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TWEET STRUCTURES TO GENERATE ENGAGEMENT

Creating a tweet involves preparation, thought and a strategic reason behind it. Sometimes it can be hard to know exactly what to say to engage your followers and get them to interact or respond with you, so we've got some Twitter structure formulas to help you out.

*** NOTE** Some of these structures will work better than others to help grow your followers depending on your audience. Experiment with a mixture to see which are more effective.

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THE SHARING CONTENT TWEET

Let's start basic. Make sure to include the **author's Twitter handle** so they get the credit and see you enjoyed their work, plus they may return the favour in future. Also **add a relevant hashtag** to potentially give your tweet more exposure if others are searching for the piece of content, or if the author is tracking mentions.

TWEET STRUCTURE

[Positive/recommended comment about] 'ARTICLE TITLE': <http://www.url.com> by @TwitterHandle #relevanthashtag

2

THE PROBLEM / SOLUTION TWEET

For those worrying about something going wrong, **offering help or a solution** can be a godsend. Whether its knowledge about a particular area or answering a common question, tweet a link to your own or external content that provides useful knowledge.

TWEET STRUCTURE

Wondering (how to prevent negative result) (medium/platform)? Check out (solution to problem) here: <http://www.url.com> from @TwitterHandle #relevanthashtag

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THE QUESTION TWEET

Since Twitter is a two-way conversation it makes sense to **ask questions for your followers to respond to**. Whether asking something random or a question linked to an article, topic or debate within an industry, generate conversation and get the interaction going!

TWEET STRUCTURE

We're keen to know, [QUESTION]? #relevanthashtag

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THE RETWEET WITH COMMENTS TWEET

It's easy to simply click 'retweet' to share content from others, but if you want people to notice you, **copy and paste the original tweet and add a short comment**. You may need to modify it but it provides extra information and a chance to share your thoughts.

TWEET STRUCTURE

Tweet structure: [OPINION] RT @TwitterHandle "Original tweet with URL and hashtag"

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THE OFFERING ADVICE TWEET

Being on Twitter isn't all about driving traffic to your website. **Tweeting tips or advice on a certain subject area or industry is a great way of building credibility and generating more retweets from those in the same sphere.**

TWEET STRUCTURE

[Ask question] Offer answers/tips #relevanthashtag OR [Own useful words in one tweet] #relevanthashtag

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THE SHOWING SOME LOVE TWEET

Similar to basic content sharing, **add an endorsement** to the tweet and say why you enjoyed the content. Include the Twitter handle so the person gets your acknowledgement plus they may be likely to reply and/or retweet to their own follower base, helping to get your name out there.

TWEET STRUCTURE

An informative and insightful read from @TwitterHandle about [TOPIC] check it out: <http://www.url.com> #relevanthashtag

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THE FACT / STATISTIC TWEET

Everyone loves a fact or stat, whatever the topic or industry. Encourage additional action by **providing context and explaining your advice and/or how you've read it**, so they can understand how the statement came about and how it could be of use to them.

TWEET STRUCTURE

Did you know (STAT/FACT)? Find out more over on <http://www.url.com> #relevanthashtag

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THE INSPIRING TWEET

Daily inspiration tweets seem to be a big thing, so why not get on board and offer your own? **Motivational quotes, snippets of interesting statistics and facts** are likely to be shared and retweeted throughout your following, and be sure to **credit the source** whether they are on Twitter or not.

TWEET STRUCTURE

"[QUOTE]" - @TwitterHandle #inspiration #quote

themediaoctopus.com

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Developed by Beth Kanter (www.bethkanter.org)

<http://networked-leadership-skills.wikispaces.com/Module+3>

Source: <http://www.adweek.com/socialtimes/twitter-tweets-engagement/500260?red=at>