Twitter Tips For General Platform Use

1. **Be clear:** Keep Tweets short and sweet when possible. You're thinking, "well, we're limited to 140 characters, they're all going to be short." In practice, this actually means creating compact messages that don't require excessive shorthand/abbreviation to get your point process. 120 characters is the sweet spot.

2. **Be visual:** Putting pictures in your Tweet drastically increases chance of engagement, but remember that this isn't Instagram or Facebook: generally, the Twitter population is looking for more than just a photo of a cute cat. Not always, but usually. Optimal viewing dimensions for a Twitter news feed image are 440 x 220.

3. **Use hashtags:** Using relevant hashtags also increases chances for engagement. But don't go overboard, too many hashtags can be overwhelming. One to three hashtags is a good number. Four or more is excessive.

4. **Use relevant hashtags:** Remember that in 9 out of 10 cases the purpose of a hashtag is to help your Tweet be found and indexed, so ask yourself "is this a hashtag people might be searching for?" or even do hashtag research in advance via the Twitter search bar. Look for popular hashtags to uplift your content. Check out Hastagify.me to help you find other hashtags related to a specific tag.

5. **Creating hashtags:** Yes, you may create a hashtag. However, bear in mind that people aren't going to use it "just because." Creating a hashtag is most commonly done for specific events/conferences, national advertising campaigns, or funny jokes. #thishashtagmeansnothing

6. **Use periods:** Put a period before an @mention (at the beginning of a Tweet) to reach a larger audience. This allows your Tweet to show up in the larger Twitter feed. Without a period, your tweet is considered "conversational" and only shows up on your stream, the stream of whoever you Tweeted at, and the followers you have in common.

7. **Using links:** Although putting URL links in your Tweet has little impact on your chances of getting Retweet or Favorites, whether or not you include a link should instead by dictated by whether or not you want to drive Twitter audiences to a specific destination online.

8. **Twitter content:** As you are limited to 140 characters, note that adding a picture to your Tweet will automatically use up 22 characters and any link (no matter the length) will use 20 characters, keep this in mind while drafting content.

9. **Know your audience:** Know who you are aiming to reach and draft Tweets relevant to their interests – draft engaging, compelling content that is related to your industry but also appeals to your audiences in a real way.

10. **Be Sensitive to Timing:** AKA. Tweet when your audience is active! Both organic and promoted-only Tweets can be scheduled up to a year in advance, so you should pinpoint the hours in which your target audiences are engaging and publish content during those times (BONUS: the scheduling feature is particularly helpful for promoting content on weekends / eventings).

    Below are a number of articles that explain many of these points more in-depth:
    - **Nobody Cares About Your Tweets**,
    - **The Engagement Anatomy of a Tweet**,
    - **Twitter Engagement Unmasked: A Study of More than 4M Tweets**