

Social Media Platform Best Practices: Twitter

Twitter is a platform that allows brands to engage in conversations with their followers in real time. The platform has upgraded from 140 to 280 characters, but even with that change, conversations happen fast. It's important to keep up.

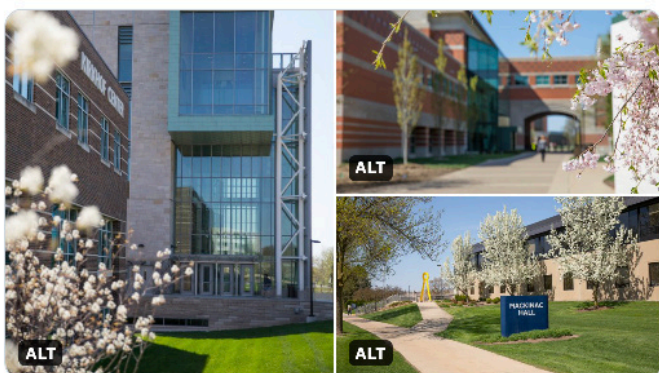
Tweets come in and out of user's feeds rapidly. To maintain a successful profile, it's important to post often. A few times a day, if possible.

Adhere to GVSU and your department's brand by using GVSU approved logo for your profile image. Complete your bio by including a short description and a link to your department's website.



Always tag appropriate accounts, and use hashtags to increase the reach of posts. Use hashtags that relate to your brand to build your image and create strong campaigns.

 **Grand Valley State** @GVSU · Apr 6
Want to take a look around #GVSU? Go on a virtual campus tour with our interactive map gvsu.edu/s/1k2 #GVSUbound



When sharing links, make sure a preview image appears with the post copy. Posts without images consistently do not perform as well as those that do.

Engage with others' posts. Retweet content that is relevant to you and your brand. Reply to posts when you feel you have something to contribute to the conversation. These actions will put your profile in front of more eyes and is a great way to gain followers.