

# TWITTER CHEAT SHEET 2

WHAT TO TWEET?  
IDEAS ON WHAT AND HOW  
TO TWEET



Inspire  
To  
Thrive.

# SHARE GREAT CONTENT FROM YOUR OWN SITE OR OTHERS

- Share content that is relevant to your business.
- Provide content to others that is useful.



# SHARE QUOTES

- People love reading quotes that are uplifting and make on think.
- Some people love quotes that make them laugh.
- Quotes with images do get more shares and favorites.
- Generate great quotes from:  
[https://www.brainyquote.com/quote\\_pictures](https://www.brainyquote.com/quote_pictures)



# SHARE SOMETHING PERSONAL

- Add something personal about your day so others know you are human.
- Share something that is unique about you.
- People relate to other people behind the business.



**Gail McGinnis** @RIHOMEBUYER · 2m

Sending out love and prayers to one of my clients that just lost her husband. A friend for life.



WeTee Retweeted



**JTskeptic** @jasontheskeptic · 19h

[#100DaysOfCode](#) - Day 13 - Well, I won't lie. I've missed a day here and there. I'm not feeling guilty though because I work 1 [#fulltimejob](#) and 2 [#parttimejobs](#) as well as being a [#GoogleUdacityScholars](#) [#student](#) and a [#father](#) and fiance. [#CodeNewbie](#) [#AndroidDev](#)



# A GREAT PERSONAL TWEET EXAMPLE:

 **Eric Holthaus**  @EricHolthaus · 2h

First record player my parents bought right after they got married in 1976. Still works!

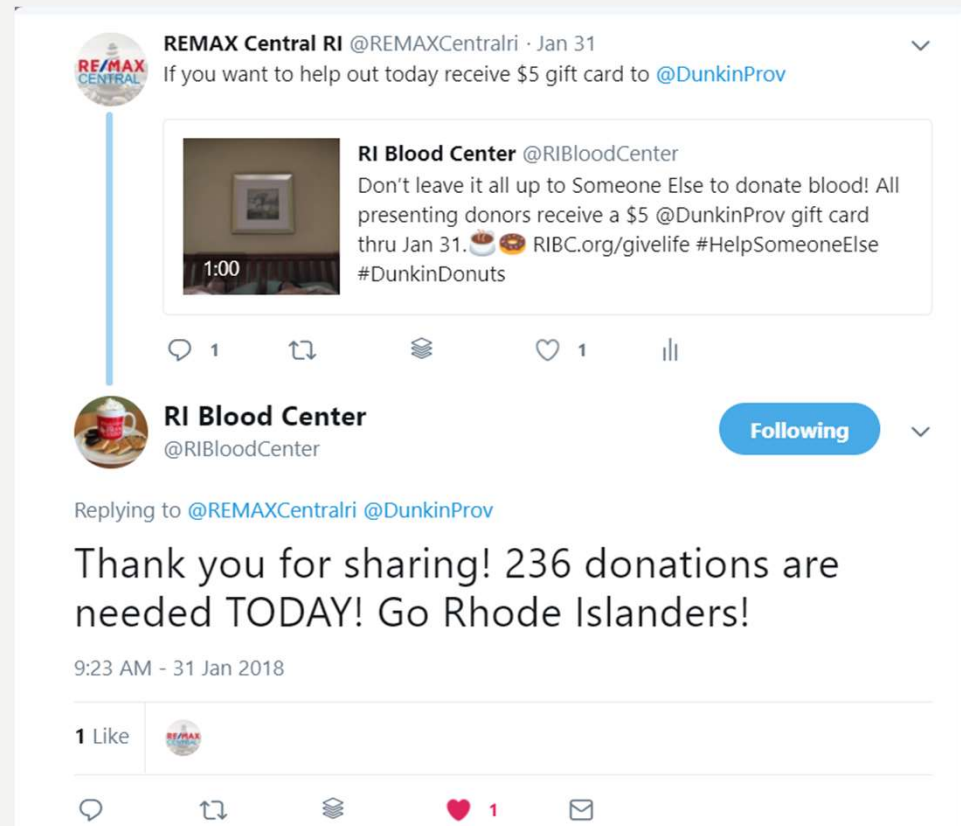
🎵 "Let it be" 🎵



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# ENGAGE WITH OTHERS ON TWITTER

- Use RT's – Retweets. When you retweet something you can add our own reason why you are prior to the original tweet.
- Answer other's questions.
- Take Quizzes and then Retweet them if they are about real estate, your local area, etc.
- Participate in local Twitter chat or one about real estate with other agents.



The screenshot shows a Twitter thread. At the top, a tweet from **REMAX Central RI** (@REMAXCentralri) dated Jan 31 says: "If you want to help out today receive \$5 gift card to @DunkinProv". Below it is a retweet from **RI Blood Center** (@RIBloodCenter) with a video thumbnail showing a room and the text: "Don't leave it all up to Someone Else to donate blood! All presenting donors receive a \$5 @DunkinProv gift card thru Jan 31. 🍩🍩 RIBC.org/givelife #HelpSomeoneElse #DunkinDonuts". The RI Blood Center tweet has 1 like. Below that is a reply from **RI Blood Center** (@RIBloodCenter) with a "Following" button, saying: "Thank you for sharing! 236 donations are needed TODAY! Go Rhode Islanders!". The reply has 1 like. The thread is dated 9:23 AM - 31 Jan 2018.

# TWITTER ABBREVIATIONS

- AFAIK – As far as I know.
- AWS – Awesome.
- BM – Bad message.
- BTW – By the way.
- DM – Direct Message. Sometimes people will tweet you that they sent a DM since many DM's are spammy.
- DETWEET – Delete a tweet. #FF – Follow Friday. Used on Fridays to give suggestions to others of good people to follow.
- EM – Email marketing.
- #FF Follow Friday. Used on Fridays to give suggestions to others of who to follow
- ICYMI – In case you missed it .
- MIRL – Meet tin real life.
- MT – Modified tweet. This lets others know you modified it.
- PRT – Please retweet.
- RT – Retweet. Many use this to ask others to retweet their tweet.
- SMM – Social Media Marketing.
- SN – Social Network.

# DON'T SHARE FROM FACEBOOK!

- So many businesses still share from Facebook. It's an automated app that allows Facebook posts to go to Twitter.
- But when they do if you are on Twitter you can't see what the FB post is! This can be very annoying in the Twitter feed for many people.



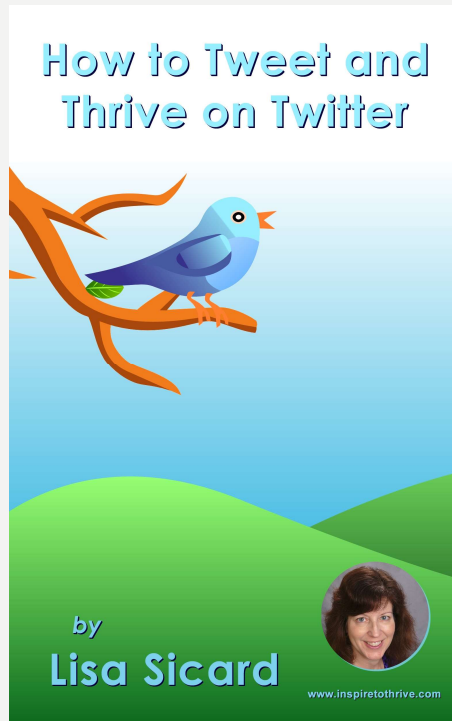


# BONUS TIP - IF YOU SHARE FROM INSTAGRAM USE IFTTT

- Do not share from Instagram directly. Use IFTTT so images show in the Twitter stream like example on the side here.
- <https://ifttt.com/applets/24081690d-automatically-post-your-instagram-photos-as-twitter-photos>
- Sign up on IFTTT and use the above applet – IFTTT recipe. It will be automatic once you install the IFTTT app on your phone. It's quick and easy!



# PRESENTED BY LISA SICARD OF



Inspire  
To  
Thrive.