



# TWITTER PLANNER

@TwitterBusiness

# What's included

## Getting started

- Plan ahead
- Find your voice on Twitter
- Month of Tweets

## Monthly planning

- Monthly objectives
- Monthly organic Tweets
- Monthly Promoted Ads
- Monthly reflection

## Helpful resources

- ProTips
- Creative best practices
- Tweet ideas
- Website Button ideas
- 24/7 hashtags
- Twitter Poll ideas
- Video thought starters
- Twitter Ads targeting
- Campaign optimisation
- Create your Twitter Ads



# Getting Started

# Plan ahead

Think about the key moments, occasions, and events that your brand can connect with this year

**Create your calendar of key events and occasions**

For inspiration check out the 2022 marketing calendar at [business.twitter.com](https://business.twitter.com)



**JAN**

**JUL**

**FEB**

**AUG**

**MAR**

**SEP**

**APR**

**OCT**

**MAY**

**NOV**

**JUN**

**DEC**

# Find your voice on Twitter

## 01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

### Copy

Words, phrases, and topics to incorporate

### Media

Things to include in images or video

### Emojis

Emojis that are ok to use

Words, phrases, and topics NOT to incorporate  
(Competitor names? Old company taglines)

Things NOT to include in images or video  
(Licenced material? Is the interior of the bar  
ok, but someone drinking too much?)

Emojis that are NOT ok to use  
(Weapons? Gender representation?)

Spice-o-meter:  .....  ..... 

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# Find your voice on Twitter

## 01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity

### If your brand was a person...

Their favourite restaurant would be \_\_\_\_\_

Their go-to outfit would be \_\_\_\_\_

Their catchphrase would be \_\_\_\_\_

Their most-used emoji would be \_\_\_\_\_

Their coffee shop order would be \_\_\_\_\_

The background image of their phone would be \_\_\_\_\_

Their most called phone number is their \_\_\_\_\_

Their pet would be a \_\_\_\_\_ named \_\_\_\_\_

Their most-played album would be \_\_\_\_\_

### Narrowing in

After people interact with our brand they should feel \_\_\_\_\_

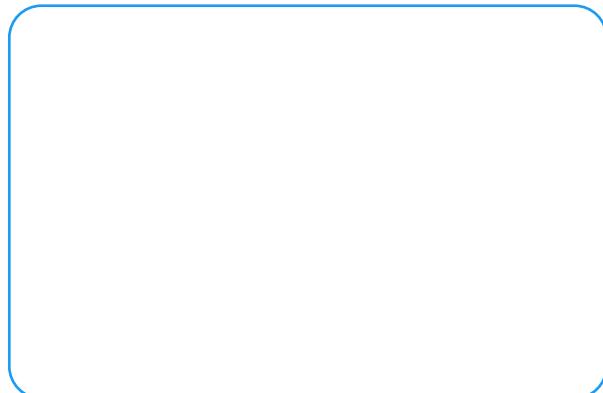
Two words I think of when I think of that feeling are \_\_\_\_\_ and \_\_\_\_\_

A brand that makes me feel that way is \_\_\_\_\_

That brand's tone is \_\_\_\_\_ and \_\_\_\_\_

### Draw a portrait

If your brand was a person, what would it look like?



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# A month of Tweets

We've outlined some ideas to get you started  
- use the extra space to add your notes

**Monday**

**Tuesday**

**Wednesday**

**Thursday**

**Friday**



FAQ



Retweet



Pro-tip



Retweet  
with comment



Behind-the-scenes  
pic



MotivationMonday



Key piece of content



Gif



Statistic



Meme



Twitter Poll



Ask a question



WednesdayWisdom



Successful past  
Tweet



Shoutout



Positive brand news



UGC



Video



Go live!



One-liner

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# Monthly Planning

# Monthly Goals

20  
22 JAN

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

**20  
22JAN**

## Organic Tweets

Plan your organic Tweets and community management for the month ahead



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

**Things to remember**

# Promoted Ads

20  
22 JAN

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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24	25	26	27	28	29	30
31						

Things to remember

**20  
22JAN**

**Reflect**

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

2022 FEB

## Key objectives

## How to achieve them

### Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 FEB

# Organic Tweets

Plan your organic Tweets and community management for the month ahead



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

# Promoted Ads

20  
22 FEB

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Things to remember

20  
22 FEB

Reflect

What worked

What didn't work so well

Learnings and opportunities

# Monthly Goals

20 MAR  
22

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
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20  
22 MAR

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Things to remember

# Promoted Ads

20  
22 MAR

Schedule your Promoted Ads around your upcoming campaigns 

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28	29	30	31			

Things to remember

20  
22 MAR

Reflect

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

2022 APR

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 APR

Organic Tweets

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				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Things to remember

# Promoted Ads

2022 APR

Schedule your Promoted Ads around your upcoming campaigns 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Things to remember

20  
22 APR

Reflect

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

20  
22 MAY

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 MAY

Organic Tweets

Plan your organic Tweets and community management for the month ahead



Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
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Things to remember

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22 MAY

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Things to remember

**20  
22 MAY**

**Reflect**

**What worked**

**What didn't work so well**

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# Monthly Goals

20 JUN  
22

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
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Go to Twitter Analytics 

**20  
22 JUN**

**Organic Tweets**

Plan your organic Tweets and community management for the month ahead



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<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>	<b>19</b>
<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>	<b>26</b>
<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>			

**Things to remember**

# Promoted Ads

20 JUN  
22

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Things to remember

**20  
22 JUN**

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# Monthly Goals

20 JUL  
22

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## How to achieve them

## Twitter Metrics

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**20  
22 JUL**

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<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>
<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>

**Things to remember**

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22 JUL

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Things to remember

**20  
22 JUL**

**Reflect**

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

20 AUG  
22

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics →

20  
22 AUG

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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Things to remember

# Promoted Ads

20 AUG  
22

Schedule your Promoted Ads around your upcoming campaigns 

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15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Things to remember

20  
22 AUG

Reflect

What worked

What didn't work so well

Learnings and opportunities

# Monthly Goals

2022 SEP

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 SEP

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			1	2	3	4
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Things to remember

# Promoted Ads

20  
22 SEP

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

20  
22 SEP

Reflect

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

20 OCT  
2022

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 OCT

Organic Tweets

Plan your organic Tweets and community management for the month ahead



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Things to remember

# Promoted Ads

20  
22 OCT

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Things to remember

**20  
22 OCT**

**Reflect**

**What worked**

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**Learnings and opportunities**

# Monthly Goals

20 NOV  
22

## Key objectives

## How to achieve them

## Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

20  
22 NOV

Organic Tweets

Plan your organic Tweets and community management for the month ahead 

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Things to remember

# Promoted Ads

20  
22 NOV

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28	29	30				

Things to remember

**20  
22 NOV**

**Reflect**

**What worked**

**What didn't work so well**

**Learnings and opportunities**

# Monthly Goals

2022 DEC

## Key objectives

## How to achieve them

### Twitter Metrics

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Twitter Analytics 

**20  
22 DEC**

**Organic Tweets**

Plan your organic Tweets and community management for the month ahead 

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<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>	<b>16</b>	<b>17</b>	<b>18</b>
<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>	<b>23</b>	<b>24</b>	<b>25</b>
<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>	<b>30</b>	<b>31</b>	

**Things to remember**

# Promoted Ads

2022 DEC

Schedule your Promoted Ads around your upcoming campaigns 

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Things to remember

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**Reflect**

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# Helpful Resources

# #ProTips

## Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

## Create lists

Custom timelines with Tweets from the accounts you wish to include

## Incorporate rich media

Images, GIFs, or short videos drive higher engagement rates

## Leverage Twitter tools

Drive more engagement with Threads, Polls, or Spaces

# Actionable, always-on tips to use to adapt, refine, and grow your presence on Twitter

## Use Website Buttons

Drive more organic clicks compared to a simple URL within a Tweet

## Experiment with copy & creatives

Don't assume one-size fits all, different audiences engage with different Tweets

## Target creatively

Broaden your targeting strategy by expanding your reach

## Test different CTAs

Help your Tweets stand out and learn what best makes your audience take action

## Test & optimise

Play around. Test what works for you and your campaigns

## Video campaigns

Make your message more memorable by adding video

# Creative best practices

Make your creatives stand out

## Strong Tweet copy:

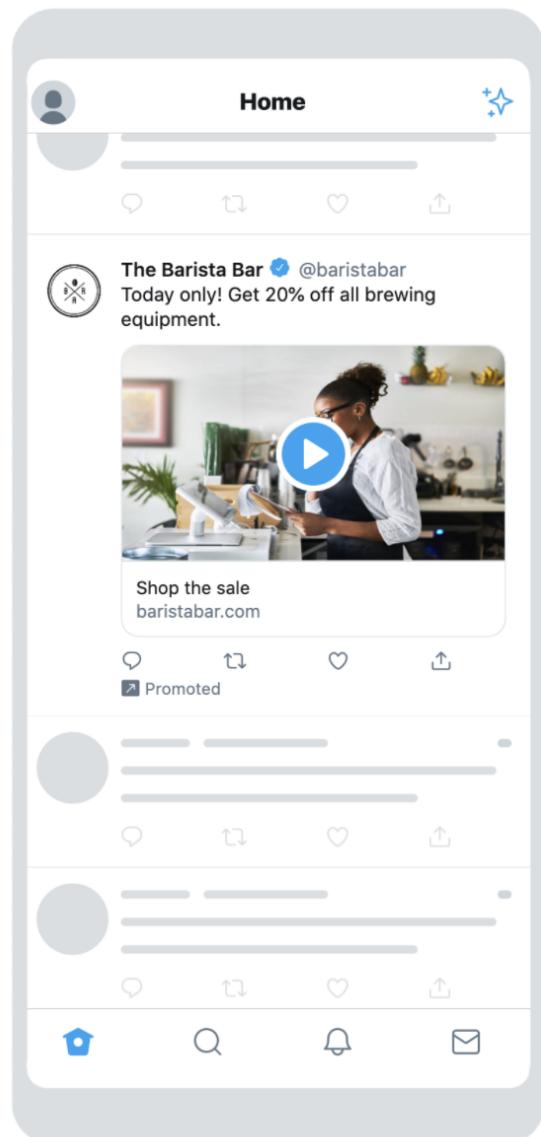
- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a currency amount)
- Creates a sense of urgency (i.e. “limited time only”)
- Avoids distracting hashtags

## Strong Tweet images:

- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

## Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video



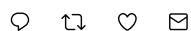
**YOY, there's been a 34% increase in video view time on Twitter, equating to 3.5 billion video views per day.**

Source: Twitter Internal, January 2021

# Tweet ideas

Put your pen to paper before putting  
your Tweet on Twitter

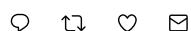
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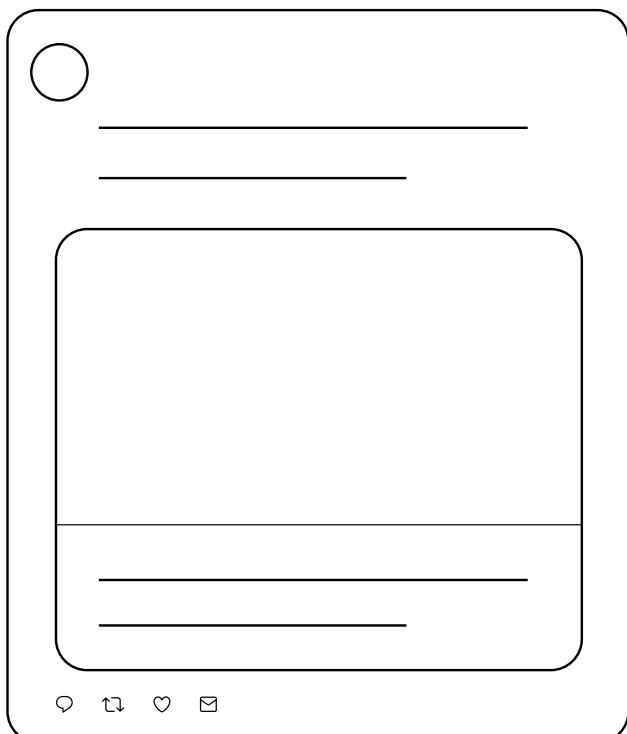
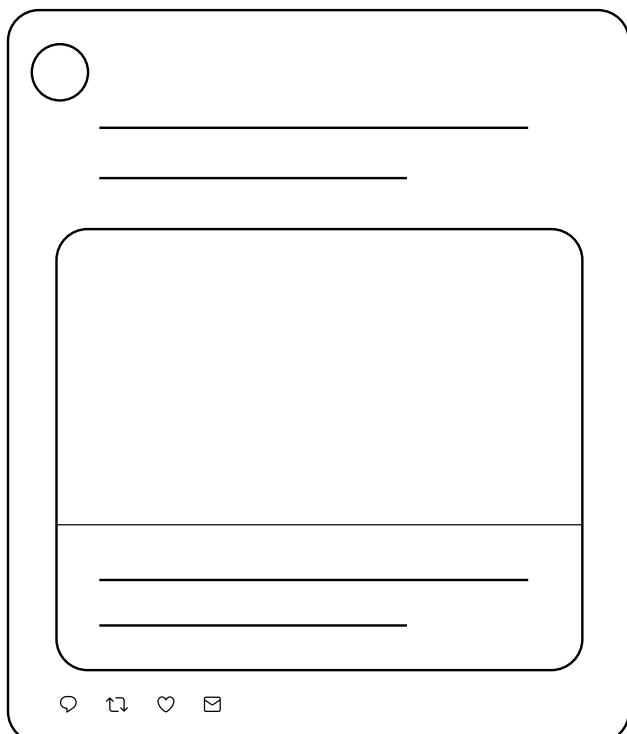
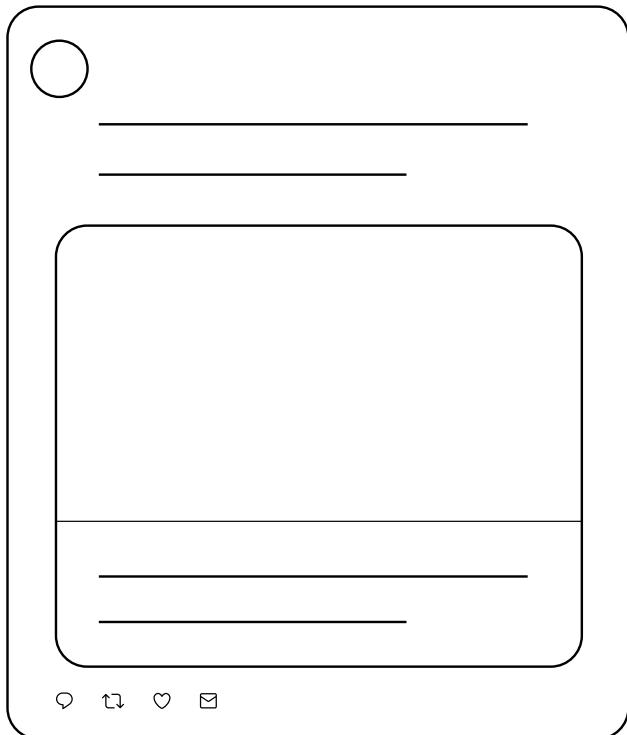
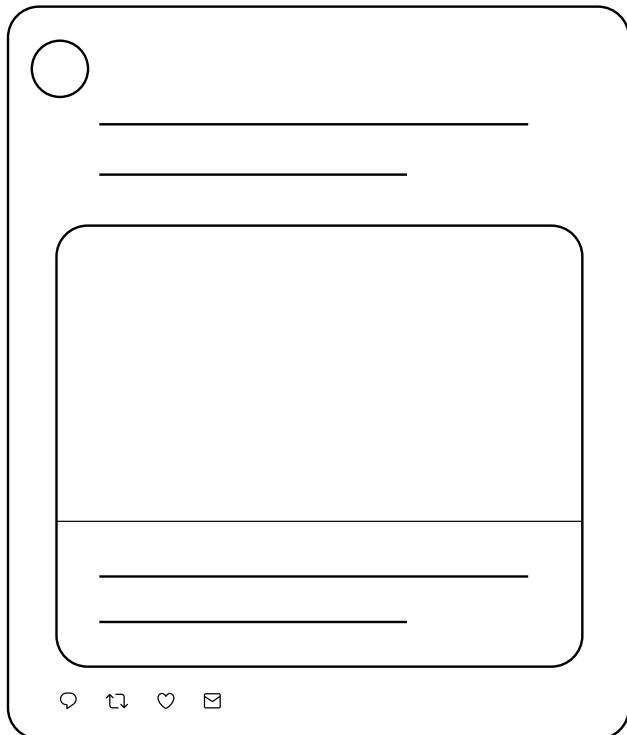
 @ \_\_\_\_\_



[Click to download more worksheets !\[\]\(67fb63776d438c62c5c1a283efb84957\_img.jpg\)](#)

# Website Button ideas

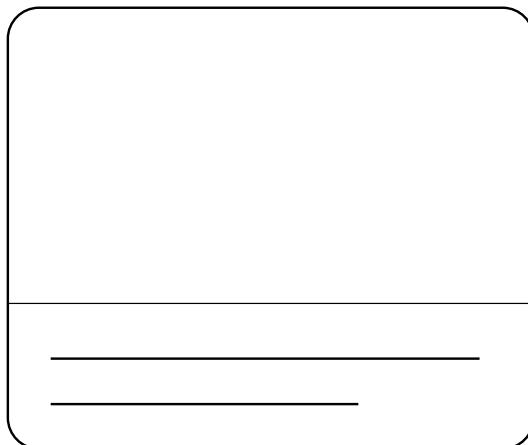
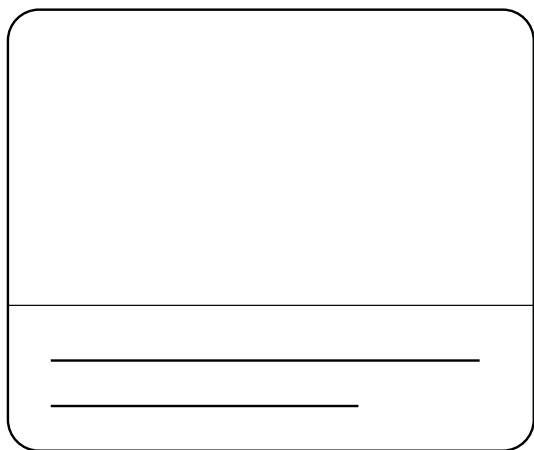
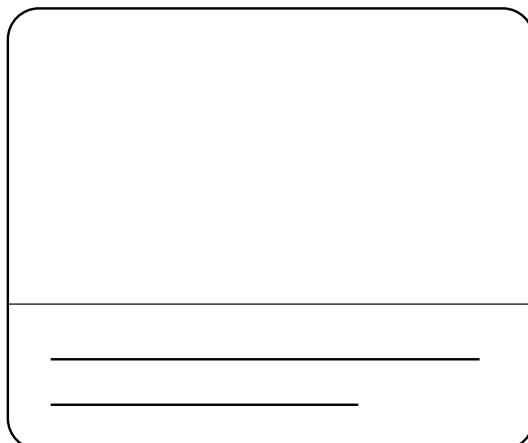
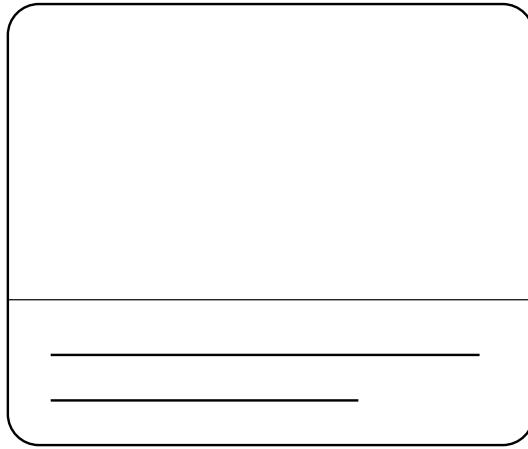
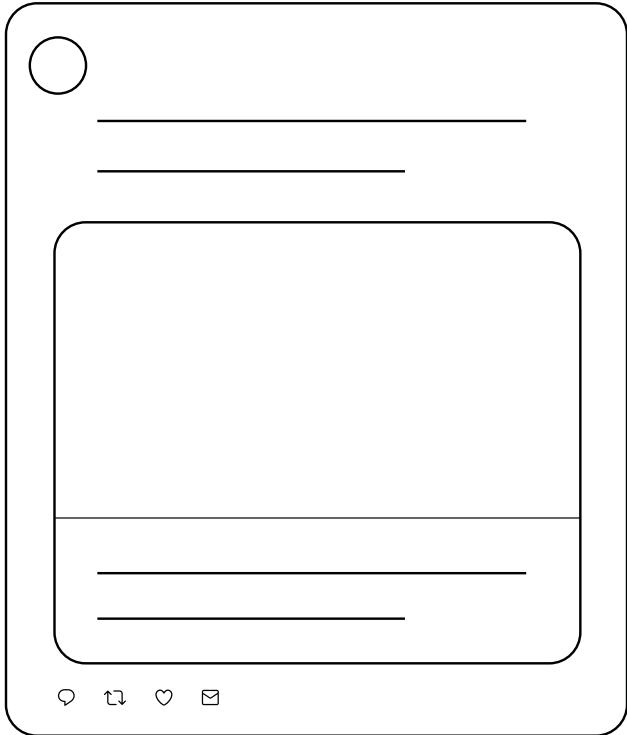
Put your pen to paper before  
putting your Tweet on Twitter



Click to download more worksheets

# Carousel Ads ideas

Put your pen to paper before  
putting your Tweet on Twitter



Click to learn more about Carousel Ads 

# 24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring hashtags. Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

## #SundayFunday

- ⌚ Final weekend thoughts
- ⌚ Weekend activities

## #MondayMotivation

- ⌚ Uplifting content
- ⌚ Productivity tips
- ⌚ Well wishes for the work week ahead

## #TransformationTuesday

- ⌚ Brand evolution over time
- ⌚ Before and after stories from customers

## #WednesdayWisdom

- ⌚ Best practices for your product or brand
- ⌚ Weekday activities

## #TBT (ThrowbackThursday)

- ⌚ Important firsts for your company
- ⌚ Fun facts about your company's past

## #FridayFeeling

- ⌚ Your plans for the weekend
- ⌚ Fun GIF's

## #Caturday

- ⌚ Office pets
- ⌚ UGC of customers' pets with your product

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# Twitter Poll ideas

Engage with your audience in creative ways and show a different side to your brand

## Get feedback on your account

What kind of content do you want to see from our account?

- Thought leadership
- Pro-Tips
- Behind the scenes

## Add humour

The best Friday meetings are

- Short & focused
- Before Noon
- Cancelled

## Tap into trends

Will you tune in to the #Oscars

- Making my popcorn
- Might watch later
- Nope

## Make a quiz

What year were we founded in

- 2005
- 1999
- 1982

## Create community

What's in your mug this morning

- Coffee
- Tea
- Other (please reply)

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# Thought starters: Video types

**Get the most from your video with  
these thought starters**

## How-to



## Q&A



## Live video



## Stop Motion



## Gift guide



## Product forward



## Customer Spotlight



## Slideshow



## Data Visualisation



## Before and after



## Unboxing



## User generated content

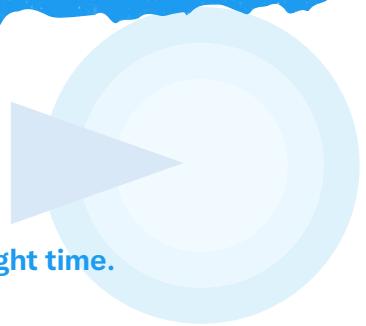


[Click to learn more about video on Twitter](#) 

# Twitter Ads targeting

## Looking to find your audience on Twitter?

Twitter's targeting options can help you reach the right people at the right time.



### First, the basics

The options in this section work together using “AND” logic. This means you will be targeting people who match all of the input criteria.

Example: People who live in Canada AND speak French AND use Mobile-Android devices

### Demographics

Gender

Any

Men

Women

Age

Location

Language

### Devices

Mobile - iOS

Mobile - Android

Desktop

Other mobile

All

Other device characteristics  
(Carriers, device models)

### Great! These basic parameters will be applied to the rest of your selections, which we will fill out now

This last section uses “OR” logic, meaning you’ll target people who match any of the input criteria.

Example: People who belong to a custom audience OR have a specific interest OR match a specific conversational topic

### Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

Click to learn more about Twitter's targeting options 

# Twitter Ads targeting

## Targeting features

Keywords

Follower look-alikes

Interests

## Additional options

Remarketing capabilities to re-engage with and move potential new customers down the funnel.

**People who saw your past Tweets**

**People who saw and engaged with your past Tweets**

Organic Tweets

Tweets from specific campaigns

Both

# Campaign optimisation

Remember your ABCs of campaign optimisation



## Audience

- Combine targeting options
- Understand your audience
- Remove similar audiences



## Bid

- Adjust bid amount regularly
- Use small increments
- Monitor performance



## Creative

- Refresh creative regularly
- Test on broad campaigns
- Experiment with different components



## Signals

- Not reaching daily budgets
- Daily budgets spending too fast
- High costs
- Low campaign reach
- Low engagement or click rates

# Create your Twitter Ads

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and Twitter-focused posts regularly** ↗

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