SOCIAL POACH APPROACH:
3 SECRET STEPS TO FINDING TOP ENGAGING TWITTER USERS

THE COMPLETE CHECKLIST

The Social Poach Approach is a simple 3 step process:

- Find highly shared, relevant topics of blog posts on Twitter
- Identify who is sharing them
- Follow those users

In summary, the best way to find people to follow on Twitter that have a higher likelihood of sharing your content is to target those users who are already sharing related content.

Following this checklist will help you easily find Twitter users who exemplify engagement characteristics. With that said, let's jump into the checklist.

☐   ## 1. Identify Highly Shared Content on Twitter

- Use Buzzsumo to search for related topics or URLs with content similar to yours
- Adjust the filters to show the date range and content type you are interested in
- Sort the results to show the most shared results on Twitter

☐   ## 2. Plug URLs into Twitter Search

- Take the most shared URLs from your Buzzsumo search and plug them into Twitter search
- On the results, click on the "Live" tab
- Scroll to the end of the results manually, or use a GreaseMonkey script
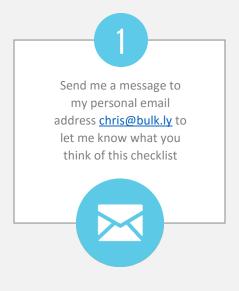
☐ 3. Create a CSV File of Engaging Twitter Users

- Once all results are loaded from your search, use Imacros to save the usernames to a CSV file
- Remove duplicates from CSV file
- Load usernames into your favorite Twitter follower tool, or build your own free Twitter bot.

Repeat Steps 1-3

Search Twitter for other top shared URLs from your Buzzsumo search. All usernames will be added to the same CSV file (Just remember to remove the duplicates).

HERE'S WHAT TO DO NEXT

1

Send me a message to my personal email address chris@bulk.ly to let me know what you think of this checklist

2

Follow Bulkly on Twitter where I share helpful content on SEO, social media and inbound marketing.

3

Pat yourself on the back. You now know the Social Poach Approach to find more engaging users on Twitter.