

Tweet brainstorming kit

—

Print or open with a PDF editor to complete the following exercises
and brainstorm future Tweets.



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24/7 hashtags

Identify opportunities to join recurring trends.

24/7 hashtags

#SundayFunday

- 💡 Final weekend thoughts
- 💡 Weekend activities

#MondayMotivation

- 💡 Uplifting content
- 💡 Productivity tips
- 💡 Well wishes for the work week ahead

#TransformationTuesday

- 💡 Brand evolution over time
- 💡 Before and after stories from customers

#WednesdayWisdom

- 💡 Best practice about your product or brand
- 💡 Weekend activities

24/7 hashtags

#TBT (ThrowbackThursday)

- 💡 Important firsts for your company
- 💡 Fun facts about your company's past

#FridayFeeling

- 💡 Your plans for the weekend
- 💡 Fun GIFs

#Caturday

- 💡 Office pets
- 💡 UGC of customer's pets with your product

Video Tweets

Get inspiration for different types of video Tweets.

Thought starters: video types



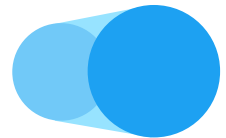
How-to



Q&A



Live video



Stop motion



Gift guide



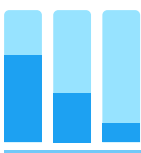
Product forward



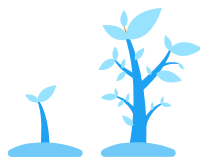
**Customer
spotlight**



Slideshow



**Data
visualization**



Before & after

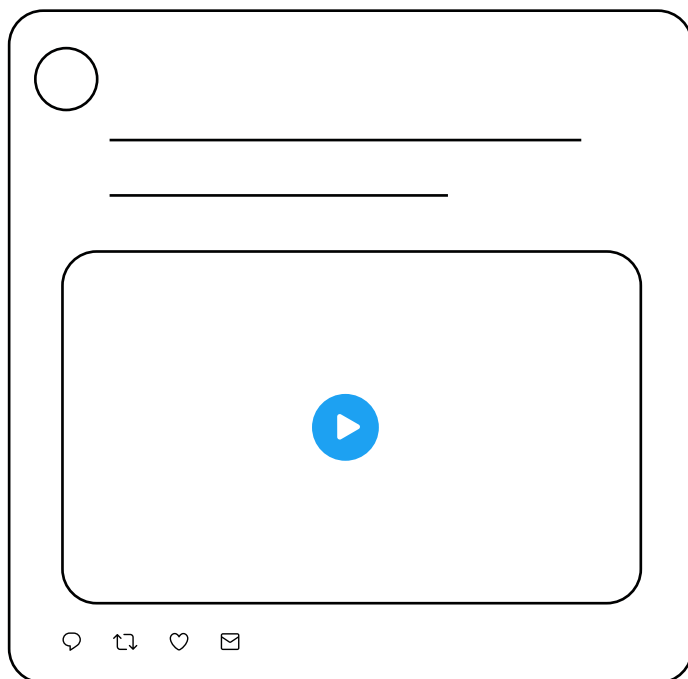
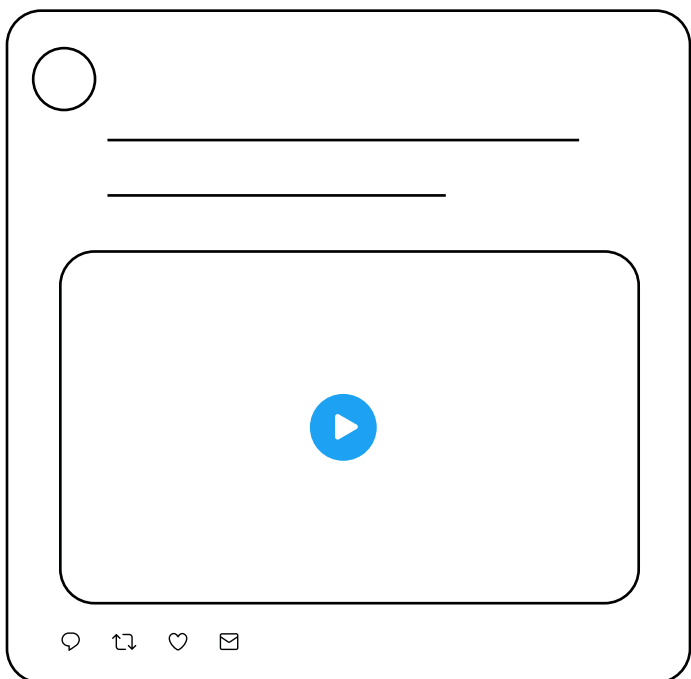
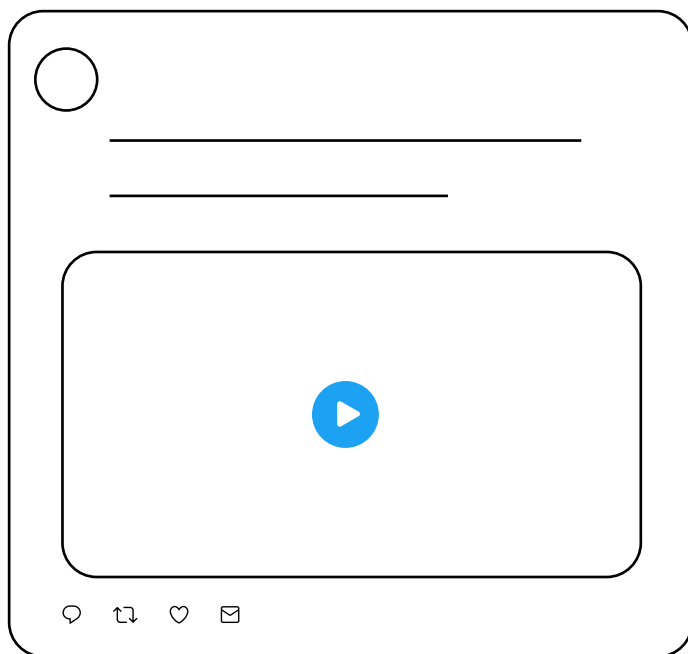
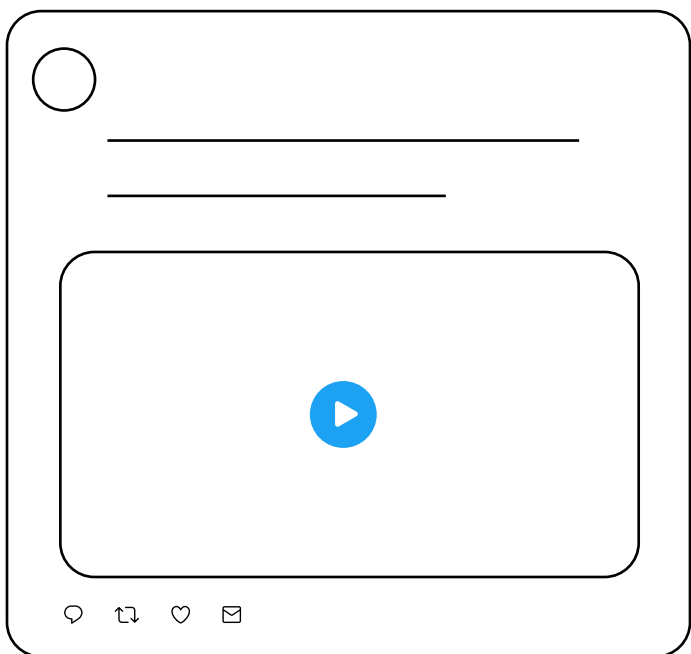


Unboxing

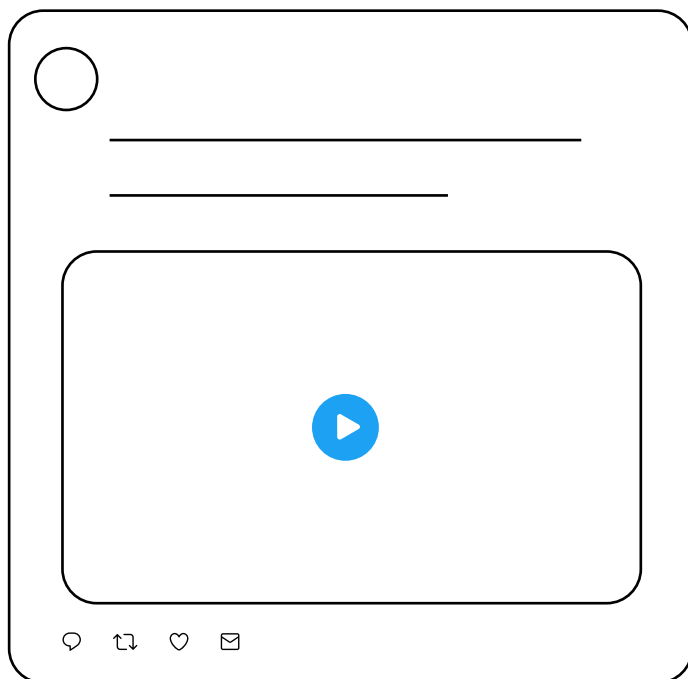
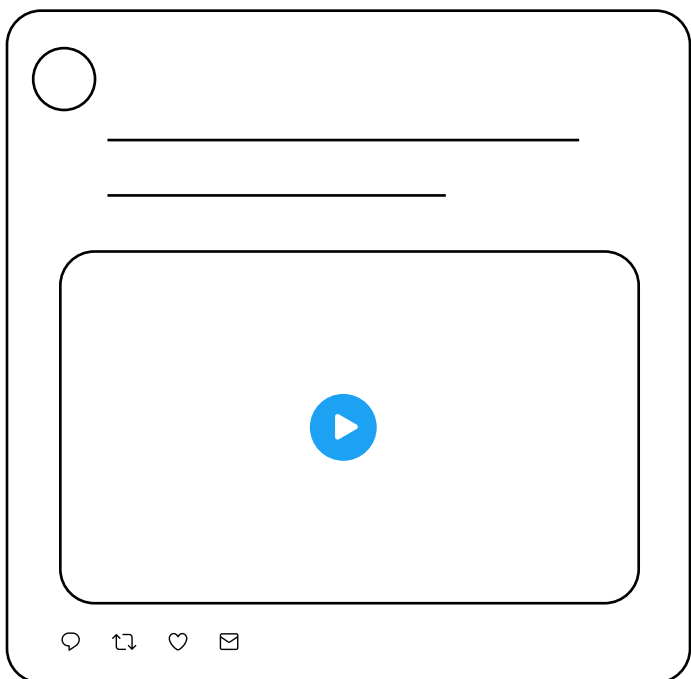
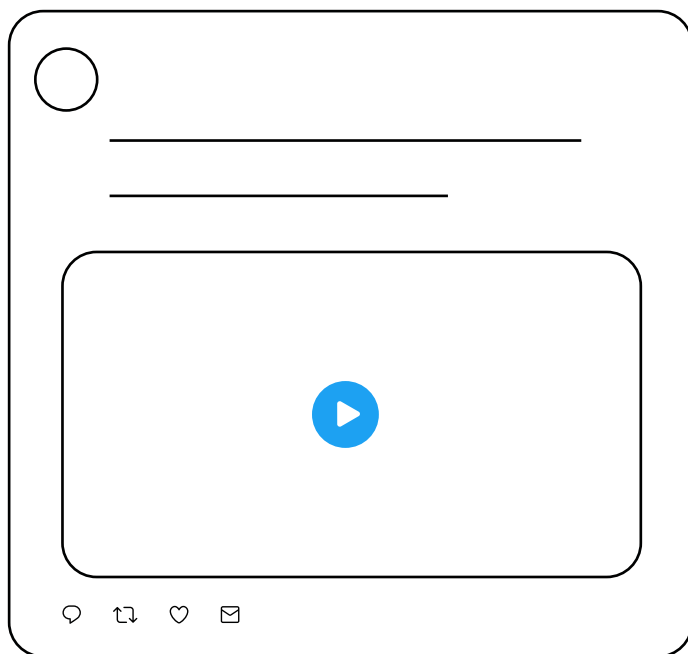
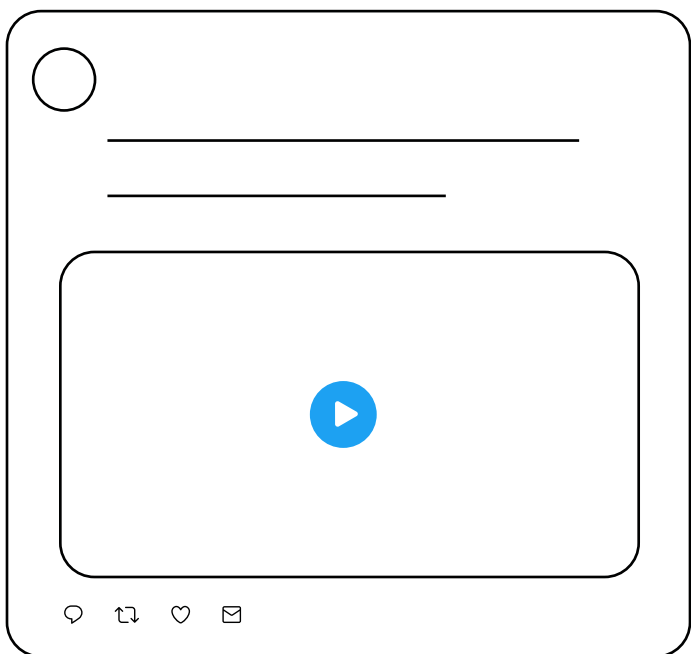


**User-generated
content**

Video Tweets



Video Tweets



Twitter Polls

Come up with poll ideas to engage your audience.

Thought starters: Twitter Polls

Get feedback on your content

What kind of content do you want to see from our account?

Thought leadership

Pro tips

Behind the scenes

Add humor

The best Friday meetings are

Short and focused

Before noon

Cancelled.

Tap into trends

Will you tune into the #Oscars?

Making my popcorn!

Might watch later.

Nope.

Make a quiz

What year were we founded in?

2005

1999

1982

Create community

What's in your mug this morning?

Coffee

Tea

Other (please reply!)

Twitter Polls

A template for a Twitter poll card. It features a small circle in the top-left corner representing a profile picture. Below it are four horizontal rounded rectangular boxes stacked vertically, intended for the poll question and four possible answers.

A template for a Twitter poll card, identical in structure to the first one. It includes a profile picture circle and four stacked rounded rectangular boxes for the poll content.

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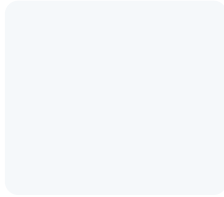

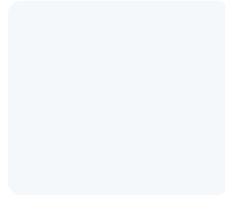

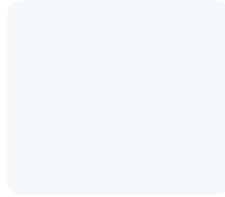

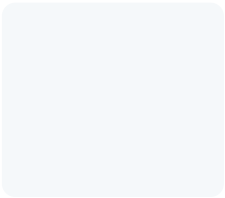

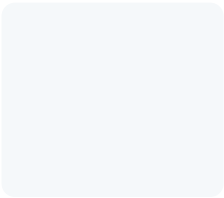

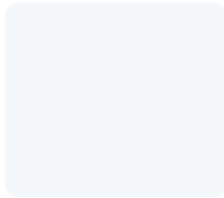

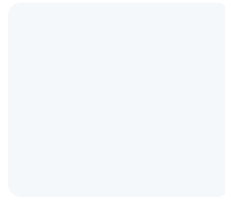

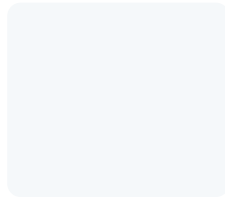




















A template for a Twitter poll card, identical in structure to the others, with a profile picture circle and four stacked rounded rectangular options.

Month of Tweets

Use prompts to plan a month of 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 


Blank Tweets





(So many possibilities!)


Blank Tweets





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
   





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
   





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
   





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
   





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
   





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
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


   


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


   


Blank Tweets





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
   





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
   





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
   





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


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
   





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