

TIP SHEET:

Twitter Best Practices

Visit the National 4-H Twitter Feed:
<https://twitter.com/4H>



What and When Should You Tweet?

- Links, video and images, event updates, relevant and/or personal blog updates, 4-H content, thought leadership content
- Shorten your links through Bitly, and put a space before the link to ensure it works properly
- Place links at the end of your tweet
- Facts, statistics and news stories resonate with Twitter followers
- Keep Tweet to 100 characters vs. 140 characters to allow for Retweets
- Tweet 4x per day or less



Retweets

- RT is an abbreviation for “retweet” that is used as a code and inserted into a message being resent
- RT “space” @username *space* full Tweet
- If you have the space, spell out **Retweet** as the average retweet rate is 23x higher
- If you need to adjust any of the text you’re using from a user’s Tweet, make sure to use MT which stands for “modified Tweet.”

@Mention

- Refers to a tweet that includes a reference to any Twitter user by placing the @symbol in front of their handle or username. (Example: @username)
- @mention means you’re intending to converse with a particular account
- When using a @mention at the beginning of a tweet, make sure to put a period (.) first so your entire following sees the Tweet (Example: .@4H is doing wonderful things in the #STEM field: [LINK])

#Hashtags

- A #hashtag is meant to indicate you’re tweeting about a topic
- To create a hashtag, place # before a word to allow Twitter users to tap into a Twitter-wide conversation
- Never use more than two hashtags in one Tweet
- When using or creating a hashtag, make sure there are no spaces or special characters (-, !, \$, %, ^, &, *, +, .)
- NOTE: Do a general search of a hashtag you’re about to create to make sure there isn’t a different conversation going on with the same hashtag

Sample Tweets

- @4H is growing leaders in the field of #ag, #STEM and #healthyliving! #4HYouthImpact #4H
- Great stories of @4H impact and service shared through the #4H Today Blog: <http://bit.ly/1LMbOh3>
- “I like #4H’ers because they are dedicated to excellence; they want to do things better.” -Pres. Dwight Eisenhower #4HYouthImpact
- #4H alum represent the confidence & resilience that 4-H develops in youth worldwide. Show us you’re #4HGROWN: <http://bit.ly/1yKmmYN>