

20
21

Twitter
planner



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- #ProTips

Monthly planning

- Objectives
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- Creative best practices
- Tweet ideas
- Website Card ideas
- 24/7 hashtags
- Twitter Ads targeting
- Video thought starters
- Twitter ads targeting
- Campaign optimisation
- Create your Twitter Ads



Getting started

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 NOT to incorporate
(Competitor names? Old company taglines?)

Media

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

Emojis

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

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

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

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

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

*This worksheet is available for download
at business.twitter.com/downloads.html*



Find your voice on Twitter

02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

If your brand was a person...

Its favorite restaurant would be _____.

Their go-to outfit would be _____.

Their catchphrase would be _____.

Their most-used emoji would be _____.

In their high school yearbook, they won the award for most likely to _____.

Their coffee shop order would be _____.

The background image on their laptop would be _____.

Their most-called phone number is their _____'s.

Their pet would be a _____ named _____.

Their most-played album would be _____.

Narrowing in

After people interact with our brand they should feel _____.

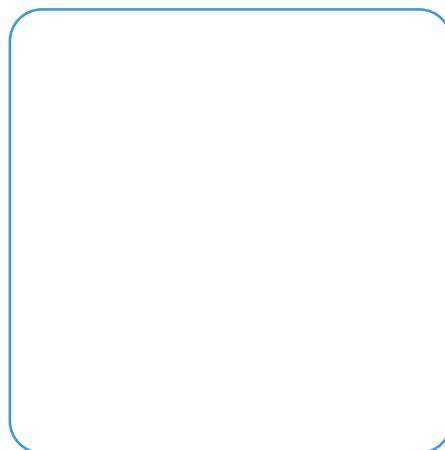
Three words I think of when I think of that feeling are _____, _____, and _____.

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?



*This worksheet is available for download
at business.twitter.com/downloads.html*

#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 Go Live



Use Website Cards

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



Target creatively

Broaden your targeting strategy by expanding your reach



Test & optimise

Play around. Test what works for you and your campaigns

Experiment with copy & creatives

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



Test different CTAs

Help your Tweets stand out



Video campaigns

Make your message more memorable by adding video



Monthly planning

20
21 Jan

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



**20
21 Jan**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				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

Create your calendar of key events and occasions.

For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Get in on the fun of award season (we see you, #GoldenGlobes and #Grammys) with some ‘awards’ of your own.

Use Twitter Polls to have followers vote for their favorites — this could be research driven, like their favorite type of content or something purely fun, like their favorite emojis



Monday 28th Dec

#Priorities

Tuesday 29th Dec

#ToDo

Wednesday 30th Dec

Thursday 31st Dec

#Ideas

Friday 1st Jan

Saturday
2nd Jan

Sunday
3rd Jan



Business

Monday 4th Jan

#Priorities

Tuesday 5th Jan

#ToDo

Wednesday 6th Jan

Thursday 7th Jan

#Ideas

Friday 8th Jan

Saturday
9th Jan

Sunday
10th Jan



Business

Monday 11th Jan

#Priorities

Tuesday 12th Jan

#ToDo

Wednesday 13th Jan

Thursday 14th Jan

#Ideas

Friday 15th Jan

Saturday
16th Jan

Sunday
17th Jan



Business

Monday 18th Jan

#Priorities

Tuesday 19th Jan

#ToDo

Wednesday 20th Jan

Thursday 21st Jan

#Ideas

Friday 22nd Jan

Saturday
23rd Jan

Sunday
24th Jan



Business

Monday 25th Jan

#Priorities

Tuesday 26th Jan

#ToDo

Wednesday 27th Jan

Thursday 28th Jan

#Ideas

Friday 29th Jan

Saturday
30th Jan

Sunday
31st Jan



Business

20
21 Feb

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



2021 Feb

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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

Create your calendar of key events and occasions.
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Like valentines themselves, Tweets are often best when short and sweet. As you draft up your February and future Tweets, here are some things to keep in mind:

- Condense your Tweet copy to its core message or hook
 - Limit yourself to 1-2 hashtags
 - Keep videos between 6-15 seconds



Monday 1st Feb

#Priorities

Tuesday 2nd Feb

#ToDo

Wednesday 3rd Feb

Thursday 4th Feb

#Ideas

Friday 5th Feb

Saturday
6th Feb

Sunday
7th Feb



Business

Monday 8th Feb

#Priorities

Tuesday 9th Feb

#ToDo

Wednesday 10th Feb

Thursday 11th Feb

#Ideas

Friday 12th Feb

Saturday
13th Feb

Sunday
14th Feb



Business

Monday 15th Feb

#Priorities

Tuesday 16th Feb

#ToDo

Wednesday 17th Feb

Thursday 18th Feb

#Ideas

Friday 19th Feb

Saturday
20th Feb

Sunday
21st Feb



Business

Monday 22nd Feb

#Priorities

Tuesday 23rd Feb

Wednesday 24th Feb

#ToDo

Thursday 25th Feb

Friday 26th Feb

#Ideas

Saturday
27th Feb

Sunday
28th Feb



Business

20
21 Mar

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20 21 Mar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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				

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

You may not be attending this month's events in person, but it doesn't mean you can't attend in Tweet. Use Event targeting within Twitter Ads to target an event's relevant audience.

Monday 1st Mar

#Priorities

Tuesday 2nd Mar

#ToDo

Wednesday 3rd Mar

Thursday 4th Mar

#Ideas

Friday 5th Mar

Saturday
6th Mar

Sunday
7th Mar



Business

Monday 8th Mar

#Priorities

Tuesday 9th Mar

#ToDo

Wednesday 10th Mar

Thursday 11th Mar

#Ideas

Friday 12th Mar

Saturday
13th Mar

Sunday
14th Mar



Business

Monday 15th Mar

#Priorities

Tuesday 16th Mar

#ToDo

Wednesday 17th Mar

Thursday 18th Mar

#Ideas

Friday 19th Mar

Saturday
20th Mar

Sunday
21st Mar



Business

Monday 22nd Mar

#Priorities

Tuesday 23rd Mar

#ToDo

Wednesday 24th Mar

Thursday 25th Mar

#Ideas

Friday 26th Mar

Saturday
27th Mar

Sunday
28th Mar



Business

Monday 29th Mar

#Priorities

Tuesday 30th Mar

#ToDo

Wednesday 31st Mar

Thursday 1st Apr

#Ideas

Friday 2nd Apr

Saturday
3rd Apr

Sunday
4th Apr



Business

#Reflect Q1

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities



20
21 Apr

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20 21 Apr

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			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		

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Internal research has shown Tweets with GIFs gained 55% more engagement than Tweets without them.
(Added bonus: they're free, easy, and fun.)

Consider using GIFs not only as outbound Tweets, but as replies — joining a popular conversation can be just as effective as starting your own.

Twitter Internal data: Based on study of 3.7M accounts



Monday 29th Mar

#Priorities

Tuesday 30th Mar

#ToDo

Wednesday 31st Mar

Thursday 1st Apr

#Ideas

Friday 2nd Apr

Saturday
3rd Apr

Sunday
4th Apr



Business

Monday 5th Apr

#Priorities

Tuesday 6th Apr

#ToDo

Wednesday 7th Apr

Thursday 8th Apr

#Ideas

Friday 9th Apr

Saturday
10th Apr

Sunday
11th Apr



Business

Monday 12th Apr

#Priorities

Tuesday 13th Apr

#ToDo

Wednesday 14th Apr

Thursday 15th Apr

#Ideas

Friday 16th Apr

Saturday
17th Apr

Sunday
18th Apr



Business

Monday 19th Apr

#Priorities

Tuesday 20th Apr

#ToDo

Wednesday 21st Apr

Thursday 22nd Apr

#Ideas

Friday 23rd Apr

Saturday
24th Apr

Sunday
25th Apr



Business

Monday 26th Apr

#Priorities

Tuesday 27th Apr

#ToDo

Wednesday 28th Apr

Thursday 29th Apr

#Ideas

Friday 30th Apr

Saturday
1st May

Sunday
2nd May



Business

20
21 May

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



2021 May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					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						

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics. When it comes to fun days like #StarWarsDay, consider using conversation targeting to promote your relevant Tweets to members of your audience already showing interest in that day.



Monday 26th Apr

#Priorities

Tuesday 27th Apr

#ToDo

Wednesday 28th Apr

Thursday 29th Apr

#Ideas

Friday 30th Apr

Saturday
1st May

Sunday
2nd May



Business

Monday 3rd May

#Priorities

Tuesday 4th May

#ToDo

Wednesday 5th May

Thursday 6th May

#Ideas

Friday 7th May

Saturday
8th May

Sunday
9th May



Business

Monday 10th May

#Priorities

Tuesday 11th May

#ToDo

Wednesday 12th May

Thursday 13th May

#Ideas

Friday 14th May

Saturday
15th May

Sunday
16th May



Monday 17th May

#Priorities

Tuesday 18th May

#ToDo

Wednesday 19th May

Thursday 20th May

#Ideas

Friday 21st May

Saturday
22nd May

Sunday
23rd May



Business

Monday 24th May

#Priorities

Tuesday 25th May

#ToDo

Wednesday 26th May

Thursday 27th May

#Ideas

Friday 28th May

Saturday
29th May

Sunday
30th May



Business

Monday 31st May

#Priorities

Tuesday 1st Jun

#ToDo

Wednesday 2nd Jun

Thursday 3rd Jun

#Ideas

Friday 4th Jun

Saturday
5th Jun

Sunday
6th Jun



20
21 Jun

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



**20
21 Jun**

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	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				

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Going on a summer holiday? Don't stop engaging with your audience. You can schedule your Tweets at Twitter.com, in the app or by visiting ads.twitter.com



Monday 31st May

#Priorities

Tuesday 1st Jun

#ToDo

Wednesday 2nd Jun

Thursday 3rd Jun

#Ideas

Friday 4th Jun

Saturday
5th Jun

Sunday
6th Jun



Business

Monday 7th Jun

#Priorities

Tuesday 8th Jun

#ToDo

Wednesday 9th Jun

Thursday 10th Jun

#Ideas

Friday 11th Jun

Saturday
12th Jun

Sunday
13th Jun



Business

Monday 14th Jun

#Priorities

Tuesday 15th Jun

#ToDo

Wednesday 16th Jun

Thursday 17th Jun

#Ideas

Friday 18th Jun

Saturday
19th Jun

Sunday
20th Jun



Business

Monday 21st Jun

#Priorities

Tuesday 22nd Jun

#ToDo

Wednesday 23rd Jun

Thursday 24th Jun

#Ideas

Friday 25th Jun

Saturday
26th Jun

Sunday
27th Jun



Business

Monday 28th Jun

#Priorities

Tuesday 29th Jun

#ToDo

Wednesday 30th Jun

Thursday 1st Jul

#Ideas

Friday 2nd Jul

Saturday
3rd Jul

Sunday
4th Jul



Business

#Reflect Q2

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & Opportunities



20
21 Jul

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20
21 Jul

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			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	

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

As the summer of sport continues to build, so does the conversation on Twitter. Consider embracing the themes of teamwork and competition with a Tweet challenge of your own.



Monday 28th Jun

#Priorities

Tuesday 29th Jun

#ToDo

Wednesday 30th Jun

Thursday 1st Jul

#Ideas

Friday 2nd Jul

Saturday
3rd Jul

Sunday
4th Jul



Business

Monday 5th Jul

#Priorities

Tuesday 6th Jul

#ToDo

Wednesday 7th Jul

Thursday 8th Jul

#Ideas

Friday 9th Jul

Saturday
10th Jul

Sunday
11th Jul



Business

Monday 12th Jul

#Priorities

Tuesday 13th Jul

#ToDo

Wednesday 14th Jul

Thursday 15th Jul

#Ideas

Friday 16th Jul

Saturday
17th Jul

Sunday
18th Jul



Business

Monday 19th Jul

#Priorities

Tuesday 20th Jul

#ToDo

Wednesday 21st Jul

Thursday 22nd Jul

#Ideas

Friday 23rd Jul

Saturday
24th Jul

Sunday
25th Jul



Business

Monday 26th Jul

#Priorities

Tuesday 27th Jul

#ToDo

Wednesday 28th Jul

Thursday 29th Jul

#Ideas

Friday 30th Jul

Saturday
31st Jul

Sunday
1st Aug



Business

20
21 Aug

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



2021 Aug

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						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					

Create your calendar of key events and occasions.

For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Internal research has shown that Tweets with video attract 10X more engagement. As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.

Twitter Internal data: Based on study of 3.7M accounts



Monday 26th Jul

#Priorities

Tuesday 27th Jul

#ToDo

Wednesday 28th Jul

Thursday 29th Jul

#Ideas

Friday 30th Jul

Saturday
31st Jul

Sunday
1st Aug



Business

Monday 2nd Aug

#Priorities

Tuesday 3rd Aug

#ToDo

Wednesday 4th Aug

Thursday 5th Aug

#Ideas

Friday 6th Aug

Saturday
7th Aug

Sunday
8th Aug



Business

Monday 9th Aug

#Priorities

Tuesday 10th Aug

#ToDo

Wednesday 11th Aug

Thursday 12th Aug

#Ideas

Friday 13th Aug

Saturday
14th Aug

Sunday
15th Aug



Monday 16th Aug

#Priorities

Tuesday 17th Aug

#ToDo

Wednesday 18th Aug

Thursday 19th Aug

#Ideas

Friday 20th Aug

Saturday
21st Aug

Sunday
22nd Aug



Monday 23rd Aug

#Priorities

Tuesday 24th Aug

#ToDo

Wednesday 25th Aug

Thursday 26th Aug

#Ideas

Friday 27th Aug

Saturday
28th Aug

Sunday
29th Aug



Business

Monday 30th Aug

#Priorities

Tuesday 31st Aug

#ToDo

Wednesday 1st Sept

Thursday 2nd Sept

#Ideas

Friday 3rd Sept

Saturday
4th Sept

Sunday
5th Sept



Business

20
21 Sept

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



2021 Sept

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		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			

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:

- Tweet a video tutorial
- Use a Tweet thread to answer FAQs
 - Host a webinar or Periscope
 - Sharing a little #WednesdayWisdom



Monday 30th Aug

#Priorities

Tuesday 31st Aug

#ToDo

Wednesday 1st Sept

Thursday 2nd Sept

#Ideas

Friday 3rd Sept

Saturday
4th Sept

Sunday
5th Sept



Business

Monday 6th Sept

#Priorities

Tuesday 7th Sept

#ToDo

Wednesday 8th Sept

Thursday 9th Sept

#Ideas

Friday 10th Sept

Saturday
11th Sept

Sunday
12th Sept



Business

Monday 13th Sept

#Priorities

Tuesday 14th Sept

#ToDo

Wednesday 15th Sept

Thursday 16th Sept

#Ideas

Friday 17th Sept

Saturday
18th Sept

Sunday
19th Sept



Business

Monday 20th Sept

#Priorities

Tuesday 21st Sept

#ToDo

Wednesday 22nd Sept

Thursday 23rd Sept

#Ideas

Friday 24th Sept

Saturday
25th Sept

Sunday
26th Sept



Business

Monday 27th Sept

#Priorities

Tuesday 28th Sept

#ToDo

Wednesday 29th Sept

Thursday 30th Sept

#Ideas

Friday 1st October

Saturday
2nd Oct

Sunday
3rd Oct



Business

#Reflect Q3

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities



20
21 Oct

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20 21 Oct

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				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

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

‘Tis the season for planning! As you begin to outline your Q4 content, here are some ideas to consider:

- Gift guides
- Product spotlights
- Campaigns that give back
 - How-to videos
 - Pre-order campaigns



Monday 27th Sept

#Priorities

Tuesday 28th Sept

#ToDo

Wednesday 29th Sept

Thursday 30th Sept

#Ideas

Friday 1st October

Saturday
2nd Oct

Sunday
3rd Oct



Business

Monday 4th Oct

#Priorities

Tuesday 5th Oct

#ToDo

Wednesday 6th Oct

Thursday 7th Oct

#Ideas

Friday 8th Oct

Saturday
9th Oct

Sunday
10th Oct



Business

Monday 11th Oct

#Priorities

Tuesday 12th Oct

#ToDo

Wednesday 13th Oct

Thursday 14th Oct

#Ideas

Friday 15th Oct

Saturday
16th Oct

Sunday
17th Oct



Business

Monday 18th Oct

#Priorities

Tuesday 19th Oct

#ToDo

Wednesday 20th Oct

Thursday 21st Oct

#Ideas

Friday 22nd Oct

Saturday
23rd Oct

Sunday
24th Oct



Business

Monday 25th Oct

#Priorities

Tuesday 26th Oct

#ToDo

Wednesday 27th Oct

Thursday 28th Oct

#Ideas

Friday 29th Oct

Saturday
30th Oct

Saturday
31st Oct



Business

20
21 Nov

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20 21 Nov

Mon	Tue	Wed	Thu	Fri	Sat	Sun
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					

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as “limited time only” and “buy now”.

#ProTip: when offering discounts, express them as a percentage, not a number.



Monday 1st Nov

#Priorities

Tuesday 2nd Nov

#ToDo

Wednesday 3rd Nov

Thursday 4th Nov

#Ideas

Friday 5th Nov

Saturday
6th Nov

Sunday
7th Nov



Business

Monday 8th Nov

#Priorities

Tuesday 9th Nov

#ToDo

Wednesday 10th Nov

Thursday 11th Nov

#Ideas

Friday 12th Nov

Saturday
13th Nov

Sunday
14th Nov



Monday 15th Nov

#Priorities

Tuesday 16th Nov

#ToDo

Wednesday 17th Nov

Thursday 18th Nov

#Ideas

Friday 19th Nov

Saturday
20th Nov

Sunday
21st Nov



Business

Monday 22nd Nov

#Priorities

Tuesday 23rd Nov

#ToDo

Wednesday 24th Nov

Thursday 25th Nov

#Ideas

Friday 26th Nov

Saturday
27th Nov

Sunday
28th Nov



Business

Monday 29th Nov

#Priorities

Tuesday 30th Nov

#ToDo

Wednesday 1st Dec

Thursday 2nd Dec

#Ideas

Friday 3rd Dec

Saturday
4th Dec

Sunday
5th Dec



Business

20
21 Dec

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager



20 21 Dec

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		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		

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

December is a month of events — and a month of travel. If there's content you want people to read or listen to, consider framing, or even creating your content as a way to pass time en-route.



Monday 29th Nov

#Priorities

Tuesday 30th Nov

#ToDo

Wednesday 1st Dec

Thursday 2nd Dec

#Ideas

Friday 3rd Dec

Saturday
4th Dec

Sunday
5th Dec



Business

Monday 6th Dec

#Priorities

Tuesday 7th Dec

#ToDo

Wednesday 8th Dec

Thursday 9th Dec

#Ideas

Friday 10th Dec

Saturday
11th Dec

Sunday
12th Dec



Business

Monday 13th Dec

#Priorities

Tuesday 14th Dec

#ToDo

Wednesday 15th Dec

Thursday 16th Dec

#Ideas

Friday 17th Dec

Saturday
18th Dec

Sunday
19th Dec



Business

Monday 20th Dec

#Priorities

Tuesday 21st Dec

#ToDo

Wednesday 22nd Dec

Thursday 23rd Dec

#Ideas

Friday 24th Dec

Saturday
25th Dec

Sunday
26th Dec



Business

Monday 27th Dec

#Priorities

Tuesday 28th Dec

#ToDo

Wednesday 29th Dec

Thursday 30th Dec

#Ideas

Friday 31st Dec

Happy New Year!



#Reflect Q4

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities



Helpful resources



Business

A month of Tweets

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

Monday



FAQ

Tuesday



Retweet

Wednesday



Pro-tip

Thursday



Retweet
with comment

Friday



Behind-the-scenes
pic

MotivationMonday

🔗
Key piece of content

GIF



GIF

📈
Statistic

🎭
Meme

📊
Twitter poll

❓
Ask a question

WednesdayWisdom

✓
Successful past
Tweet

📢
Shout out

📰
Positive brand news

❗
UGC

🎥
Video

📹
Go live!

+羽毛
One-liner

This worksheet is available for download
[at business.twitter.com/downloads.html](https://business.twitter.com/downloads.html)



Creative best practices

Make your creatives stand out

Strong Tweet copy:

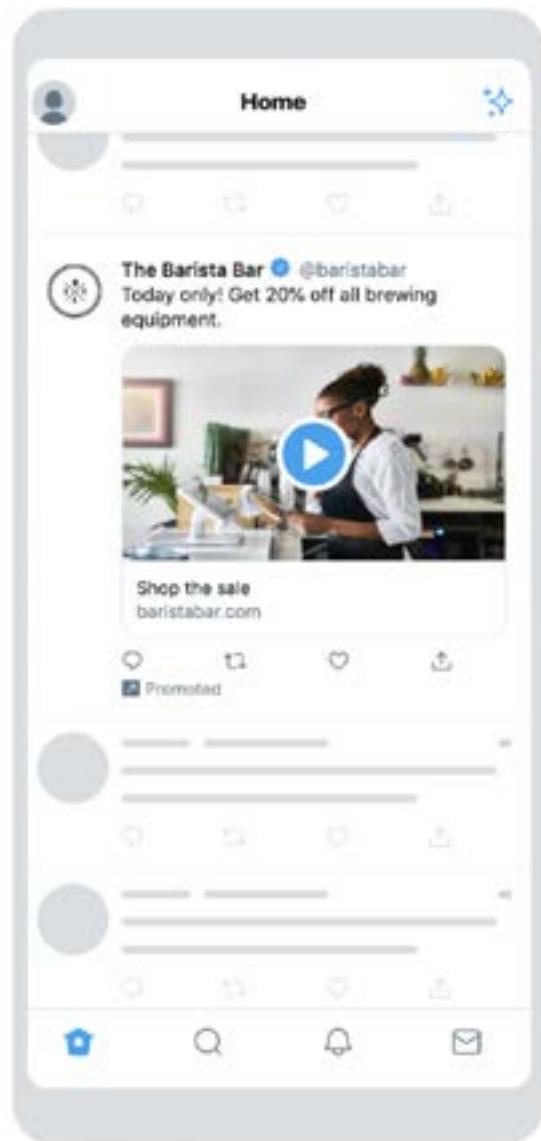
- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a dollar amount)
- Creates a sense of urgency (i.e. “limited time only”)
- Avoids distracting hashtags

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



Stat: On Twitter specifically, we've seen a 62% year-over-year increase in daily video views and a 72% year-over-year increase in watch time.

Source: Internal Twitter research, 2019-2020

*This worksheet is available for download
at business.twitter.com/downloads.html*

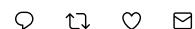
Tweet ideas

Put your pen to paper before putting your Tweet on Twitter

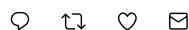
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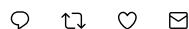
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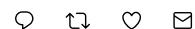
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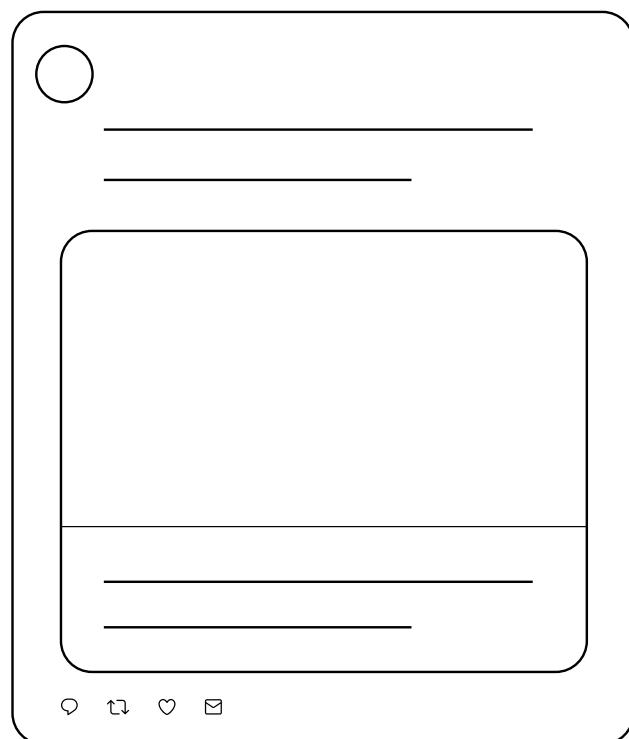
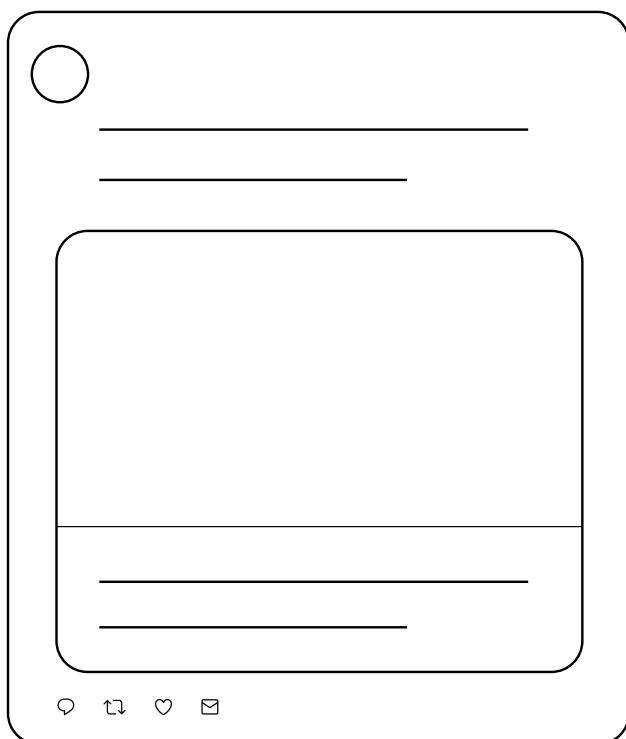
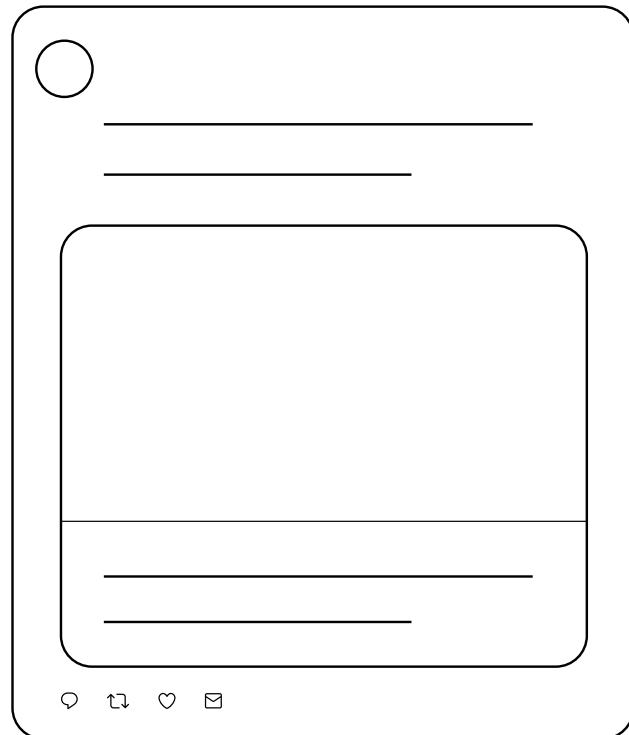
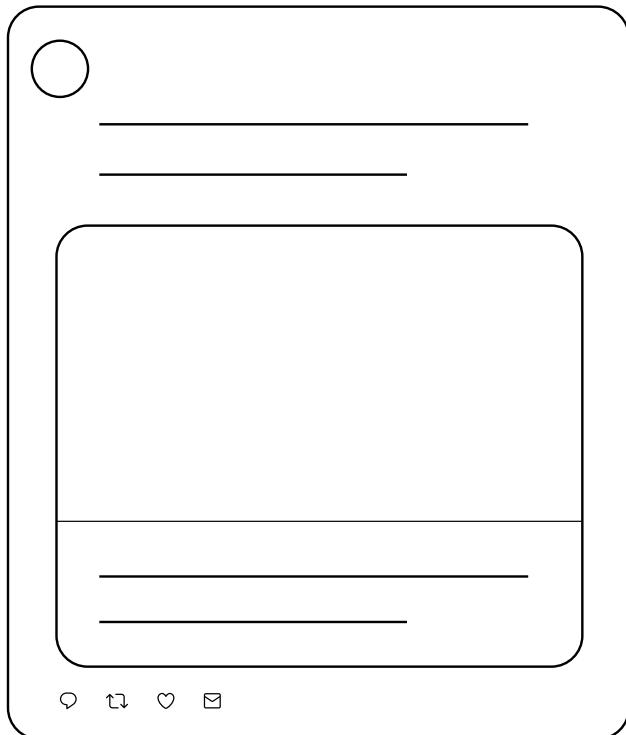


This worksheet is available for download
at business.twitter.com/downloads.html



Website Card ideas

Put your pen to paper before putting your Tweet on Twitter



This worksheet is available for download
at business.twitter.com/downloads.html



24/7 hashtags

Planning your content calendar? Create Tweets that use popular, reoccurring 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 practice about your product or brand
- 💡 Weekend activities

#TBT (ThrowbackThursday)

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

#FridayFeeling

- 💡 Your plans for the weekend
- 💡 Fun GIFs

#Caturday

- 💡 Office pets
- 💡 UGC of customer's pets with your product

This worksheet is available for download at business.twitter.com/downloads.html



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 and focused

Before noon

Cancelled.

Tap into trends

Will you tune into 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!)

This worksheet is available for download at business.twitter.com/downloads.html



Thought starters: Video types

Get the most from your video with these thought starters



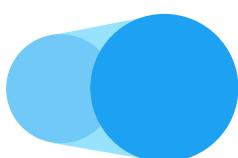
How-to



Q&A



Live video



Stop motion



Gift guide



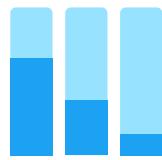
Product forward



Customer
spotlight



Slideshow



Data
visualization



Before & after



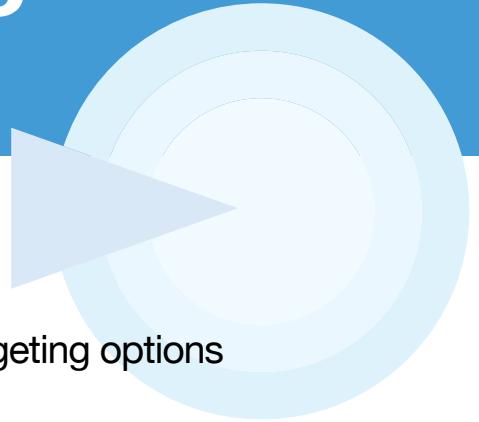
Unboxing



User-generated
content

This worksheet is available for download
[at business.twitter.com/downloads.html](http://business.twitter.com/downloads.html)

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.
Ex: 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.

Ex. People who belong to a custom audience OR have a specific interest OR match a specific conversation topic.

Custom audiences

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

*This worksheet is available for download
at business.twitter.com/downloads.html*



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



Business

Create your Twitter Ads

Create your Twitter ads at
ads.twitter.com

We add new resources to
business.twitter.com regularly

Our blog publishes new marketing and
Twitter-focused posts nearly every day.
It's at business.twitter.com/en/blog.html

Have questions? Contact our dedicated
Customer Success team.
Email AdvertiserHelp@twitter.com

