

# TWITTER

Where Instagram is photo based, Twitter is mostly text based. Twitter success is measured by followers as well. Sharing tweets from similar artists and your influences (retweeting) is the best way to garner attention and followers. The most engaging content on Twitter:

1. Text performs the best on twitter, followed by images. Video does not yield a not a strong return.
2. The most popular text posts are questions, followed by quotes.
3. Ask for retweets.
4. YOU HAVE TO RETWEET OFTEN. The tweet stream changes nearly every 17 minutes, so be sure to retweet the things you find are the most engaging.
5. Follow your followers.
6. Personality!

# REDDIT

Reddit is a conversation based social media platform. Success is measured through Karma, which is gained by upvotes on your posts and/or replies. This is a place where conversation is king, and users will not interact with you if they feel you are spamming them with sales pitches and not interacting organically. Creating a following is not as important as maintaining interaction.

1. AMA- Ask me anything. Promote this through other channels if you have not spent a lot of time on reddit.
2. Ask questions, ask for advice, ask for help trying to figure out how to improve something.
3. Remember to engage in responses. Don't hit it and quit it.
4. [r/listentothis](#)  
[r/ifyoulikeblank](#)  
[r/newcountry](#)