# How to Use Twitter Chat to Build Personal Brands in 4 Steps

Most people you find on X are welcoming and friendly. As a personal brand, it's a space for you to mingle with your target audience and establish your brand as a leader in your industry. There are several ways to build engagement and your reputation on the platform, and one of the latest features is chats.

Chats allow you to showcase your expertise in your industry and establish yourself as an authority. It's also a great way to attract eyeballs to your content strategy and build your following. Here's a quick guide to help you navigate Chats.

## Step #1 – Locate the Right Chat

Look for Chats that match your brand values and goals. Tools like Twubs and TweetReports give you an easy way to automate the research process. Search the platform for relevant industry, topic, keyword, or hashtag chats. Make a list of chats you find appealing and the schedule, format, and hashtags they use.

## Step #2 – Follow the Hashtag & Participate

After selecting the chats you want to participate in, it's time to prepare yourself before joining them. Do some light research on the topic before jumping into the conversation, or you might damage your credibility if something goes wrong.

Consider comments you can add to the conversation that bring value to the discussion. Ensure you follow the event host's account and use the hashtag during the chat. Introduce yourself, answer questions, and engage with participants using professional and polite language. Avoid self-promotion and spamming, and stick to the conversation.

## Step #3 – Build Relationships by Following Up

Chat gives you a way to meet new people and expand your network. However, there's no point to it if you don't follow up on the leads you generate from the activity. Thank your guests for their time after you close the chat and retweet content you thought contributed to the conversation. Follow the accounts that add value to your brand and send them a DM to build your relationship.

## Step #4 – Establish Authority

Use Chats to showcase your experience and achievements in your industry and further cement yourself as an authority. Create a content strategy and work on the plan. Contribute content like blogs and videos to the chat, demonstrating your skills, knowledge, and experience.

You could host or co-host a Chat on a topic you're knowledgeable or passionate about. Invite influencers and your network to join and contribute to the conversation.