

Twittiquette

- **Tweet, tweet, repeat?** Even when publicizing an important event or news update, be careful of redundancy or posting too much of the same content, especially if it's not jazzed up in an entertaining way.
- **RT worthy:** Being re-tweeted is one of the best ways to gain new followers, as it exposes your handle to a new group following someone else. By the same regard, other accounts also appreciate re-tweets, and if their tweet is applicable for your audience and expresses opinions or beliefs well aligned with your organization, a re-tweet can help you gain recognition in the future.
- **Right back @ you:** Just as you would expect to respond to emails, texts and other messages, consider your Twitter interactions, mentions and direct messages in the same way. Responding is an important part of Twitter engagement.
- **Don't quit the wit:** Craft tweets that will catch the average reader's eye as he/she quickly scrolls through a twitter feed. Use puns, wit, pop culture references and other humorous ploys to drum up interest in your content.
- **Less is more:** Keep it quick, short and concise. You have only 140 characters, so avoid wordy language and shorten links using tools like Bit.ly, Goo.gl, and Ow.ly.
- **#Overloaded:** Use hashtags effectively for events, campaigns, promotions and affiliations, but don't tweet with more hashtags than actual content.
- **Grammar counts:** Check your tweets twice for spelling and grammar issues, especially when tweeting on behalf of a large entity. Professionalism is in the details—and punctuation.