

Five things to watch out for on Twitter



By [Tiffany Markman](#)

23 Apr 2012

Let's say you're new to Twitter. Okay - no-one who reads Bizcommunity is new to Twitter. Let's say you've been on Twitter a while and you mostly love it, but you have minor reservations about a) its time-wasting potential, b) its actual value to your brand, or c) when and whether to distance yourself from your fellow tweeps.



Let me assure you that a) and b) should not concern you much [note to self: p'raps I'll write a column on that next time].

But c) certainly should.

Here are five twariables to avoid (and to stop buying into if you're guilty...):

1. **#Twysteria**

AKA, the mass bandwagoning that happens when there's a cause, a catastrophe, a calamity or an urban legend, and millions of people - many of whom can't spell, don't own passports and regularly watch the Kardashians - feel obliged not only to read about it but also to give their opinion. To have their voices heard. At length. Repeatedly. Incoherently. And with considerable spittle and venom.

2. **#Twanity**

AKA, the use of Twitter to compulsively share your gym achievements, your bubbling champagne flute, your newest 'Loubis' [[Louboutins](#); I am, literally, gagging as I type this], your crack-of-dawn check-in for parts luxurious, your latest award [please allow others to tweet these details for you; otherwise it's just cringeworthy], or what you have eaten - kilojoule for kilojoule - this week.

3. **#Twales of woe**

AKA, the chronic and endless sharing of insights into how sad, depressed, lonely, poor, professionally unsatisfied, bored and/or bitter you are. Yes, Twitter's a superb source of support and kindness. Use it as a sounding board when you need to. But if your last 1 000 tweets are 80:20 in favour of moans, whinges, self-pitying parables and vitriolic rants about how much you hate your job and your colleagues, you're not doing yourself (or your brand) any favours.

4. #Twitchery

AKA, the cliquey bitchiness and vengeful circling of the wagons that happens when someone pisses off someone else on Twitter, and the latter's mates launch into aggressive retaliation. Now, very often this is warranted, and one of the great things about Twitter is the prevailing sense of community, but woe betide you if *you're* the sad, sorry, doomed beastie around whom the wagons circle.

5. #T wattery

AKA, the rampant misuse of Twitter to try to sell stuff. It's not a flea market. It's not an open mic night for products and services. It's a soapbox where people share opinions, thoughts and ideas. So, if you can't seem to stop yourself tweeting only hard-sell babble, complete with links to your ecommerce site, your weight-loss solution, your financial services company or your ebook, you're simply not using Twitter to its best advantage. Oh, and *people probably don't like you*

And that's it from me, the gal who hates writing conclusions and who, as she's approaching the end of a story, starts to think about corn nuts and green iced tea and can't formulate a coherent sentence 'til she's holding both and settling down for some nice CSI. The Vegas one, of course.

Tweet on, pals. - [@tiffanymarkman](#)

ABOUT TIFFANY MARKMAN

I spend 10 hours a day writing - and teaching others to write. I was South Africa's Freelance Copywriter of the Year in 2020 and one of the world's 'Top 50 Female Content Marketers' in 2021.

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