TWITTER BEST PRACTICES

*For users already familiar with basic usage of Twitter*

Twitter is a powerful and flexible digital organizing tool that can allow you to reach audiences in ways that Facebook cannot. To help maximize this tool, below are five time-tested Twitter practices. As always there are exceptions to some rules, but this guide will get you on its way to help shape our own narrative.

**1. “Show, don’t tell.”** Tweeting high-quality photos has a ripple effect—people are more likely to click on the tweets preceding and following great photos.

**2. One hundred and twenty**. Write your tweets (link and hashtags included) so they do not go over 120 characters. This makes it easier for someone to retweet you and add comments. There are exceptions to this rule, but definitely do not exceed 130 characters.

**3. Punctuate.** In addition to strictly adhering to grammar rules, use punctuation, including colons, –n or —m dashes, and periods. Punctuation adds structure and clarity to your words.

**4. #Hashtag it.** Try to use at least one relevant hashtag—but not more than two—in a tweet. A properly selected hashtag will allow you to strategically insert yourself into conversations and makes it easier for your tweet to be searched.

**5.** **“New school” vs. “old school” retweeting**. It’s better to retweet using the Retweet button instead of using the old style.