

# **TWITTER**

A platform designed for

## CONVERSATION

## **ABOUT**

Algorithms

The algorithm on Twitter is similar to the other social media platforms. The latest Tweets are at the top of your newsfeed, however; engagement and the type of media you include determine its rank.

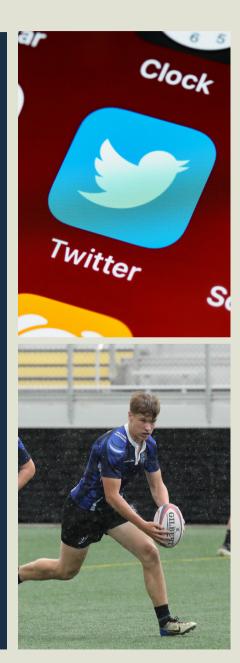
The more Retweets, clicks, and favorites a tweet has the higher on the feed it will be displayed. If you include a video, GIF, or picture it will be higher than a text-only status.

How many followers you have also determines your content's placement.

## CONTENT

Top Performing

- #Hashtags
- GIFs
- Video
- Status' about news and alerts





# **TWITTER**

Create captivating

## CONTENT

### ADD MEDIA

to your Tweets.

If you can, always include a GIF, photo, or video with your post. This will help your Tweet stay at the top of the feed.

#### #HASHTAG

Everything.

Be apart of the conversation by adding relevant #hashtags within your caption message and not just at the bottom of the post.

### CHARACTER COUNTS

Matter.

Each Tweet is limited to 280 characters so be precise with your message but also use two or three tweets to tell a story or update on a game.

#### ENGAGE

with other Tweets.

If this platform truly speaks to your audience, then be active. Engage with your followers and follow other accounts. Retweet, favorite, and comment on good and funny content.



# **TWITTER**

Enhance Your Social Media

## **PRACTICES**

### **BEST TIME**

of the Day to Post.

Since Twitter is treated like a true news feed. You can post multiple times a day to remain relevant within a user's feed.

Twitter is an excellent platform for score alerts, game-day updates or cancellations. Any news-worthy content is perfect for Twitter.



