



Tips to Improve your Use of Twitter

1. Use images in Twitter to their full potential – you can **add up to 4 images to any tweet** so use it to convey more of a story and get your message across faster.
2. Don't forget to **tag people in your photos** to encourage those people to engage with your content.
3. You can also **@mention or tag people in the main body of the tweet** to notify them that this content might be particularly interesting for them. Just be careful about tagging too many people and don't tag random people in the hopes that they'll retweet you!
4. Experiment with using **Twitter lists to filter your home feed** by groups of people to get an insight into specific topics or conversations. Consider setting this up by audience segments – a good example for councils is:
 - Local businesses
 - Local school kids
 - Influential people in the community
 - Council colleagues
5. Try creating **threaded tweets** to tell a story beyond 280 characters in bite-sized chunks.
6. Consider creating a **Twitter moment by collecting tweets** around a certain theme, event, or update together and share the link with your followers and/or internally to celebrate colleague achievements!
7. Either **host a Twitter chat or take part in one**. These are regular slots to talk about a specific topic on a local or national level and all you have to do is use the right hashtag at the right time to get involved. Check out our list of the [regional and subject specific Twitter hours here!](#)