

The 6 Twitter Types: Which One Are You?

The Six Twitter Types



by [Guy Kawasaki](#)



It took me a few months to figure out that all Twitter users are not created equal and don't have the same agenda. It's much more complex than "cool people talking about cool things." In order for you to come up to speed faster than I did, here is an explanation of the principle types of Twitter users, how they predominantly tweet, and a recommended approach to each of them.

1. **The Newbie.** "What am I doing?" The Newbie signed up for Twitter less than three months ago and thinks it's all about lifestreaming: "Watching my cat roll over." These people quickly progress to a different type of use or abandon Twitter when no one pays attention to them. Motivation: curiosity about Twitter. Recommended approach: understand.
2. **The Brand.** "What can I get away with?" The Brand balances the tension between using Twitter as a marketing tool and socially engaging people so as not to appear to be using Twitter as a marketing tool. Motivation: greater brand awareness. Recommended approach: observe.
3. **The Smore.** "What's in it for me?" The Smore (social media whore) sees Twitter primarily as a self-promotion tool to get something from people although a transparent Smore ("Bubbles") is often a delightful person. The delusional ones are the pains. Motivations: making a buck off and gaining followers. Recommended approach: tolerate.
4. **The Bitch.** "What can I complain about?" Despite deriving this name from female dogs, this is usually an angry man who envies people who generate content. They can be briefly amusing in a "shock jock" kind of way, but their bark is greater than their bite, and their bite is greater than their insight. Motivation: generating angry reactions. Recommended approach: block.
5. **The Maven.** "What's interesting in my niche?" The Maven is an expert in a field such as recruiting, marketing, or web design. If you're interested in their field, following them is a rich, rewarding, and time-saving experience. Motivation: getting retweeted and recognized as an expert. Recommended approach: follow.
6. **The Mensch.** "How can I help?" Mensches are few and far between. They lurk in the background until people need help and then they either know, or know how to find, the answer. They are seldom well-known or highly followed, but they save you tons of time and effort when you want to know something like the ideal dimensions of a profile background. Motivation: helping others. Recommended approach: adore.

Now comes the hard part: What kind of Twitter user are you? To make Twitter an effective tool, you need to be a Brand, Maven, or Mensch. To go even further, you need to be able to adopt the roles of Brand, Maven, Mensch, and a touch of the Smore, and that is truly an art.

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