Start Here | How to Use Twitter Resources

Welcome to the Twitter resources section! In this section, we provide resources to help you inform your customers about your exciting new partnership with Route via Twitter. We have lots of different options available to help you fit your brand's unique style, voice, and tone.

Included in this section:

- 1200x675 PNG "[Your Brand] + Route" Image
- 1080x1350 PNG "[Your Brand] + Route" Image
- 1080x1920 Mp4 Video
- Copy for your Twitter posts

How to use:

- Images
    - Download the image size that you prefer and use a photo-editing tool to add your brand's logo to the "[Your Brand] + Route" image
    - Select copy from the "Twitter Copy Doc" to pair with the image
    - Post the image & text to your Twitter -- voila!
- Mp4 Video
    - Download the Mp4 video
    - Select copy from the "Twitter Copy Doc" to pair with the video
    - Upload the video and copy to your Twitter

Best practices:

- To encourage engagement...
    - Post during **optimal times** for your audience. For retail, we recommend the following:
        - Best times: Wednesday at 9am and Friday at 9am
        - Best days: Tuesday and Wednesdays
        - Worst day: Saturday
    - Use between **71-130 characters** to catch your followers' attention
    - Use **emojis** to catch your followers' eyes 👀

What to do if you don't see what you're looking for:

Don't see what you're looking for? Reach out to the Route Marketing team with your request and they can spin up copy & images personalized to you. Simply email elle@route.com to submit your request!