Twitter Best Practices

We’ve come a long way from 140 characters — 280 to be exact. Twitter gives its users the opportunity to talk about what’s happening in real time, all around the world. It is important to be a part of those conversations related to your brand and stay connected to your followers.

Optimize Your Account
Optimize your business profile with a branded profile image, relevant appropriately sized cover image, and clear and concise bio with a link to your website.

After you have finished setting up your profile you can submit a request to become verified, letting your audience know your page is official.

Cross-Promotional Tweeting
Operating the social presence for one of the top public universities in the nation, we have the opportunity to collaborate with schools, colleges, and units across the university to highlight the research, global impact, and innovations of the #LeadersAndBest at U-M.

We regularly post and retweet content from other offices and U-M colleges to promote their messaging to a wider audience and maximize exposure.
Content That Sticks
Twitter is an endless stream of content, giving each tweet an 18-minute lifespan. With the constant flow of information, dedicating time to creating content that appeals to your audience is key.

We use strong imagery, videos, and graphics along with compelling, on-brand captions and external links to clearly inform followers of the tweet’s content.

We are tagging appropriate accounts, including branded hashtags, and pinning tweets to help increase the reach of the tweet.

Because traffic on Twitter moves so quickly and trends can change at a moment’s notice, it’s important to monitor online conversations and adapt your content when possible to become a part of relevant online conversations.

Monitor and Engage
Knowing what topics and types of content engage your audience is an important part of developing a successful Twitter strategy.

Using Twitter analytics, we are able to track our top-performing tweets, learn about our audience, and report on engagement rates.

Monitoring means more than just analytics; we are constantly connected to what our audience is saying online by following keywords, accounts, and hashtags.