

Twitter Content Strategy Framework

1. Topic Selection Criteria

Criteria	Details
Should Evoke (At Least 2)	- Curious - Surprising - Inspiring - Funny - Useful - FOMO
Should Be About (At Least 1)	- Money Hacks - Personal Finance - Finance Explainers - Market News - Topical Event - Business Stories
Content Formats	- Threads - Quote Tweets - Comments - Video Tweets - Image Tweets - Polls

2. Posting Frequency

- **3 Tweets Daily:** Post at **10 AM, 1 PM, and 4 PM**. This adds up to **21 tweets a week** to keep up consistency.

3. Engagement Strategy

- **10 Comments Daily:** Engage with industry leaders' posts. Add your unique take to stand out.
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4. Influencer Collaboration

- **Pick 30 Relevant Influencers:** Create a go-to list of influencers who resonate with your audience. Work with them for organic, authentic posts.
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5. Monthly Contests

- **Drive Engagement:** Host contests targeting both micro and macro-influencers. Prizes can motivate more interactions and boost brand visibility.
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6. Profile Optimization

- **Update Your Profile:** Ensure the profile photo, cover, and bio are polished and engaging.
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7. Content & Posting Rules

- **Keep It Short:** Tweets should be 10-12 words max.
 - **Professional Tone:** Avoid personal or overly negative language.
 - **Quality Over Quantity:** Post only when it's valuable, funny, or insightful.
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8. Content Tips for Higher Engagement

- **Static Images:** These typically increase engagement.
- **Limit External Links:** They can drop engagement, so use them wisely.
- **Tap Into Trends:** Relevant, trending topics boost visibility and keep audiences interested.