



Twitter: Top tips for posting content

Step 1: Check what's trending

If you are using desktop, click on the # icon on the left hand side of the screen, here you will be able to view which content is currently trending in the world and the UK. You can explore which topics are being spoken about most on the platform, which can help you know what is trending and what you should post about.

Explore

United Kingdom trends

- 1 · Trending ...
Wales
Trending with [Bale](#), [Hennessey](#)
- 2 · Trending ...
#WALIRN
Trending with [#QATSEN](#)
- 3 · Trending ...
#FIFAWorldCupQatar2022
49.3K Tweets
- 4 · Trending ...
Welsh
18.7K Tweets
- 5 · Food · Trending ...
#DominosFriday
2,009 Tweets
- 6 · Events · Trending ...
#BlackFriday
225K Tweets

Step 2: Write a tweet

To compose a tweet, tap the large 'Tweet' button on the bottom left of the page. From here you can type out your message. Below you can find some top tips for writing a post for different scenarios.



Tweet

For an upcoming event:

- Use an engaging image or graphic about the event.
- Ensure you include details of time and date
- Be sure to include a link to sign up.

For an event that happened:

- Post a few hours before the event to remind people the event is happening.
- Post during the event with engaging positive pictures.
- Use a hashtag and encourage others at the event to use that hashtag when posting, for example #Bigevent2023

For a trending post:

- For example in November #Trusteesweek may be trending
- This would be a great time to thank your charity trustees and to promote any related events you would be present at.
- For example posting your attendance at Annual Hertfordshire Trustee Conference.

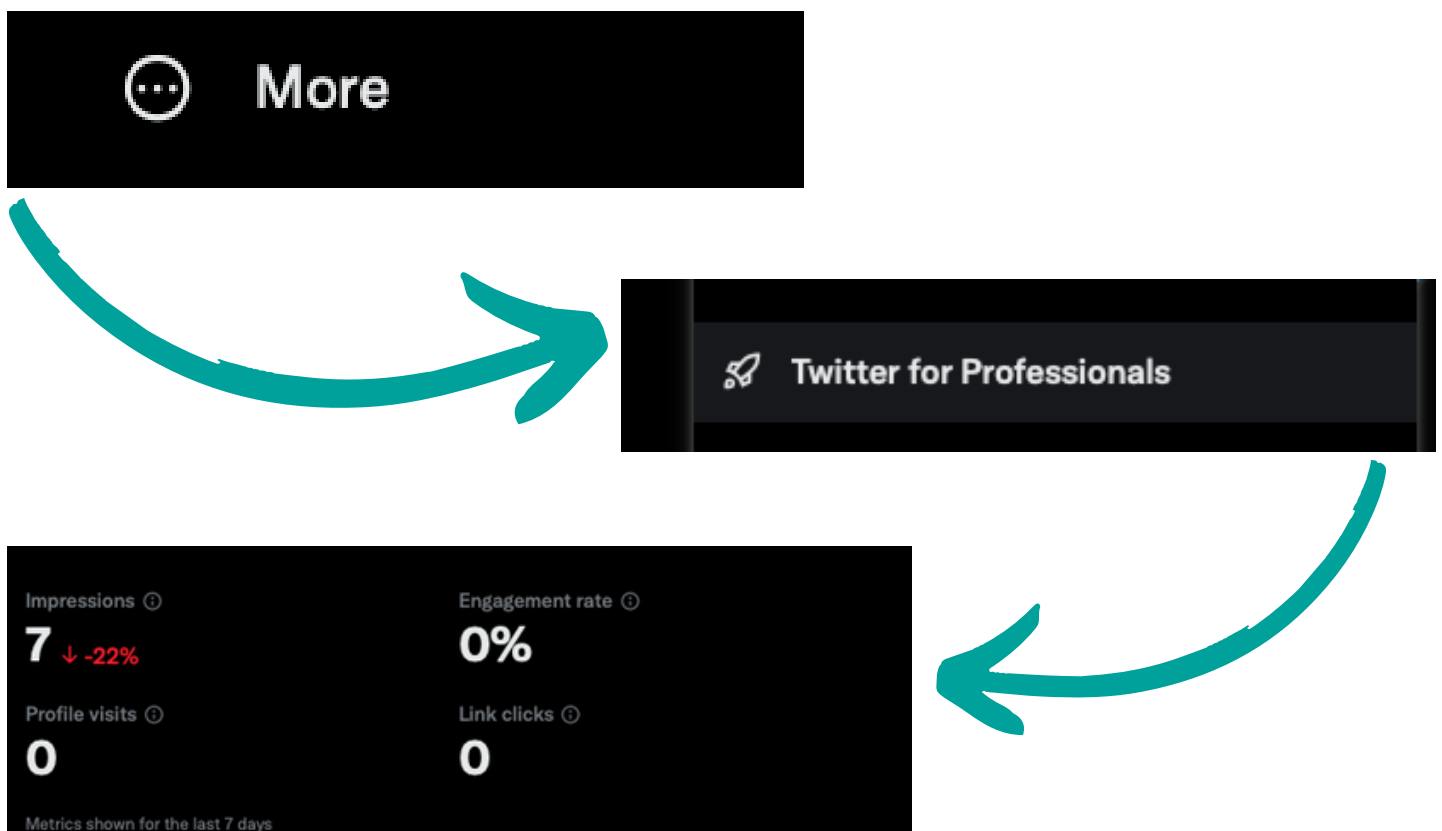
Step 3: Check your analytics

Once you've posted and been on the platform for a reasonable amount of time you can check your analytics. This can help you measure the impact twitter has had on promoting your organisation.

When using the platform on desktop, click the 'more' button across the left hand side of the page.

You should then be able to click on and set up 'Twitter for professionals'

This is a helpful page where you can optimise your account, set targets and goals for the account and view your accounts analytics. This is helpful to track how the account is growing.



For more information regarding Twitter, please look at our other Twitter training videos.