



Checklist 18 - Twitter Content Creation

Project Name: _____ Date: _____

Before you begin connecting with people on Twitter you need to add some interesting and entertaining pictures or videos to your profile page as this is where someone will visit to see what kind of stuff you are posting.

If they visit your profile and you have no profile image or banner and very few posts that are not related to anything they like then why would they be interested in following you?

If your profile has a nice picture of you, a banner and you have a number of posts that interest them, then they are more likely to feel that it is worth following you.

- | | Yes | No |
|--------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 1 Download the Twitter App | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Add the Twitter app on your phone so you can add posts or check activity on the go</i> | | |
| 2 Compose a Tweet | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Tap on the tweet button in the top right corner</i> | | |
| 3 Write a text only tweet | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>The maximum number of character used to be 140 but has now been increased to 240</i> | | |
| 4 Post a photo or video | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Upload a photo or video of yourself or something related to your interests or niche</i> | | |
| 5 Tag People | | |

Notes

Checklist 18 - Twitter Content Creation

When you post a photo you can also tag people in it and they will be notified

6 Add Location

Tap on the location link to add your location. Your locations settings will need to be enabled

7 Post multiple Tweets

Tap on the + icon to add more than one Tweet at the same time

8 Take a photo

Using the app on your phone tap on Tweet and then camera to take a photo and you can add text over the top of it

9 Create A Live Video

Using the app on your phone tap Live and record a live video, you will need to enable your camera and mic in your settings

10 Add a GIF

11 Add a Poll

Ask a question or ask your followers for feedback

Notes

Checklist 18 - Twitter Content Creation

12 Add a location to your Tweet

13 Hashtags

Add a few lines to your post and remember to add relevant hashtags as these will improve your posts reach and be seen by more people. Also take a look at the top trending Hashtags and add posts related to them and remember to include the hashtag in your post

14 Retweet

*If you do not know what to Tweet about then look for other people's Tweets and it may help you get a few ideas, also if you find other Tweets that have a lot of likes and re-tweets then simply retweet them and you will see them on your profile
Whenever you create a post aim to create an attention grabbing, intriguing, controversial, emotional headline. Something that grabs someone's attention within the first few words*

15 Add emojis

Sometimes emojis can help your post stand out but be aware that some people love emoji's whilst some people can't stand them. If you are on a computer and want to easily add emojis then go to <https://www.emojicopy.com/>

Notes