

The Art of Writing Great Tweets

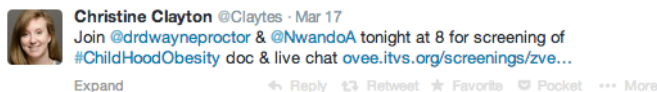
This resource provides tips, examples, and additional resources for writing great tweets.

The mechanics, or “grammar” of writing good tweets, is simple once you understand the rules. Use this [cheat sheet](#) to help you build the perfect tweet. Keep in mind:

- **BE BRIEF:** Keep your tweets short. Tweets are limited to 140 characters, but a best practice is to aim for between 70 and 120 characters so others can easily share your message with their own comments.
- **BE VISUAL:** Visuals grab attention, if you have a chart or photograph, append it to your tweet. To ensure viewers can watch the video you share without leaving Twitter, share a video directly from YouTube.



- **BE SOCIAL:** Add relevant handles and hashtags to your tweets, but do over do it. Using more than 2 hashtags gets fewer retweets. Tweet other people’s content and make sure you give attribution.



Consider asking questions to start a relevant conversation; contribute your own insights: thank people who shared your content (this should be done in moderation).

- **BE TIMELY:** Share news and content related to your expertise that is new and relevant. Be sure to add your own insights.



Three Questions to Help You Write a Strong Tweet:

1. Is this valuable to others? Can they learn something new or find a way to get involved in something new?
2. Have you attributed this to someone, perhaps the writer or sharer who surfaced this for you?
3. Did you add a hashtag to increase reach with the right audience?

Style Guidelines: Writing Great Tweets

- Omit needless words
- Describe
- Simplify
- Avoid giving it all away
- One thought per tweet

How to Avoid Twitter Writer's Block

- Inspirational Quotes



- Observation or something you overhear



- Something funny



- Two words



- RT with Added Value or Humor



Set Up a Day-By-Day Schedule of Practicing

- Monday: Two-Word Tweet
- Tuesday: Quote or Overheard
- Wednesday: RT with added Insight

Thursday: Humor

Friday: One Thought Tweet

Additional Reading

- [How to Build the Perfect Tweet](#): This diagram of the perfect tweet is useful to print and use as a guide.
- [A Scientific Guide To Writing Great Tweets](#): Tips based on research of millions of Tweets
- [How To Be Hilarious on Twitter](#): Practical Tips on Using Humor on Twitter
- [Sources for Quotes](#)