Organic Tweets starter kit

Print or open with a PDF editor to complete the following exercises and start building your organic Twitter presence.



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01 Find your voice on Twitter



Establish guardrails Define the general guidelines for your Tweets. This will help creat

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

Сору

Words, phrases, and topics to incorporate (Themes? Slogans?)

Words, phrases, and topics NOT to incorporate (Competitor names? Old company taglines?)

Media

Things to include in images or video (Diverse representation? Company logos? Product placement?) Things NOT to include in images or video (Licensed material? Is the interior of a bar okay, but someone drinking too much?)

Emojis

Emojis that are encouraged and relevant to your brand

Emojis that are NOT okay to use (Weapons? Gender representation?)



Business

Tip: don't be afraid to play with different variations of your tone to find what works. Experimentation thrives on Twitter.



Draw a portrait

If your brand was a person, what would it look like?



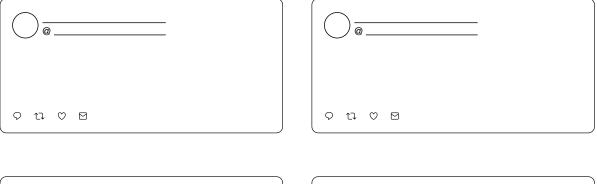
Its favorite restaurant would be ______.
Their go-to outfit would be ______.
Their catchphrase would be ______.
Their most-used emoji would be ______.
In their high school yearbook, they won the award for most likely to ______.
Their coffee shop order would be ______.
The background image on their laptop would be ______.
Their most-called phone number is their _________.'s.
Their pet would be a _______.
Their most-played album would be ______.

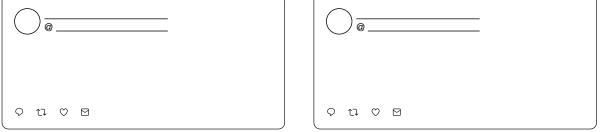
Narrowing in

After people interact with our brand they should feel ______.
Three words I think of when I think of that feeling are ______, ____, and ______.
A brand that makes me feel that way is ______.
That brand's tone is ______ and _____.

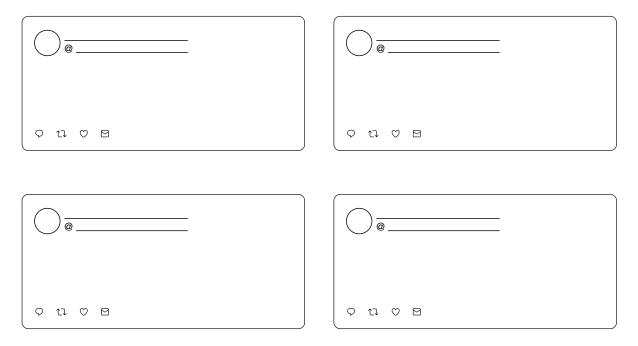


Tweets that fit our brand voice:





Tweets that don't fit our brand voice:





02 Plan your Tweets



A Month of Tweets

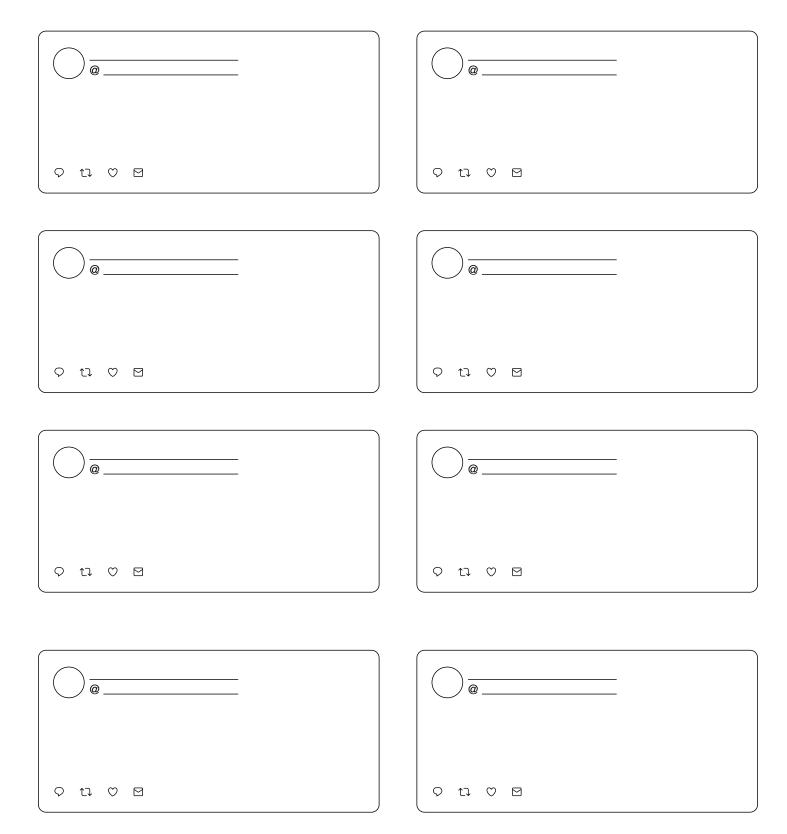
We've outlined some ideas to get you started – use the extra space to add your notes.

Monday	Tuesday	Wednesday	Thursday	Friday
FAQ	C Retweet	Pro-tip	Retweet with comment	Behind-the-scenes pic
# MotivationMonday	C Key piece of content	GIF GIF	Statistic	Meme
Twitter poll	Ask a question	# WednesdayWisdom	Successful past Tweet	Shout out
Positive brand news	UGC	Video	Go live!	+ One-liner

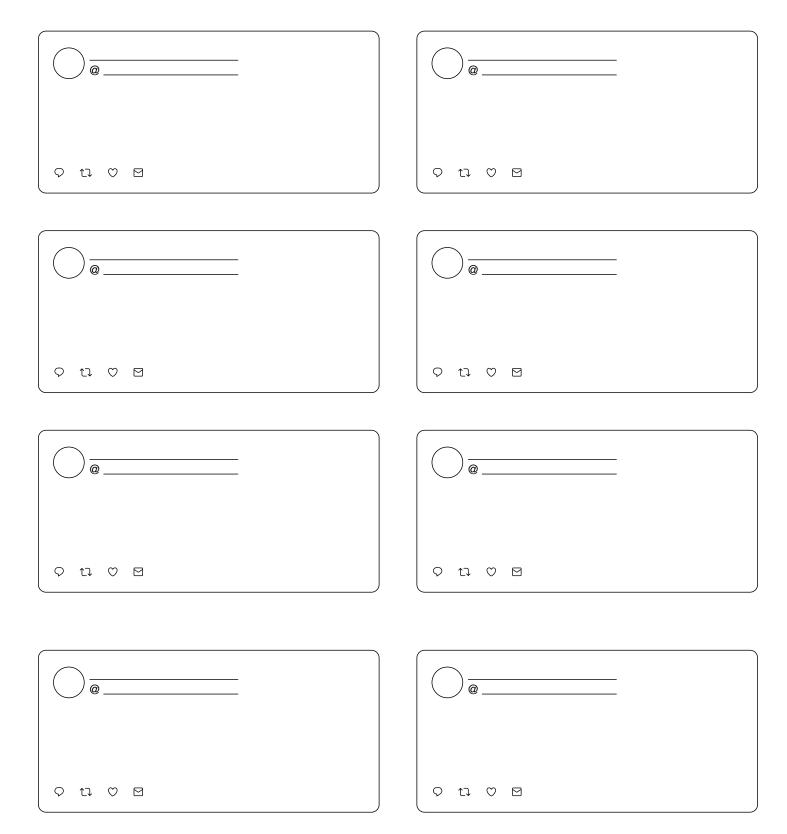
03 Write your Tweets



Tweet Ideas



Tweet Ideas





For more resources, visit **business.twitter.com** and follow **@TwitterBusiness**