

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

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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

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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

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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.

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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

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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

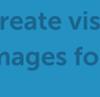
Curate Content To Increase Traffic

82% OF MARKETERS CURATE CONTENT

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

TEN

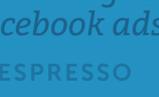
Use Hashtags To Double Engagement



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.

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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

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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.