Organic Tweets starter kit

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

1. Find your voice on Twitter
2. Plan your Tweets
3. Write your Tweet copy
Find your voice on Twitter
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: 🌶️
Tip: don’t be afraid to play with different variations of your tone to find what works. Experimentation thrives on Twitter.
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.

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<td>Retweet</td>
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<td>Retweet with comment</td>
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<td>MotivationMonday</td>
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<td>Twitter poll</td>
<td>Ask a question</td>
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<td>Positive brand news</td>
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<td>Go live!</td>
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03
Write your Tweets
Tweet Ideas
For more resources, visit business.twitter.com and follow @TwitterBusiness