

BACK TO BASICS ...

TWITTER CHEAT SHEET



TWEET STRUCTURE



TOP 10 TWITTER TIPS



Tweet <120 characters to allow for comment and retweet.



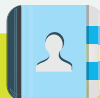
Create and share creative, useful and interesting information.



Use a handle to engage and mention other Twitter users.



Add a photo, video or web link to grab attention.



Follow and connect with people in your network.



Use trending hashtags to make your ideas stand out.



Engage with influencers and be a conversation starter.



Tweet often. Try tackling it everyday.



Tweet as if you are writing a headline.



Shorten link and URL to save space.

TWITTER LINGO

Tweet

A message under 140 characters.

RT Retweet

How you share or repost a message.

@ username

How you reference or identify someone. Also known as a Twitter handle.

hashtag

How you track a topic or conversation using key words.

DM Direct Message

A private message to another Twitter user.

MT Modified Tweet

How you add or change content to a retweet.

#ff Follow Friday

A tweet on Fridays with a list of @usernames to promote other Twitter accounts.

★ Favourite

How you add a tweet to your favourite list.

Interested? Need help with content?

Contact Vivian Sum at vivian.sum@vch.ca



Join the conversation
@VCHResearch