

One question to improve your Twitter stream

Do you have the kind of Twitter followers you want? Are you getting the information you want and need from your Twitter stream? If the answer is no, I have one question for you to consider before you post your next Tweet:

Who cares about what I am about to post?

Do your friends care? Your mother? Your potential clients? Your colleagues?

Not everything you want to say has to be said on social media. If you want to vent about your new dishwasher, why not call a neighbor? If you want to make brunch plans—why not text your friends?