



# TWITTER BEST PRACTICES


## 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 @wesleyan\_u athletics.
- Use a profile photo designed by University Communications.

## Posting Best Practices:

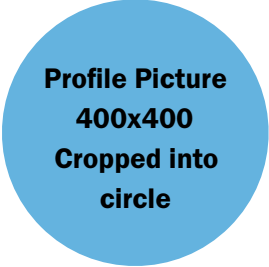
- Be active. Post at least once a week.
- Be brief. 140 characters or less. Links count for 23 characters.
- Shorten your links. Long links are ugly and distracting. Use [bit.ly](https://bit.ly).
- Visuals are engaging. Try to have a photo or video with every post.
- Use #hashtags. Ideally, 1-3 per post.
- Use emoji when relevant 
- 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>




# 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)**