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.

University of Michigan ✔ @UMich · Jun 6
As organizations work with advanced robotics & AI to build prosthetic limbs, a team of @UMichEngineering researchers has designed an open-source bionic leg that will offer a unified platform to researchers, helping accelerate scientific advances. myumi.ch/Jl4wG
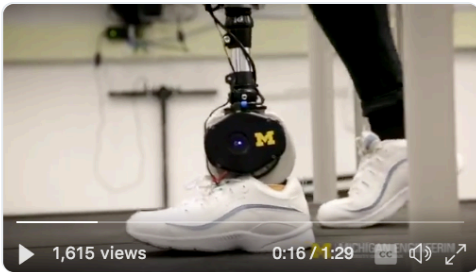
1,615 views   0:16 / 1:29

💬 2   🔁 13   ♡ 40

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.

📌 Pinned Tweet
University of Michigan ✔ @UMich · Jun 21
Michigan is currently home to 240,000 people living with dementia.

A class of @UM_STAMPS students is using art therapy to help local residents living with dementia cope with the effects of memory loss. #UMichImpact #UMichArts myumi.ch/LB7Mq

SALINE
THIS IS MICHIGAN

2,531 views   0:17 / 0:59

💬 5   🔁 10   ♡ 46

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.

Impressions	12,609
Media views	2,104
Total engagements	242
Media engagements	143
Likes	40
Profile clicks	30
Detail expands	17
Retweets	11
Replies	1

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.

Engagements
Showing 28 days with daily frequency

Engagement rate
0.7%
Jun 29
0.5% engagement rate

Link clicks
1.9K
Jun 29
31 link clicks

On average, you earned **67 link clicks** per day

Retweets
932
Jun 29
12 Retweets

On average, you earned **33 Retweets** per day