

# Squeeze Your Twitter Lists



Increase Your Followers  
Simplify Your Life on Twitter

Dr Richard | [infinite42.com](http://infinite42.com)

## ***A Brief Introduction***

This guide gives you some great ideas for squeezing the most out of your Twitter lists.

If you haven't looked at these yet, I'll show you some simple steps to build your own and start attracting followers. If you're already using lists, you'll find some tips to attract more followers and also to simplify your life on Twitter.

Here's what you'll find in the guide:

- How to build a list (with screenshots)
- Why you should try building a list
- How to find useful people to follow
- Get more people to follow you
- Simplify your Twitter Life
- Sharing your lists (or keeping them secret)
- Ideas for promoting your lists

That's it for the intro. Let's get started...

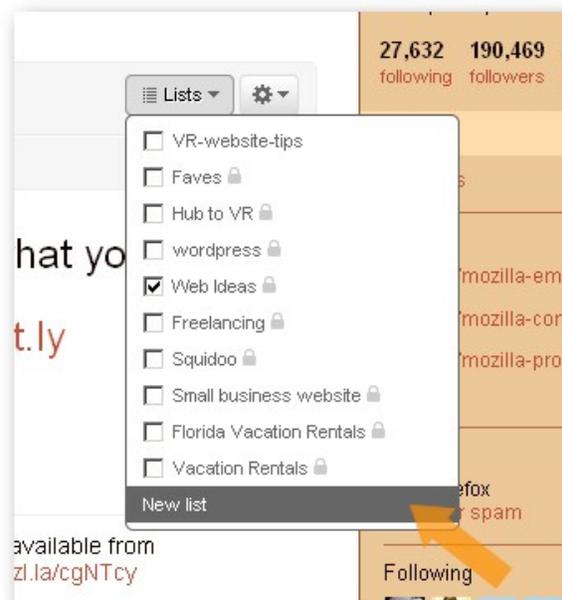
## How to Build a List

Building your own list is really easy and there are a couple of different ways to do it. Here's one method :

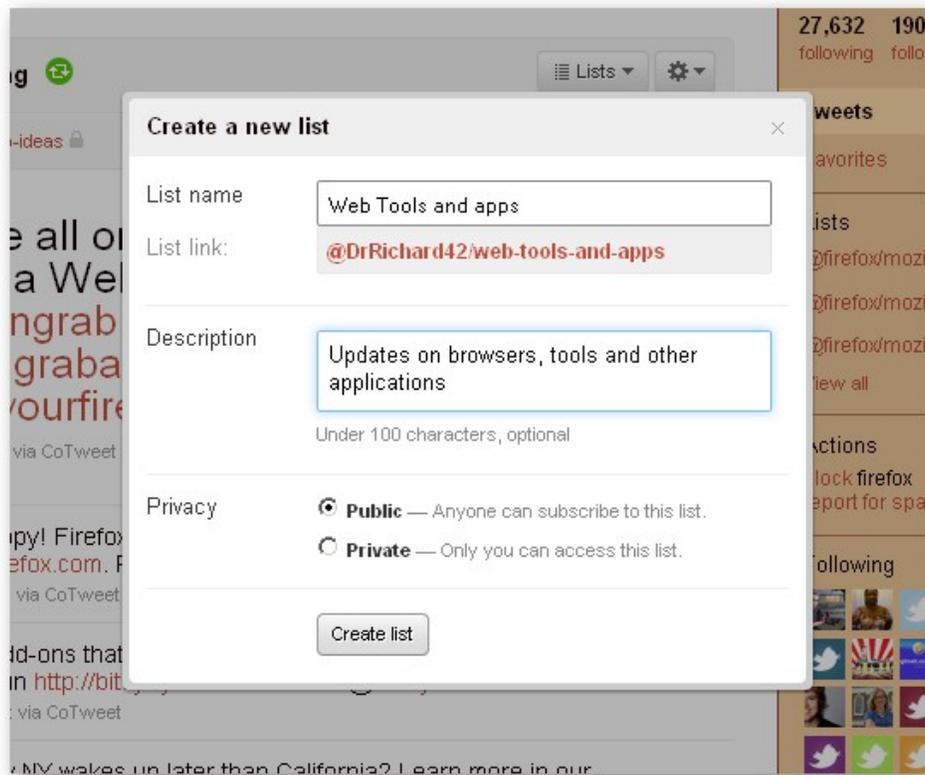
1. Go to the profile page of a twitterer who you want to add to your list.  
Click on the Lists button:



2. You'll see a drop-down menu of lists you've already created. Just select the one you want, or click New List if you want to build a new one, as I've done here:



3. Enter the name of the list and add a description. It's good to make the description descriptive (!) since this will appear on the list home page. You can choose here whether to make your list public or private – the difference here is whether other users can see your list or not (more on this later):



4. Now to see your list, just head over to your own profile page and look under Lists on the right hand navigation bar. Click on your list to see what's on the list:

**DrRichard42**

**Name** infinite42 Websites  
**Location** San Diego  
**Web** <http://www.infinite42.com>  
**Bio** Squeeze more from your Small Business Website Design at infinite42. I help people build, test and promote their websites (especially Vacation Rental Websites)

408 following 354 followers 3 listed

**Tweets** 561

**Lists**

- @DrRichard42/web-tools-and-apps
- @DrRichard42/vr-website-tips

View all

**Following**

5. Now you can see all the updates from anyone you've added to the list (in this case the updates are from Firefox since that's all I added). You can see how many people the list follows (that's one right now) and how many other people follow the list (zero as I write this but it might go up!):

**twitter** Login Join Twitter!

**@DrRichard42/web-tools-and-apps**  
 Updates on browsers, tools and other applications

This list was created by DrRichard42

**Tweets**

- firefox** Capture all or just a part of what you see on a Web page w/ the #Screengrab Add-on <http://bit.ly/screengrabaddon> Via @rockyourfirefox 5:35 PM Apr 2nd via CoTweet
- firefox** Grab your copy! Firefox 3.6.3 security update now available from <http://www.firefox.com>. Release notes here: <http://mzl.la/cgNTcy> 7:44 AM Apr 2nd via CoTweet
- firefox** 10 Firefox Add-ons that help you stay in touch, keep organized, & have more fun <http://bit.ly/ryfx0310colxn> Via @rockyourfirefox 5:33 PM Mar 31st via CoTweet

**Following** 1

**Followers** 0

**Following**

Lists by DrRichard42

- vr-website-tips

View all

Adding additional people to the list is even easier – just repeat Steps 1 and 2 and select the list you want to add to.

OK, so it's pretty easy to build a list. Let's look at why it's a good thing to do.

### ***Why Build a List?***

When you first look at Twitter lists you might wonder what the point is. Don't worry – it's quite common.

A Twitter list is just a group of people who you choose to follow.

Say you've built a list of 'useful people who tweet about stuff in my local area'. This is a handy list for you and you can focus your reading by checking the list once in a while.

The nice thing though is that this now becomes a useful list for your readers and customers too. They can follow your list and see all the updates from the useful people on the list in one step.

You can add yourself to the list too of course. What you've done is build a useful 1-click channel of tweets. This means you are providing something valuable to your readers (a good thing).

### ***Use Lists to Find More Useful People to Follow***

Try this now: Check out a few of the shared lists created by people who you

already like and follow.

Do some of these lists look useful to you? Do you think the lists might be useful to your readers? If so, try one of these:

(a) Either follow the lists directly, or

(b) Head over to their list page to see the latest updates

You'll also be able to see the number of people the list follows and how many followers it has itself. These are good indications of how useful it might be.

Now you can provide even more value to your readers AND help the people you follow by retweeting useful updates that you think your readers will like.

This technique is way more useful and focused than just randomly following people back...

### ***Use Lists to Attract More Focused Followers***

Here's a great tip - check out who is following a relevant list. A relevant list is interesting to you AND your readers.

Say it's the same example as before - 'useful people who tweet about stuff in my local area'. The followers of this list are already interested in this subject so you'd probably like them to follow you as well.

Check a out a few of these people, engage in some conversations with @replies and retweets, and then follow them if they look hopeful. They may

follow you back and help you to build a focused, valuable following.

### ***Use Lists to Simplify your Twitter Life***

Here's another great way to use Twitter lists to focus and simplify your twitter life.

Over time, I'll bet your home page has become pretty noisy and full of streams of updates that you don't really care too much about. This is normal.

It's good to check your own lists frequently to see what people are saying. This is a much simpler, more focused approach than just staring at your home page, since you're able to check updates that are truly useful and interesting to you.

You can take this further though.

If your home page looks like a stream of noisy updates that you can't keep track of, then try unfollowing a few people. If they are on one of your lists then you'll still see their updates when you look at the list. You can use this technique to focus your own home page and make life simpler - that's a good thing!

## ***It's Good to Share – Most of the Time***

When you create your Twitter list you get the option of sharing your list or keeping it private (check back to the example above for the screenshot). Why would you want to keep a list private though?

In most cases you'll probably want a public list, because this allows you to promote it and to have other people follow the list to see the useful stream that you've built. It's also good to be able to see other people's public lists, as we've seen in the tips above.

Here are some reasons why you might want to keep a list private:

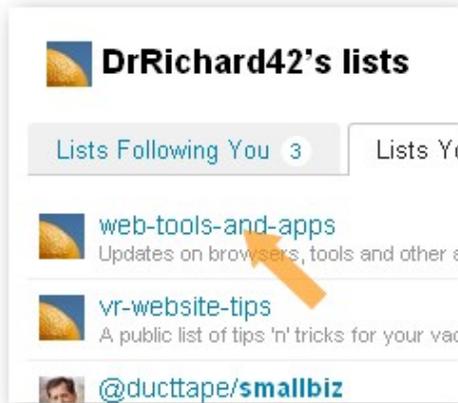
- (a) it's a list of competitors
- (b) it's a list based around a new venture that you don't want to talk about
- (c) it's a list of annoying tweeters that you want to keep track of but don't want to unfollow

Your private lists are marked with a tiny padlock on your own profile page. They can't be seen by other users. Don't worry – you can change the private status of a list at any time like this:

1. Head over to your home page and look for the 'View All' link under your lists (on the right hand sidebar):



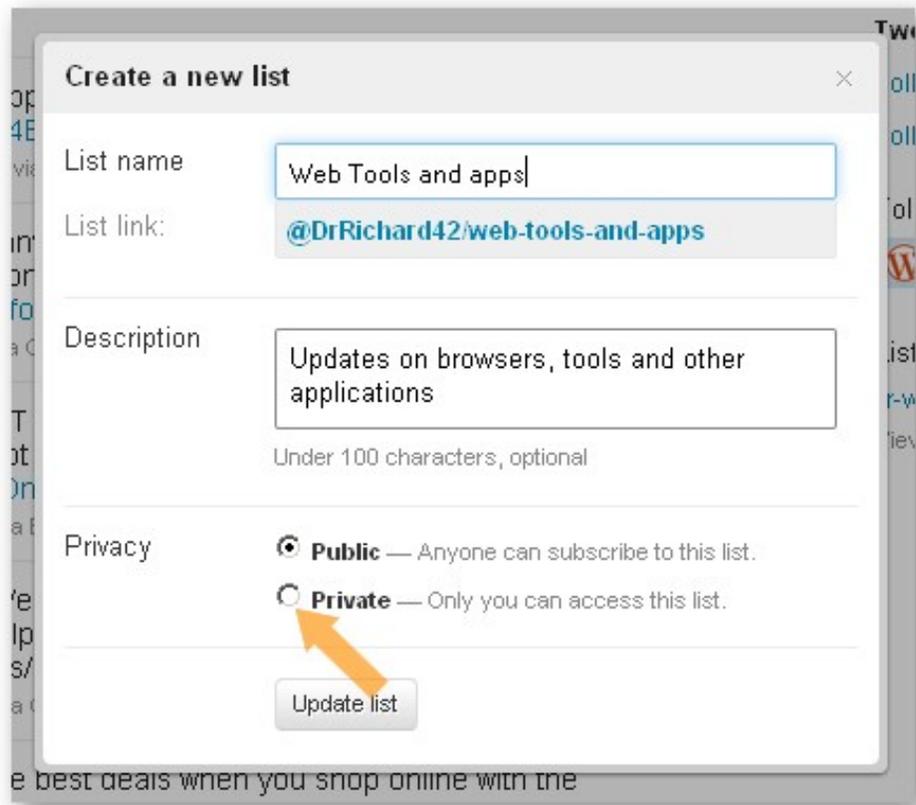
2. Click on your chosen list...



3. ...and then then go to edit (top right hand side):



4. You can then change the public/private status of the list (and the other settings too, just like when you created the list):



Simple! There are some other ways to do this but this one works!

### ***Promote Your List***

OK, so you've built a couple of lists that are really useful to your readers and customers. What's the next step?

How about promoting your lists in some other places, like your website or blog?

The simplest way to do this is to provide a simple link and add some

comments on what the list is all about. For example:

- Check out [my web tools and apps twitter list](#) for a stream of useful updates on browsers, tools and applications

You can make this even more exciting though by publishing a feed of the latest tweets from your list, right there on your website! There are lots of different widgets and tools out there that will help you with this, and they either use the RSS feed from the list or work via the Twitter API. Here are a couple of examples:

- For wordpress, check out the default RSS widget or the [KB Advanced RSS Widget](#) which will display your latest updates on your blog
- [Widgetbox](#) – takes an RSS feed from your list and produces a widget that you can include on your site
- [Feedburner](#) – the buzzboost tool again uses the RSS feed and generates HTML to display the feed on your website. It incorporates a CSS style sheet so you can tweak the look to suit your website

Here's a quick word of advice though. Always consider your customers first before you go crazy displaying vast numbers of Twitter updates on your website. If your customers are not huge Twitter fans then it may not be worth using up quite so much space on your pages and a simple link or icon might be more subtle.

## ***So Now What?***

You've made it to the end of this short guide and I hope you've found some useful ideas that you can try out on your Twitter lists. The best way to learn what you're doing is to have a go yourself so why not try out some of the steps we've talked about?

If you make a useful list yourself or if you just want to say hi then why not find me on Twitter (link at the end).

## ***How to Learn More....***

If you'd like learn more social media techniques and get the latest news on designing your web site then you can sign up for the infinite42 newsletter here:

<http://www.infinite42.com/infinite42-small-business-website-newsletter>

You can also find me online at a couple of other places:

[DrRichard42 on Twitter](#)

[infinite42 Facebook Fan Page](#)

...and if you haven't visited yet, [www.infinite42.com](http://www.infinite42.com)

## ***It's Good to Share***

If you've got a friend or two on Twitter then why not send them a link to this guide and encourage them to get started with some lists of their own? Here's the download link:

<http://bit.ly/crdOag>

Or, if you like paper, feel free to print it out and hand it to them. Why not write a few ideas for lists of their own here:

1.

2.

3.

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<http://www.flickr.com/photos/irene2005/2519551433/>