

DEMONSTRATE GOOD KNOWLEDGE

REFERENCE ARTICLES AND LINKS ABOUT THE BIGGER PICTURE AS IT RELATES TO YOUR BUSINESS.

TWEET **INTERESTING** AND **UNIQUE** CONTENT. THE MOST CURRENT AND NEWSWORTHY THE BETTER

KEEP IT SHORT

TWEETS WITH UNDER 100 CHARACTERS HAD 17% HIGHER ENGAGEMENT.

RALLY SUPPORT

TWEET @MENTION INFLUENTIAL PEOPLE AND HAVE HASHTAG CONVERSATIONS

ASK AND ENGAGE

ASK QUESTIONS OF YOUR FOLLOWERS TO GLEAN VALUABLE INSIGHTS AND RESPOND TO TWEETS TO ENGAGE AND CREATE CONVERSATION IN REAL TIME

CHAMPION YOUR SUPPORTERS

RETWEET AND REPLY PUBLICLY TO GREAT TWEETS POSTED BY YOUR KEY SUPPORTERS.

SHARE PHOTOS FROM EVENTS AND BEHIND THE SCENES

USE HASHTAGS
ALWAYS INCLUDE YOUR OWN HASHTAG WHERE POSSIBLE AND USE RELEVANT HASHTAGS TO WIDEN YOUR AUDIENCE

SHOW SOME **LOVE**. FOLLOW THOSE WHO RETWEET AND USE HASHTAGS.

BEST TWITTER PRACTICES