

# 15 TACTICS TO Boost Twitter Engagement Backed By Research

Everybody talks about the importance of engagement on social media. However, how exactly do you actually drive engagement on Twitter? Start with these 15 tactics to encourage more interaction, connect with your audience, and watch your profile thrive.

## ONE

### Use Images To Increase Retweets

**5x**  
higher engaged rate when a photo is included

**150% Increase**  
in retweets when you use images in your tweets



Images can be anything from pictures and screenshots to mini infographics and charts.

## TWO

### Use Memes and GIFs To Show Personality

#### THREE IDEAS FOR YOU

1. Real life memes of employees having fun
2. GIFs for special offers and events
3. Connect with fans and followers with the emotion of GIFs

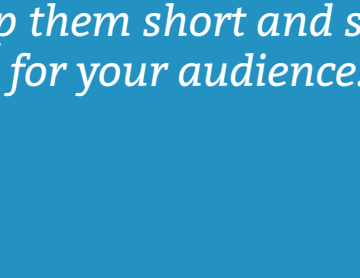


GIFs are a great way to showcase your brand's personality, stay trendy, and have fun.

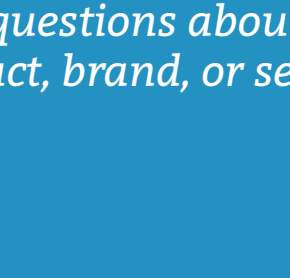
—HEYORCA

## THREE

### Use Twitter Polls To Engage Followers



Keep them short and sweet for your audience.



Ask questions about your product, brand, or services.



Store a list of potential twitter poll questions.

## FOUR

### Participate In Twitter Chats For Promotion



67% of Twitter users are far more likely to buy from the brands they follow on Twitter.

—CONVERT WITH CONTENT

#### FOUR IDEAS FOR YOU

1. Choose a chat that's relevant and valuable.
2. Look to leading brands in your industry.
3. Remember, chats should be a conversation.
4. Be consistent with it.

## FIVE

### Host Twitter Chats To Grow Your Audience



Choose a clear and brief hashtag.



Choose a consistent date and time.



Brainstorm a relevant and interesting topic.



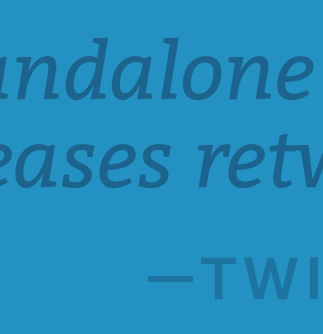
Plan and promote your Twitter Chat.

## SIX

### Pin Tweets To Boost Your Best Content

**35%**  
more retweets from pinned tweets that have an eye catching image.

**86% More Engagement**  
by including a URL to your pinned tweet.



A pinned tweet is similar to an ad, except you don't have to pay for it. Take advantage of this free form of advertising!

## SEVEN

### Use Standalone Graphics To Share Info



Posting a standalone graphic with a quote increases retweets by 19%.

—TWITTER

#### HERE'S SOME AWESOME FREE TOOLS...

Canva  
Picasa  
Photoshop

Piktochart  
Prezi  
Visage

## EIGHT

### Start Social Listening To Build Your Brand

72% OF PEOPLE WHO COMPLAIN on Twitter expect a response

**WITHIN AN HOUR**

so it's your priority to respond as fast as possible.

## NINE

### Curate Content To Increase Traffic

**82% OF MARKETERS CURATE CONTENT**

Over 50% of marketers that curate have noticed branding, thought leadership, SEO, web traffic and engagement.

## TEN

### Use Hashtags To Double Engagement



Make sure your hashtag is memorable, unique, and relevant.



Don't use more than two hashtags so that you avoid appearing annoying.



Always use a hashtag when participating in a Twitter Chat.

## ELEVEN

### Use Video In Tweets For A 28% Boost

**82% OF USERS WATCH VIDEO CONTENT ON TWITTER**

1 2 3 4 5 6 7 8 9 10

20% of your viewers will click away from a video in 10 seconds or fewer.

## TWELVE

### Use Twitter Ads For Higher Click-Through Rates

#### THREE IDEAS FOR YOU

1. Choose a campaign that matches your brand.
2. Use targeted keywords to reach your audience.
3. Create visual appealing images for your ads.



Twitter ads consistently deliver higher click-through rates (even higher than Facebook ads).

—ADESPRESSO

## THIRTEEN

### Tweet At The Best Times, Always

#### BEST DAYS

S

M

T

W

T

F

S



B2B performs 16% better during business hours.

B2C performs 17% better on weekends.



#### BEST TIMES

12PM

1PM

2PM

3PM

4PM

5PM

6PM

## FOURTEEN

### Use Twitter Cards To Drive Traffic To Your Site

1. Gallery cards featuring a number of images
2. Single photo cards
3. Summary cards that let you post a link with further info
4. Summary cards with images
5. App cards
6. Player cards which showcase videos
7. Product cards

## FIFTEEN

### Use Emoticons To Increase Favorites



Choose one or two emoticons per tweet.

—SOCIAL MEDIA TODAY

#### DID YOU KNOW?

Using emoticons will boost the share and comment rate of your posts, and can help increase favorites by as much as 57%

Look at engagement as a stepping stone that leads followers to view your website, subscribe to your newsletters, and purchase your product. Implement these tactics the next time you post on Twitter and watch your engagement rate skyrocket.