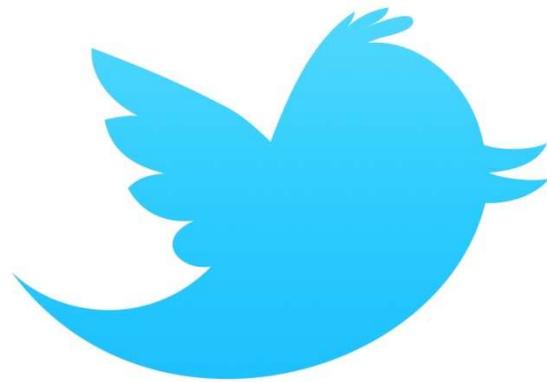


A Twitter Dilemma: Should Businesses Follow Everyone Back or Not?



One of the most popular social media sites today is Twitter. With over a million users, it is a good source for reaching out to consumers. Businesses can post regular updates and search for hash tags concerning their brand.

However, the question often arises once people start to follow your brand; should businesses setup their twitter accounts to automatically follow back or not? Since there are two sides of every coin, let's take a look at both options.

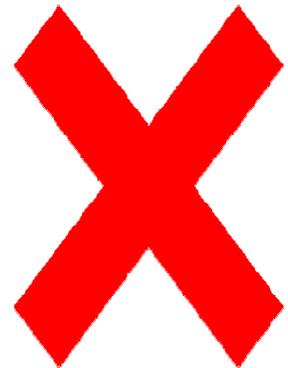
Why You Should Follow Back



First of all, following back shows courtesy that you care. It can be a very big deal especially if a person is a fan of your business or brand. Also, private messages are possible when both parties follow each other. This makes it easier to communicate with customers who have inquiries that they want to discuss privately.

Why You Should Not Follow Back

Following everyone back means more people crowding your Twitter feed. This can make it hard for you to see updates of important people and conversations that you are following. Secondly, there are some people that create fake accounts and posts malicious content. If you follow them back, this will show that you do not check your followers or that you condone these followers. Lastly, some people are just out to get more followers. It will be hard to communicate with genuine fans of the business.



So it depends on which strategy will work best for your business, ultimately most businesses don't have the time to be checking twitter every day, so an automated solution might be the best option. But if twitter is an important social media outlet for your business, it is probably best to manage it closer and do things manually.