

Amanda Bynes: How Not To Use Twitter

In numbers, [Facebook has Twitter beat](#): Facebook boasts 1 billion users with 500 million “Likes” per day versus Twitter’s 500 million users with 340 million Tweets per day. However, although only 7% of Americans are using Twitter, “[49% of monthly Twitter users follow brands or companies, compared to just 16% of social network users overall](#).” Companies ranging from Oreo to General Electric to Charmin are tweeting and, more importantly, people are following and engaging with their favorite brands.

For those who love following celebrity gossip, one main draw for Twitter is the opportunity to follow Twitter accounts of their favorite celebrity and engage with them on a regular basis. Sure, Justin Bieber may have over 40 million followers, but that doesn’t stop those millions from Tweeting at him, hoping he’ll see, favorite, retweet, or reply to it. In fact, [some argue](#) that Twitter is a crucial tool for many celebrities, helping them secure fan loyalty and maintain their career. For example, former child star and singer Miley Cyrus hasn’t released a new album in three years or acted since 2012, but fan interest hasn’t waned due to her persistent tweeting.

Amanda Bynes, another former child star, was an early user of Twitter. She made headlines in 2010 when she announced her retirement from [acting via Twitter](#) and has since maintained an on-and-off Twitter presence. However, her most recent slew of eccentric Tweets has prompted furious debate regarding her sobriety and sanity. As entertaining as her Tweets may be, @AmandaBynes is a great example of how not to use Twitter.

1. Don’t Get Hacked

After a slew of rather [offensive Tweets to Rihanna](#), Bynes quickly took down the Tweets and claimed her account was [hacked](#). With 60% of users admitting they [use the same password](#) for more than one online account, it is vital to have a strong password for your Twitter account. Apps like [mSecure](#) and [1Password](#) can help create strong, unbreakable passwords while opting for Twitter’s [Login Verification](#) will require you to enter a six-digit code sent to your phone each time you sign in to twitter.com. Both these options will insure the only Tweets on your Twitter feed are ones you wrote.

2. Don’t Be Mean

Bynes has sent out a number of negative Tweets, notably to celebrity blogger [Perez Hilton](#) and rapper [Drake](#), often declaring the receiver as “ugly.” With 340-[400 million tweets sent per day](#), many people wonder if anyone really IS going to see that potentially nasty Tweet sent out under a pseudonym. However, if your goal is to increase your flock of followers, you don’t want a Twitter feed that is nothing but one negative Tweet after another. After all, studies have shown people enjoy sharing stories with “[positive rather than negative themes](#).” But should your Twitter feed be all sunshine and roses? Hell no. While your Twitter feed should reflect you as a person, maybe refrain from pushing out Tweets that could be classified as attacks. Or, perhaps, keep a [Thumper mindset](#) when mentioning others: “If you can’t say something nice, don’t say nothing at all.”

3. Don’t Be Egocentric

Yes, part of the allure of following celebrities is peeking into the inner workings of their minds and a “behind-the-scenes” look at their oh-so-fascinating lives. However, I think even the most devoted Amanda Bynes fan was a little turned off once a Tweet from Bynes reading “[It's an honor for me to follow you on twitter. If I don't follow you it's because you're not worth following](#)” popped up in their Twitter feed. Whether you’re tweeting on behalf of a brand or yourself, it’s important to remember your followers’ variety of interests. Do you get excited when you meet someone who loves baby pandas as much as you? Take that same sense of connection and apply it to your Tweets! Many companies have embraced Twitter as an opportunity to humanize their brand by offering consumers Tweets that speak of a multifaceted personality. For example, the dirty secrets of the fashion world may have enticed many a fashionista to follow [@DKNY](#), but it’s the DKNY PR Girl’s live tweets of

the latest REVENGE episodes and fun banter with models, fashion houses, and shoe fanatics that attribute to her constantly growing follower base. By expanding the subject matter of your own Tweets, you open yourself up to more conversations and a wider variety of followers.

When discussing Amanda Bynes' latest Twitter rant, [Danielle Monaro](#) from Elvis Duran and the Morning Show laughed, "Some people are joining Twitter just to see what she Tweets." With over a million followers, @AmandaBynes seems be full of Twitter win. Still, you might want to look elsewhere when searching for inspiration on how best to tweet.