

8 Great Ways to Use Your Twitter Lists - ArrayofSites

Written by James Tomerson

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If you have been using Twitter for some time, you might also have used Twitter lists or at least heard about them. So, what exactly is a Twitter list? Well, by using these lists, you can categorize profiles and their tweets. The list offers users the opportunity to organize people they follow. To make the most of these lists, you should know how to create a Twitter list and use it to your benefit. Here are eight great ways in which you can use [Twitter lists](#).

#1. Follow Influential Users

Twitter lists can help you put together experts and professionals that belong to your niche market or industry. Locate such experts and include them in a list. In this way, you can keep yourself up-to-date with the latest conversation.

#2. Learn About Your Blog/ Mailing List Subscribers

The Twitter list feature can also help you follow the conversation of your subscribers. This is really a great benefit, as you will gain an insight into what your subscribers are actually looking for and what they actually like. There are various tools that you can use to locate your subscribers on any social networking platform. One good example of such service is Flowtown.

#3. Keep an Eye on your Competition

Enterprises and businesses are using Twitter to gain several benefits. Social media strategists can use the Twitter list feature to compile a list of top competitors. This will help companies and business monitor how their competitions are using the [Twitter](#) platform. They will also be able to figure out what actually works and what doesn't.

#4. Follow Bloggers

If you really like posts from specific bloggers, you can include them in your Twitter list. This will keep you informed every time a new blog article is posted. This can also help people who have commenting on blogs as an important part of their internet marketing strategy. If you are among the top commenters, you will gain exposure to all other future commenters.

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#5. Keep up with Most Useful Tools & Software

You may like several tools and software on the internet. How do you keep up with the latest news on these tools, software and their upcoming features? Twitter can help you organize a list of all your favorite tools, software and services. And you can keep yourself updated with the latest news and the upcoming features.

#6. Be in Touch with Co-Workers

You can also use Twitter lists to keep up with your co-workers. If you are planning to apply for a job in a new company, you can follow some people in the company to get an idea about the work culture and the environment there. This information will help you make the most of your interview with the potential employer.

#7. Use it for Entertainment

Twitter lists can also be used for entertainment. For taking breaks from work, you can compile a list of your favorite hobbies, players, shows etc. In this way you can indulge in your interests and hobbies and keep yourself entertained.

#8. Create a List of Your Family and Friends

It's good that you use Twitter for growing your business. But what do you do when someone from your family or circle of friends starts following you? You would certainly not want to lose your close ones in the pool of business professionals and industry experts. Therefore, you can prepare a separate list of your family and friends on Twitter and be informed what they are up to.

Where to Find Twitter Lists

Industry experts and business professionals have already created strong Twitter lists that you can decide to follow to keep up with what's happening in the industry. There are several tools available as well to help you find list of influential people. Some of these useful tools include [I](#)
[weetFind](#)

,
[TweepML](#)

,
[TwitterCounter](#)

etc.

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How will you Use Twitter Lists?

Now that you are familiar with some of the most useful ways of creating and using Twitter lists, it is your turn to use these lists to your benefit. Decide who you want to follow to keep yourself up-to-date, informed and entertained. The choice is yours.