

# Social Media Tip Sheet: Twitter/X



Links and tips to help you get the most out of the social media platform formerly known as Twitter. Know a great resource? Send it to [mholmen@toronto.anglican.ca](mailto:mholmen@toronto.anglican.ca).

## X help: quick links

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

Here are some links to the most important sections:

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

## Articles and guides: for beginners

[Critical tips for beginners](#): The basics about Twitter, with links and examples throughout.

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

[26 tips for beginners you'll wish you knew sooner](#): How to get started and engage with your audience.

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

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

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

## Articles and guides: for more advanced users

[Straightforward guide to Twitter Analytics](#): Use your analytics data to understand your audience and improve your tweets.

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

## Tips and tricks

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

### St. Nicholas

@StNicholas\_Ang Follows you

St. Nicholas Birch Cliff is an Anglican Church located in Toronto. One Lord, one faith, one baptism.

### St PhilipsUnionville

@SPOTHunionville FOLLOWS YOU

St Philip's on-the-hill is an Anglican church in Unionville, ON. Growing in our Faith and Sharing our Hope in Christ

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



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- Interact with your followers. Ask and answer questions, repost and like others' posts.

- Share images in your posts to increase engagement.



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