

Twitter 101

- 140 characters including url and image link
- Images generally spark more interest and engagement.
- Only use one url per tweet to avoid confusing your audience.
- No hyperlinks within words.
- Use a url shorter (e.g. Bitly.com). Use the same url if you are linking to a certain page, rather than creating a new one each time.
- Use hashtags (#) for key words, but make sure you search them in the “Search Twitter” field first to make sure they mean what you intend and don’t have anything negative or inappropriate.
- Try to keep hashtags short
- Use hashtags for things you think the audience will be interested in (#greatlakes, #glri, #restoration, #climatechange,)
- Call out partners using the Twitter Handle (e.g. @Gr8LakesLady).
- Use conversational tone, such as we, us, you, etc.
- If you start a post with a Twitter Handle, you need to use a period before the handle if you want your followers to see it (.@ASFPM annual conference is happening now!)
- Scheduling Software: HootSuite.com for Facebook or Twitter, Tweetdeck.com allows you to schedule for Twitter, but you can’t schedule for Facebook. Facebook has its own scheduling capability
- Follow similar accounts. Other partnership sites, experts in your field, colleagues, people you meet at conferences or recommended accounts that discuss your areas of interest.