

Blair Hickman

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Tweets are an extension of your journalism. This is your space to show your personality, and have fun. But be mindful that you're representing an organization. Err on the side of neutrality. If you're unsure of sending a tweet, it's probably best not to send it. But writing a great tweet can increase your chances of reaching the right people, and building a social following. Some tips:

***Be human.**

Respond to people. Retweet them. Engage with tweets you see in your timeline. Interacting [increases your credibility](#), and helps you build a following

***Don't repeat the headline 3 times: pull out what's most interesting in the story.**

Each tweet is like an opportunity for a mini-story. The tone should be direct, authoritative, inquisitive/ questioning but positive.

***Be funny and clever whenever possible.**

Space is short, but don't cut any corners that you wouldn't in the story copy. If a clever tweet will be even microscopically inaccurate or misleading, rewrite it.

***Teach people something.**

For example, this tweet: "[Syrian refugees: world leaders to raise \\$9bn to reduce plight of millions](#)" Adds more value than this tweet: "[World leaders discuss refugee crisis.](#)"

***Use statistics and fast facts that can be understood in less than three seconds.**

Ex: "[Three Malayan tiger cubs were born at the Cincinnati Zoo. There are fewer than 500 Malayan tigers left in the world.](#)"

***Use a quote.**

Ex: "[We remember our history.](#)" About 20 rabbis were arrested in New York during a protest against Trump's travel ban."

***Make it useful.**

This makes the story hit close to home: "[Want to see how your senators voted on nomination votes? Of course you do & Represent now has it.](#)"

This saves the user time: "[Watch: 150 years of US-Cuba history. told in 6 minutes](#)"

***'Short statistic. Imperative sentence.' is a great template for both shares and clicks**

Ex: "[Trump claimed the murder rate is the highest it's been in 47 years. That's false. See Crime in Context for stats](#)"