**The Best Twitter Practices**

***For Users Already Familiar with Basic Usage of Twitter***

Twitter is a powerful and flexible digital organizing tool that allows the ability to reach audiences in ways that Facebook cannot. To help maximize this tool there are time-tested Twitter practices below. As always, there are exceptions to some rules but this guide will demonstrate methods that craft and shape OFA’s narrative through Twitter.

* **“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.

* **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.
* **Punctuate.** In addition to strictly adhering to grammar rules, use punctuation. This includes colons, –n or —m dashes, and periods. Punctuation adds structure and clarity to your words.
* **#Hashtag it.** Try to use at least one relevant hashtag—but no 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.
* **“New school” vs. “old school” retweeting**. It’s better to retweet using the Retweet button instead of using the old style.

**Other Tips**

* **Say no to eggs.** If you’re new to Twitter, go ahead and immediately change your avatar from the egg to a photo of yourself or anything you think is appropriate.
* **Keep your Twitter handle public.** If you lock your account, no one outside of your followers will ever see your tweets.
* **Mention people.** If you take a photo and you know someone in that photo is on Twitter go ahead and mention them. It’s a great way to engage with them and get them to engage with you.
* **Be careful.** Don’t post anything that could be potentially embarrassing to you or OFA.