Twitter Best Practices

1. Prepare Yourself

- **Review your profile** to make sure it's up to date.
- **Understand your mission** (what are you trying to accomplish with your social media engagement?).
- **Understand your target audience** (who are you trying to engage – media, policymakers, community members, others?).
- **Begin to build your network** by "following" relevant organizations, groups, and individuals.

2. Share Relevant Content That Adds Value

- Whatever **content you share should be relevant** to your mission and your audience – and it must add value.
- Don't post for the sake of posting!

3. Be Careful with Your Words

- Remember that you have a 280-character limit and **choose your words carefully**.
- **Punctuate properly and avoid using abbreviations**. It has been shown that those types of tweets are retweeted more often and have higher click-through rates.
- **Take your time developing your tweet** – is it as concise as possible? Is it sending exactly the right message?
- **Include a link in your tweets** whenever possible so your audience can take a deeper-dive into your message.
- **Don't overload your tweet** or make it look messy.

4. Don't Forget About Hashtags

- Twitter is the platform that popularized hashtags – so **don't forget to include at least one hashtag** in your tweets!
- However, be careful not to overdo it. **1-3 hashtags is preferable**. Engagement rates drop when you use more than two!
- **Before using hashtags, do your research**! Avoid obscure and overly used hashtags (check out Hashtagify.me to find popular and relevant hashtags).

5. Focus on Getting Retweeted

- 78% of engagement is through retweets! When designing your tweet, aim to:
  - **Insert links** – people are more likely to retweet informational content then "conversational" tweets. Link your own or other reputable content and new sources.

- o **Ask for retweets** – when followers are directly asked to retweet, the retweet rate is 23x higher than usual.
- o **Retweet others** – by retweeting content from others, you will increase the changes of them retweeting yours.
- o **Use tags to give credit to sources**.

6. Think About Your Visuals

- Posting **tweets that include images can boost your engagement** rate.
- **Make sure your images are the right size** for Twitter (525 x 262 pixels are optimal).
- Quotes and statistics generally do very well on Twitter. **Consider creating your own images with quotes and statistics**. You don't need a professional graphic designer – there are tons of tools available (e.g. Canva).
- **Embed your logo on your images** so that when your tweets are retweeted, more individuals will start to recognize your logo and associate your with your mission.

7. Focus on Engagement

- **Find Your Voice** – this can be challenging for some, given that social media accounts are sometimes managed by more than one person. A good place to start is to review your mission, values, and any brand/ voice guidelines you may have.
- Stay "human" – **stay away from overly formal language**. People generally respond to more "human" voices.
- **Experiment with media** – in addition to adding links to your tweets, consider using memes, gifts, or videos. Don't be afraid to test a number of different mechanisms until you find what works for you (maybe it's a combination!).
- Don't be afraid to cover news and events relevant to your mission – **offer accurate information and a unique perspective**.