TWITTER PRO TIPS

Twitter is great for quick pieces of content that can be summarized in a few words (and a link, video, or image). Optimize your Twitter presence by interacting with your audience one-on-one and sharing a broader range of content than you would on other platforms.

FIND A GOOD FREQUENCY

Whether it’s a tweet every hour or three a day, keep the handle alive with at least one tweet a day. Using a scheduling tool like Buffer or Hootsuite can help you plan when and how often tweets are published. Allow room for non-scheduled tweets as well; spontaneous, in-the-moment content is often the most relevant and engaging.

DON’T ABBREVIATE EVERYTHING

Save space by making the idea more concise, not by abbreviating every other word. You will break up your flow w/ 2 mny abbrvs, and lose followers who are unimpressed with your style. Being concise on Twitter is crucial, but so is keeping your content smart and tidy.

USE HASHTAGS — BUT BE STRATEGIC

Hashtags can put you into already-existing conversations and make your tweets easier to find by people following specific tags, such as incoming freshmen following — or constantly searching — the #NYU tag. We limit ourselves to around three hashtags per tweet and, when possible, use hashtags as part of the sentence rather than at the end of the tweet.

TAG OTHER PEOPLE OR BRANDS

Include users and brands in your tweets by adding their handles, such as @HashtagNYU. Engage as much as you can with other accounts, especially those who may retweet or share your content with their audience.

RETWEET OTHERS

Don’t reinvent the wheel; if someone else says the same thing well, there’s no need to repeat — retweet instead! You may add value to the conversation by inserting your own comments prior to “RT @Handle”.

PICK FAVORITES

Engage with others’ tweets by favoriting them to expand your audience reach and even gain new followers. Find tweets that are relevant to you by searching hashtags and keywords on Twitter.

OTHER RESOURCES

Twitter Training Video
BY GROVO
Getting Started with Twitter
BY TWITTER
Twitter Guide Book
BY MASHABLE
The Beginner’s Guide to Twitter
BY MICHAEL HYATT
DON’T OVERWHELM THE FEED
Most users will come across and interact with your tweets right on their home feeds, so you should find a balance between staying relevant and active without taking over their feeds. Even when live-tweeting an event, it’s noticeable — and can be frustrating for users — when you post five tweets within fifteen minutes.

TRACK YOUR LINKS
Use Bitly or other link shorteners to see how your audience interacts with your links. This will help you find the bits of content they don’t care for and those they really enjoy, ultimately allowing you to determine what content to continue sharing and the tone for sharing it.

SHARE PHOTOS
Twitter’s recent redesign puts the image you share right on users’ feeds, whereas images used to be an extra click away. Adding photos to your tweets can help them stand out and may improve click-through rates for the links you share. (Bitly will help you check if that’s the case.)

IT’S OKAY TO REPEAT TWEETS
Not literally, though. It’s okay to reiterate your ideas and content, but rephrase the tweet to avoid word-for-word repetition.

SPECIFY DATES WHEN USING “TODAY” AND “TOMORROW”
Tweets can make the rounds for days, so be sure to specify the date when saying “today” or “tomorrow” so you’re not misinterpreted if your tweet suddenly becomes popular a few days down the line.