



# Twitter Business #ProTips

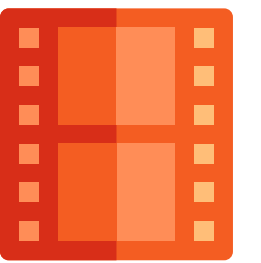


## Refresh your profile

Keeping your profile up to date shows your audience what's happening with your brand

## Incorporate rich media

Images, GIFs, or short videos drive higher engagement rates

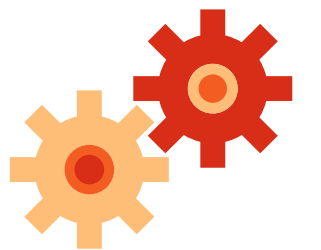


## Create lists

Custom timelines with Tweets from the accounts you wish to include

## Leverage Twitter tools

Drive more engagement with Threads, Polls or Go Live



**Actionable tips to use straight away to adapt, refine and grow your presence on Twitter**



## Use Website Cards

Drive more organic clicks compared to a simple url within a Tweet

## Experiment with copy & creatives

Don't assume one-size fits all, different audiences engage with different Tweets



## Target creatively

Broaden your targeting strategy by expanding your reach

## Test different CTAs

Help your Tweets stand out



## Test & optimise

Play around. Test what works for you and your campaigns

## Video campaigns

Make your message more memorable by adding video

