

THE
ULTIMATE GUIDE

TO

TWITTER CHATS



INTRO

Participating in a Twitter chat is a good way to increase the reach and visibility of your brand, and your own personal influence.

It helps you make new connections and increase your authority in your industry, plus it's a great opportunity to share knowledge and build a loyal community.

SEMrush started hosting Twitter chats in October of 2014

Over the last 10 months, hundreds of people have logged on each week to share their knowledge, and nearly a thousand tweets using [#semrushchat](#) have already been posted.

Some of our chats have had a couple hundred tweeters, and have had an estimated reach of more than a million people.

One thing we have learned is that creating and launching a successful Twitter chat takes work.

We want to share with you our experience, and that's why we've created this comprehensive guide illustrating 20 tips to help you succeed with a Twitter chat of your own.

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1. Find out how many followers you have

In our experience, it's best to have 5,000 followers or more before you launch a Twitter chat. If you have only a few followers, you may not get the kind of participation that you need.

Unfortunately, not all of your Twitter followers will be available when your chat is live, and not all will be interested in every topic. When we started to run our Twitter chat, we had 7,000 followers, and we already had a lot of industry influencers involved in our community.

2. Find a catchy hashtag

Hashtags help users search and identify content on Twitter, which is a must with the millions of tweets that are posted each week. You have a few options here:



- You can brand your chat using the name of your company and add the word "chat" if you want to take the obvious approach. Examples: #semrushchat, #vcbuzzchat, #sproutchat and #bufferchat.
- You can create your own hashtag using part of your company's name and make it your own, as CoSchedule did with #cochat.
- You can choose a hashtag related to a topic, like Unbounce's #CROchat for conversion optimization.

The best hashtags are short and clear.

Brainstorm a couple of options for your main hashtag and then make sure nobody else is using it by searching on Twitter or on [hashtags.org](https://www.hashtags.org).

Before you make a final decision, assess each tag's potential for bashtagging. If your chosen hashtag can be easily repurposed into something negative then avoid it and think again. Don't forget that you can also add a topic-related hashtag to your tweets when appropriate.

3. Choose a time slot

There are dozens of Twitter chats out there. People in your niche may already be running one. See what's out there (take part in a couple for tips and inspiration) and then decide which slot to host your chat in and what broad theme it should cover.

There's no point in saturating people's Twitter stream with another chat on the same topic. Aim to offer additional value instead. Check the times and dates of the most popular chats so you can identify the best time for yours.

4. Pick topics that will interest your followers

Once you have a niche, you need some specific topics for each chat. Make no mistake; you have to plan your Twitter chats just like you plan other forms of content marketing.

To help you choose, check suitable keywords using SEMrush or your favorite keyword analysis tool. This will tell you what information people are looking for and guide you on how your Twitter chat can add value.

When inviting guest experts, don't just randomly pick a topic from your list of ideas. Look at their area of expertise, discuss with them what they would feel comfortable chatting about, and adjust your topic and questions accordingly.



This is just an introductory excerpt

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