



# TWITTER

*A platform designed for*

## CONVERSATION

### ABOUT

#### *Algorithms*

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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*

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





# TWITTER

*Create captivating*

## CONTENT

### ADD MEDIA

*to your Tweets.*

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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.*

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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.*

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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.*

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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.*

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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.

