

Three ways to get your brand trending on Twitter

 By [Skhumbuzo Tuswa](#)

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If you work in the content and branding space, you'll know how great it feels to log onto your Twitter account and see your brand's hashtag in the top trends. A plus is also that it's so objective. Apart from promoted trends, you can't overtly buy your way into the top trends. It takes the time and effort of a number of independent content creators that felt like having a conversation with or about your brand. I've been lucky enough to work in spaces where social media is a key driver of success. If there's three almost-sure-fire tactics to get enough 'tweeps' talking about your brand to get it to trend, it's these:

1. Consistently publish sh*t-hot content

Think about the last time you saw a post that made you stop scrolling through your feed. How long did it hold your attention for before you eventually moved on? If you're like most people, it can't have been more than a few minutes. If this is true for the best pieces of content, imagine how little time people have for average, or worse, below average content?



Creating content that consistently strikes a chord with your audience over time is extremely hard to do. But if you manage to pull it off, the rewards can be immense. Essentially, you'll have built a big community of people that trust you not to waste their time and data (yes, data struggles are a real thing). Before they even see your latest post, they are ready to share it, because they know you have a reputation of not disappointing them.

2. Reach out to influencers (the right way)

Influencers can be separated into two categories. There are celebs who are super famous musicians, actors and other public figures. Then there are 'twelebs' who have a lot more followers on social media than the average user, but their fan base is generally smaller than that of celebrities. If a tweleb or a celeb shares a post of yours, it exposes your content to their gigantic audiences. Besides increasing shares for your content, it's kind of an endorsement. If celeb X has a cooking show for instance, and she shares a link to your recipe on her Facebook page, she's telling her followers that they can trust your page to deliver on their content needs.

Relevance is important when reaching out to 'influencers'. I've seen a lot of radio chart shows tag musicians letting them know how their music is performing. This works because it's directly about the musicians and the radio shows regularly trend on twitter as a result of the artists retweeting and interacting with shows.

3. Incentivise the creation of content about your brand

Between 10 and 5 held their first two-day #POSSIBLEConference earlier this year and it had a fantastic buzz on social media. A great deal of the buzz came as a result of how they incentivised attendees to create content at the event. To stand a chance of working on a campaign with Estee Lauder, a sponsor of the event, attendees had to take photos where they use certain products creatively. The conference was targeted mainly at creatives, so the incentive was extremely relevant. Dentyne SA used a similar mechanic for their #DentyneSmile competition earlier this year and the hashtag trended a number of times while the competition was running.

ABOUT SKHUMBUZO TUSWA

Skhumbuzo Tuswa is social media marketer at Just Perfect, a digital agency. Skhumbuzo has managed the online presence of leading South African brands and award-winning musicians. He's a leading voice in the social media space.

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