

Twitter Cheat Sheet - 5 Tips

Keep it short & sweet

Shorter tweets (those under 100 characters) get the highest level of engagement. Be as punchy and concise as possible.

Shorten URLs

A good way to keep your shorts short and easy-to-read is to shorten your URLs. You can easily do this by copying and pasting the link into HootSuite or installing Hootlet in your Chrome browser. Short URLs make it easier for followers to RT your content, as well. They have more room to add their two cents, tag your handle, and use relevant hashtags. You can also track clicks for ow.ly links through HootSuite.

Engage

Build goodwill by following, retweeting, and engaging with partners, constituents, and targets on Twitter. Twitter's like a social bank account—you reap what you sow. People will view you as more of a resource if they see that you are curating and sharing great content in addition to promoting your own. And they will be more willing to share your content if you have shared theirs. Reciprocity.

Also, if someone tags you, respond in some way—retweet, favorite, or reply back.

Tag, tag, tag!

Incorporate popular and relevant education hashtags—such as #edchat, #edreform, #edtech, #teacherpowered, and #ctqcollab—into your tweets to reach a broader audience. By using hashtags, you're entering into a bigger conversation—users who are not yet followers but are watching those hashtag streams will be more likely to see your messages.

If someone has a Twitter handle, use it! Whomever you're mentioning isn't likely to see your message otherwise. And you'll probably get a RT out of the deal.

@ messaging

Finally, a super common Twitter mistake is tweeting “at” someone when you really meant to mention them.

When you start a tweet with someone's handle (@) only people who **follow both you and the person you tagged** will see that tweet in their news feeds.

Additionally, the implication of an “at message” is different than a mention. An “at message” implies that you are speaking directly to that person, in the hopes of entering into a two-way conversation.

If your intention is rather to just mention a contact or organization and you want as many people as possible to see the tweet, use a period before the @ sign in the beginning of a tweet or use the handle elsewhere.

For example:

- If you tweet "@CalamariLove and I are sharing our favorite appetizer" only the people who follow both you and @CalamariLove will see it.
- If you tweet "Sharing my favorite appetizer with @CalamariLove" or ".@CalamariLove and I are sharing our favorite appetizer" ALL your followers will see it

Additional resources

- Youtube videos [Twitter for Teacher Leaders: Connecting on Twitter](#) and [Twitter for Teacher Leaders: Hashtags Explained](#)
- [Twitter Cheat Sheet for Educators](#) from Kimberly Tyson