



# Twitter Best Practices

Keep these tips on hand to help maximize your Twitter account's performance



## Platform Info

As a social media channel with 217 million monthly active users, Twitter plays a key role in the social media marketing strategy for many individuals, brands, and organizations. It allows companies to keep a pulse on their industry and gather customer insights organically. The need to keep tweets under 280 characters keeps communication snappy, and offers a playful outlet for more engaging content when compared to other social channels. But with over 500 million tweets shared every day, you need a sound strategy for your organization to stand out on Twitter.

## Platform Audience

- 39% are 25-34
- 21% are 35-49
- 17% are 18-24
- 17% are 50+
- 7% are 13-17
- 56% male
- 44% female

## Posting Cadence

3-5 times a day is ideal  
1x/day minimum  
9 am, 11 am, 1 pm, 5 pm  
(local time)  
*(Post cadence may change depending on industry and unique audiences)*

## Content Formats

While videos are favorited almost 50% more often than images, images can get 128% more retweets than videos. Tweets with links get retweeted 86% more often than those without.

## Image/Video Specs

**Feed images/videos:**  
16:9, 1200 X 675  
**Cover photo:** 3:1,  
1500x500  
**Video max length:** 140 seconds

## Growth Opportunities

**Join the conversation:** Engaging and retweeting content from other accounts and responding to followers who reply to your tweets will help grow your account more than scheduling tweets will.

**Ask followers to RT:** Asking followers to retweet has a 4x higher retweet rate than with no prompt

**Try out polls:** A well-posed question or poll on Twitter can help your brand increase impressions and engagements. Experiment with different topics and share the results in a followup tweet.

**Research hashtags:** While Twitter shares trending hashtags on the homepage, tools like Hashtagify and RiteTag allow you to research niche hashtags related to your specific audience.

**Tweet about current events:** People use Twitter for information about the news and current events. Take advantage of the trends that pop up in your industry, like event-specific hashtags, and participate in that conversation to engage with potential followers.

## Twitter Advertising

**Video ads** are videos shared with a caption. Twitter recommends videos of 15 seconds or less.

**Carousel ads** are 2-6 images shared in a slideshow format with one caption and CTA. Twitter claims that using this format can increase campaign awareness by 20% and purchase intent by 7%.

**Text ads** aren't as popular as other formats but can be effective when using a short text tweet that originally performed well organically.

**Follower ads** offer a preview of your Twitter profile with a caption, enticing users to follow your account.

**Amplify ads** are 15-second video ads appearing before longer content from other users.

**Takeover ads** are images or videos displayed at the top of users' organic timelines the first time they open Twitter, with a goal of maximum visibility when users are the most engaged.