

TWITTER

checklist

- OPTIMIZE YOUR PROFILE** : *Choose the right username and a high-resolution profile pic to capture your target audience. Keep your bio concise and include keywords for your business and industry.*
- TWEET CONSISTENTLY & STAY ENGAGED** : *Tweet out original content, retweet posts that you find interesting and related to your brand, and make sure you respond to replies to your tweets.*
- TWEET DURING PEAK TIMES** : *Tweets posted on Friday, Saturday, and Sunday always have a higher click-thru rate (CTR). On weekdays, tweeting between the hours of 12 pm and 3 pm.*
- USE HASHTAGS AND EMOJIS** : *Be thoughtful about how you use hashtags and emojis. Establish a clear and consistent hashtag for your account to reuse and keep your emojis aligned with your voice.*
- BE FUNNY AND AUTHENTIC** : *Not everyone should tweet like a restaurant franchise but get comfortable with being yourself, sprinkling in authentic humor, and engage with others' tweets playfully.*
- LEVERAGE THE "ADVANCED TWITTER SEARCH" FEATURE** : *Search your name, your brand's name, or industry-specific terms to see what your customers or potential customers in your area have to say about your or your industry.*
- PROVIDE CUSTOMER SUPPORT** : *If your customers have questions or problems, use Twitter as a forum to address those issues.*
- RESHARE INSTAGRAM WITH THE TWITTER TOGGLE** : **PLANOLY's** share to Twitter feature is here to help you save time when sharing Instagram content to Twitter by enabling you to automatically re-share to Twitter directly from your **PLANOLY** account.
- ADD IMAGES TO YOUR TWEETS** : *Lean into your industry but make the images specific to you and your business. Tweets with images get nearly 90% more engagement.*
- INCORPORATE VIDEOS** : *If videos are already part of your larger marketing push, make sure you place them on Twitter so that your brand language is cohesive across all social media platforms.*
- ORGANIZE CONTESTS & TAKEOVERS** : *Not only will organizing contests and takeovers keep your followers engaged, but it can also help you gain new followers. Gameplan what any contests or takeovers are meant to achieve, and create actionable items that give participants real value.*