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Value Added ReTweets



**Learn the secrets of
effective retweeting**

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VART – Value Added Retweets

Welcome to this concise e-report on Retweeting. Retweeting is one of the most useful things you can do on Twitter, and by participating in Twitter and effective retweeting, you can make posts go viral, as well as creating value on Twitter.

Wait? What did you just say?

Ah, a few definitions!

Twitter is a large social networking site, where messages, links, and even fortunes are made in 140 characters, which can be posted from a number of services, including from mobile phones. Chances are you know about Twitter if you're reading this topic, but you never know!

Go Viral/Going Viral is the web 2.0 word for word of mouth. If content gets shared through a number of different people, spread across multiple networks, with very little work done by the person who originally shared the content, then they've gone viral.

Retweeting is the unofficial name of sharing of things over Twitter. It's the process of sharing something written by somebody else with on your Twitter Feed, sharing it with all your followers.

Followers are people who have subscribed to your Twitter Feed.

How do you Retweet?

There are a large number of software applications for computers & smart phones (such as [Twirl](#) & [Tweetdeck](#)), as well as web interfaces (such as [dabr](#)) that have a “Retweet” button. These usually do the most basic form of Retweet, which looks similar to this.



The Problem With This

There are a number of problems with this form of retweeting:-

- **It doesn't add anything to the conversation:** We are told to follow people we like, and we do! If you have followers that RT a lot of the same links that other people do, then you will get an endless stream of RT of the same message. Nothing to stand out for your readers, and really quite boring for you!
- **It Can be Viewed as Spam:** People are slowly becoming RT-blind. It sucks yes, but really I've found myself switching off to endless RT.
- **It Can Get Stupid:** Think about the chain, and retweeting retweets. You could get silly things like this (yes, I'm guilty of this too!).



Remove the RT – add Value with via

So what should you do? Well, get rid of the RT, and instead of retweet – **rewrite** – offer your own thoughts on the story, use the original link (helps them for tracking, it's only polite), and then finish off with via.



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. At the top right are links for "Login" and "Join Twitter!". The main text of the tweet reads: "How do you like your Corn Flakes? I like it with milk, sugar, and frickin' laser beams <http://bit.ly/tioQ8> (via @Moxley @jaamit)". Below the text is a timestamp: "about 11 hours ago from dabr". Underneath the text is a profile picture of Rhys Wynne, his name "rhyswynne", and his full name "Rhys Wynne". At the bottom of the tweet area is a footer with copyright information: "© 2009 Twitter" and a list of links: "About Us", "Contact", "Blog", "Status", "Goodies", "API", "Business", "Help", "Jobs", "Terms", "Privacy".

Why is this better?

As you can probably work out, there's a number of reasons why this is better for you and your readers:-

- **You're offering your own opinion on a story** – Rather than tweeting what they said, you tweet about what you think about what they said. You give yourself a voice.
- **You are adding value to your readers** – If you constantly retweet the big guys, then you're going to have a lot of repetition. This way you're not just retweeting, but offering your opinion, which is valuable.
- **You save characters** – “via” is the same length as “RT:”, but every other person who tweeted you'll save two characters. Not much, but if you've only 140 characters, it's good!
- **You subconsciously make it look like your tweet** – This is huge. This will look like you tweeted the link, rather than your source (even if you're crediting it). If the link is good, it'd appear you'd tweeted it, rather than your original source. It's not being sneaky, but it is getting things working in your favour.

When should this not be used – When does RT suffice?

To be honest, if you can't add that much to the conversation or that the tweet you are retweeting is a question, then keep the original tweet, but append it with your thought and answer.



The only other time is...well...whenever you feel comfortable. Fact is while there's tremendous value to be had for contributing on Twitter, being popular in Twitter will never really bring in income.

However it is great for bringing eyeballs to your sites, just don't waste that much time on it!

Your Homework

Right, to finish off this short report, why not have a go at via-retweeting one of your tweets? Can't think of one to retweet? Simply construct a tweet for your twitter feed with the following things:-

- This link - <http://bit.ly/8pUzO>
- (via @rhyswynne)

This is the link for the e-report you have just read. Give your honest opinion on what you have read, good or bad! I'll try to respond to all feedback, good or bad!

Thank You For Reading!

Thank you for reading this concise e-report. I do hope you learned something from this. If you have any questions, please [contact me here](#). You can follow me on twitter, my handle is [rhyswynne](#). If you want to read my daily musings blog with more Wordpress & Twitter tips, check out [The Gospel According To Rhys](#).

If you have found this e-report useful, please let me know, and let your friends know. You are free to redistribute this report, as long as the details remain the same.

All the best for your twitter journey!

Rhys Wynne

<http://www.gospelrhys.co.uk/>

