

Social Media Tip Sheet: Twitter



Links and tips to help you get the most out of your Twitter feed. Know a great resource? Send it to mholmen@toronto.anglican.ca.

Twitter help: quick links

If you're new to Twitter, look through the Help Centre. It will tell you how to sign up, add information about your community and start posting tweets.

Here are some links to the most important sections:

- [New user FAQ](#): What is Twitter, how you can use it and where to start.
- [Customizing your profile](#): Add a header photo, profile photo, bio and more.
- [How to tweet](#): Post or delete a tweet.
- [Types of tweets](#): Normal tweets, mentions, @replies and direct messages.
- [Following people](#): Follow other people, groups or businesses.

Articles and guides: for beginners

[The beginner's guide to Twitter](#): The basics about Twitter, with links and examples throughout.

[Twitter tips for beginners](#): Tips for those just starting out.

[Twitter for churches](#): 5 tips for churches.

[7 Twitter strategies for your church](#): Ways your church can get the most out of Twitter.

[10 Twitter tactics to increase your engagement](#): When and what to tweet to reach more people and get more interaction.

[Social media image size cheat sheet](#): Make sure your images look their best on each platform.\

Articles and guides: for more advanced users

[5 helpful insights you can find using Twitter Analytics](#): Use your analytics data to understand your audience and improve your tweets.

[14 Twitter tips for power users](#): Tips to help you use Twitter to its full potential.

Tips and tricks

- Mention your Twitter handle (@anglicandioTO) on your website, your bulletin, your newsletter, your email signature, etc. so people know to follow you.
- In your Twitter bio, include keywords your potential followers may be trying to find (the name of your town or neighbourhood, “church,” “Anglican”).



- Keep your tweets short to get more retweets and interaction.
- Don't only promote yourself – mix up your tweets. Share relevant content from a variety of sources to keep your followers interested.
- Add hashtags to your tweets (#Anglican, #Oshawa, #Easter), but only one or two. Hashtags are great for grouping tweets together around a particular topic or event (like #synodTO).
- Include links in your tweets. Link to pages on your website to drive traffic there.



- Interact with your followers. Ask and answer questions, retweet and like others' tweets.

- Share images in your tweets to increase engagement.



- Create lists about certain topics or groups you want to pay attention to (e.g. [Our Parishes](#)).
- Use [Twitter Analytics](#) to track how many people are seeing and engaging with your tweets. This information can help you make your tweets even better.