

Twitter Best Practices

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If you have any questions, or require assistance, please contact us at marketingsupport@lakeheadu.ca.

1. Graphics

- Using visuals – images, GIFs, and/or videos – in your tweets makes people more likely to engage
- Feed image size: 1024 x 512 pixels (recommended)
- Avoid images with heavy text
- 6-15 second videos are the best
- Use captions or another "sound-off *strategy*" for videos with dialogue

2. Text

- Be conversational
- Tweets can contain up to 280 characters: keep it concise and focused using clean, straight-forward language (the shorter the better)
- Make clear calls-to-action (do you want followers to comment, follow you, sign up for something, retweet, etc.)
- Use effective and relevant hashtags to allow your content to be discovered
- Start a thread if you have more to say or link to an alternate source (i.e. a website)
- Ask questions and run polls
- Shorten links with external software/programs such as Bit.ly, etc.

3. Interactions

- Retweet and reply often to connect with your audience
- Switch to direct messages to resolve complex issues
- Be responsive to mentions (shows you care about your followers)
- Try not to make it all about you and your brand by sharing content from others and participating in other conversations
- Peak time for posting is between noon and 6pm
- Post 1-3 times a day, but space them out