

Organic Tweets starter kit

Print or open with a PDF editor to complete the following exercises and start building your organic Twitter presence.

Contents

- 01 Find your voice on Twitter
- 02 Plan your Tweets
- 03 Write your Tweet copy

01

Find your voice on Twitter

01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

Copy

Words, phrases, and topics to incorporate
(Themes? Slogans?)

Words, phrases, and topics NOT to incorporate
(Competitor names? Old company taglines?)

Media

Things to include in images or video
(Diverse representation? Company logos? Product placement?)

Things NOT to include in images or video
(Licensed material? Is the interior of a bar okay, but someone drinking too much?)

Emojis

Emojis that are encouraged and relevant to your brand

Emojis that are NOT okay to use
(Weapons? Gender representation?)

Spice-o-meter:   

02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

Draw a portrait

If your brand was a person, what would it look like?



If your brand was a person...

Its favorite restaurant would be _____.

Their go-to outfit would be _____.

Their catchphrase would be _____.

Their most-used emoji would be _____.

In their high school yearbook, they won the award for most likely to _____.

Their coffee shop order would be _____.

The background image on their laptop would be _____.

Their most-called phone number is their _____ 's.

Their pet would be a _____ named _____.

Their most-played album would be _____.

Narrowing in

After people interact with our brand they should feel _____.

Three words I think of when I think of that feeling are _____, _____, and _____.

A brand that makes me feel that way is _____.

That brand's tone is _____ and _____.

03 Practice, practice!

Put the first two exercises into action with some practice Tweets.

Tweets that fit our brand voice:

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

Tweets that don't fit our brand voice:

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

○ @ _____

🗨️ ↻ ❤️ ✉️

02

Plan your Tweets

A Month of Tweets

We've outlined some ideas to get you started – use the extra space to add your notes.

Monday

Tuesday

Wednesday

Thursday

Friday



FAQ



Retweet



Pro-tip



Retweet
with comment



Behind-the-scenes
pic



MotivationMonday



Key piece of content



GIF



Statistic



Meme



Twitter poll



Ask a question



WednesdayWisdom



Successful past
Tweet



Shout out



Positive brand news



UGC



Video



Go live!






One-liner


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

Write your Tweets

Tweet Ideas


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@ _____



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
   





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
   




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
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

   


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

   

Tweet Ideas

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
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


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
   


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


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
   





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