Crafting The Perfect Tweet | Guidelines to Success

Keep It Short and Sweet

- Keep tweets to approximately 120 characters. While twitter’s limit is 140 characters, the less characters used provides an opportunity for others to add to your tweet without having to modify or shorten it

- Use URL Shorteners to increase available space and provide tracking capabilities to better understand what tweets are popular and what aren’t providing long-term value for research and future content

Authenticity

- Know who you are - accurately represent yourself and your group at NYU. Establish a voice and maintain it consistently.

Look Before You Dive In

- If you aren’t sure if you should tweet it - don’t. Be mindful of your audience, their culture and how your message will be perceived.

Just Keep Tweeting

- Twitter is active 24/7 - make sure you can staff your team accordingly to provide content and reply to appropriate questions.

When Opportunity Knocks - Open The Door

- Keep track of the conversations taking place - the opportunity to respond and form a new connection could come at anytime, any day. Be prepared for the positive and the negative comments and respond accordingly.

- Take part in Twitter themed events including Follow Friday and other “Twitter Events”

If taking the time to answer and reflect on these questions you believe a social media account would be useful to the group you represent on campus, you can now determine what social
networks would be the appropriate choice.