Twitter tips

Using social media is like learning a new language. The more you practice, the more fluent and confident you become using it.

Define your brand

- Account name: Your name e.g. Region of Waterloo
- User name: aka “handle”, used to tag/mention you e.g. @RegionWaterloo
  - You can change your account name and your user name at any time
- Keep your profile current, add a profile photo and a banner photo
  - Update your bio (160 characters)
    - Include your title in your Twitter bio if you are representing your organization or include a short description of your organization
- Follow accounts that resonate with you

Join the conversation

- Turn on account notifications for accounts you follow that you want to share often
  - You will receive a notification each time they tweet which makes it easier to quote tweet, retweet or like.
- Quote tweet to share someone else’s tweet with your followers with your own message
- Retweet to share someone else’s tweet with your followers
- Like to acknowledge/appreciate someone else’s tweet
- Reply to tweets to engage in a conversation or acknowledge someone else

Quote tweet vs retweet

- Quote tweet: Share someone else’s tweet with your followers with your own message.
- Retweet: Share someone else’s tweet with your followers.
Engaging tweets

- 280 characters or less (Note: web links take up 23 characters, no matter how long)
  - Don’t start your tweet with a user name, it will appear as a reply
  - If using a link, put it at the end of your tweet
- Use photos, gifs, and videos to increase engagement
  - Take and use your own photos, you don’t need to be a professional
  - Landscape/horizontal orientation is preferred. Twitter will auto-crop portrait/vertical orientation images and you’ll lose part of it in your tweet
  - Tag up to 10 accounts user names on your photos (Not available for video/gifs)
    - With great power comes, great responsibility – only tag when it’s relevant and doublecheck that you’re using the correct user name
    - Each tagged account will receive the same notifications you do
- Hashtags help connect your content with a broader campaign
  - Use established hashtags to engage with campaign
  - Only use one or two per tweet, if applicable
  - It’s okay to not use any, so don’t feel like you must use them
- Use threads when what you’re trying to say needs more than 280 characters
  - Break up your tweets with complete sentences, rather than leaving hanging sentences
  - Use numbers at the end to indicate how many tweets are in one thread (1/6, 2/6)

Things to consider

- Write in your own voice/style, be authentic and genuine. Communicate how you would by email or at a public event.
- Be mindful of what you are sharing:
  - Do not share someone’s personal information without permission
  - Do not share anything you would not feel comfortable being repeated by local media