Before you set up a Twitter, ask yourself:

• Why do I think I should have a Twitter account?
• What is my goal with Twitter?
• Who is my audience?
• Is this form of communication the best way to reach my audience?
• Who will maintain this Twitter account?
• How often will they/I post to it?
• How will they/I monitor private tweets and replies?

Setting up an Twitter account:

• Account name should begin with “wes” — @wescfa @wes_athletics
• Include @wesleyan_u in your bio. Ex: Official Twitter account for @weslyan_u athletics.
• Use a profile photo designed by University Communications.

Posting Best Practices:

• Be active. Post at least once a week.
• Be brief. 140 characters or less. Links count for 23 characters.
• Shorten your links. Long links are ugly and distracting. Use bit.ly.
• Visuals are engaging. Try to have a photo or video with every post.
• Use #hashtags. Ideally, 1-3 per post.
• Use emoji when relevant 🏈⛹♀ Neighborly-Nancy 🎻🎨🎭🎥🔭🔬
• Encourage conversation — ask questions, respond to @replies.
  • If it gets too negative/critical, go private or offline.
• @mention other handles in your posts if applicable.
  • @mention within a post or put a . in front in order for your tweet to show in your public stream.
• Retweet others if they @mention you!

More Resources: https://business.twitter.com/en.html
Wesleyan University Social Media Tips + Best Practices

TWITTER SIZING GUIDE

Last updated August 2017. Check [here](#) for an “always up-to-date” social media image sizing guide via Sprout Social.

- **Profile Picture**: 400x400
  - Cropped into circle

- **Header Photo**: 1500 x 500

- **In-Stream Photo**: 440 x 220 (min)