SOCIAL MEDIA TIPS

TWITTER

1. Tweet regularly. Determine in advance how often you want to tweet and keep it up. Use a scheduling program such as Hootsuite to automatically post tweets when you can’t do so manually.

2. Reread, spell-check and double-check links before posting. Tweets can’t be edited once they’re sent.

3. Use images! Adding a photo or graphic will not only make your image more visible, it can also make your followers more likely to retweet or favorite it.

4. Interact with your followers. Reply, follow, retweet and send messages. It’s not social media unless you’re being social.

5. Check your stats. Use Twitter and third-party services to track clicks, retweets, favorites and other statistics. Such info can help you decide what to tweet about and when.

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