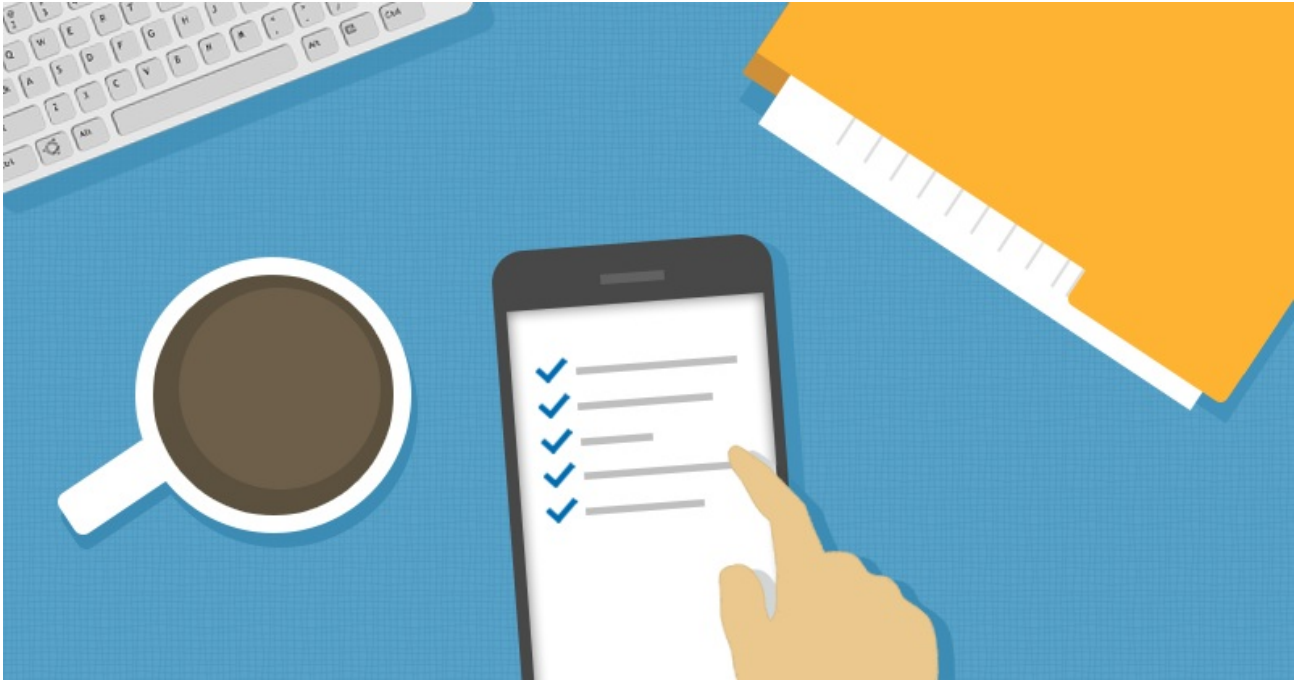


Improve Your Twitter Presence with Yolande Poirier

Attract hundreds of followers with practical lessons from a top expert in the tweetosphere. Yolande (@ypoirier) handles the @Java account and helps developers to increase their credibility inside the Java Community. Follow her advice to improve your twitter presence, and follow her on twitter for great Java Community Content!



Turbocharge Your Profile

- ☐ Your Profile picture should be a personal picture, that shows your face well. Avoid cartoons and other images that won't show you as a real person.
- ☐ Banner Picture: the banner also helps you show you are a real person. Add an image that relates to what you do or to the communities you are part of. Don't leave this empty.
- ☐ Description: describe clearly what you do and what you will talk about. Your audience should understand how relevant your content is for them. Your Celebrity Statement here will be perfect.

Create Great Content

- ☐ Focus, Focus, Focus: your content should be focused on your topic and in the needs of your audience. Some random content is OK, but keep an overwhelm ratio of relevant content.
- ☐ Pinned Tweet: add your best tweet as a pinned tweet. This will help whoever comes to your profile to understand what you tweet about, and decide to follow you.
- ☐ Content: write tutorials and other content that is relevant to your audience. Post descriptive tweets that focus on your audience. Make them curious to click and read the content.
- ☐ Retweet: retweet great content that is relevant to your audience. Even better, add your comments or quote an important part of the content. That way, your retweet becomes relevant.

Increase Your Credibility

- ☐ Follow the Right People: following relevant people in your interest area and in your community will provide great content for you to share, and will help people decide to follow you.
- ☐ Hashtags: tag your content with interesting hashtags that other people are paying attention. Campaigns like #100DaysOfJava and similar are great to promote your content to the community.

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