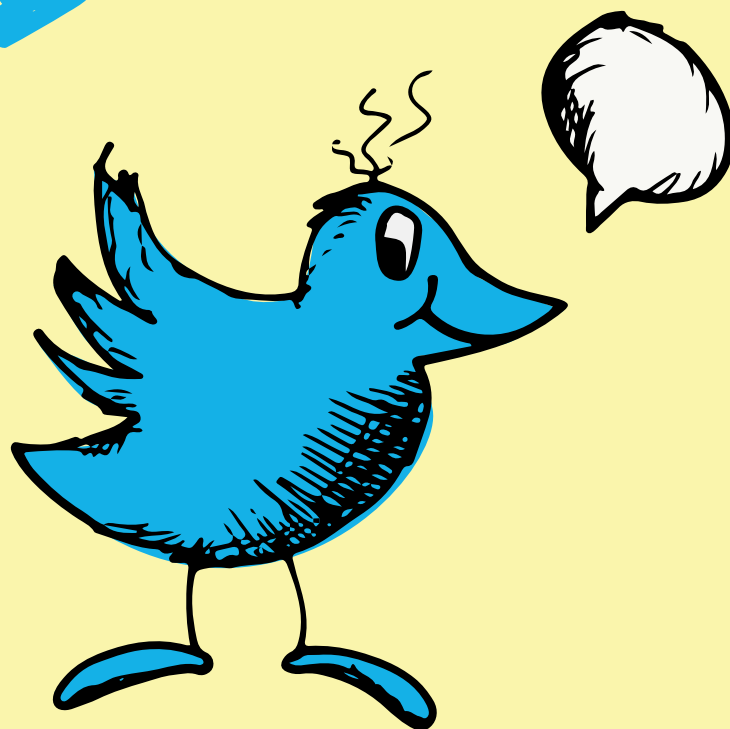
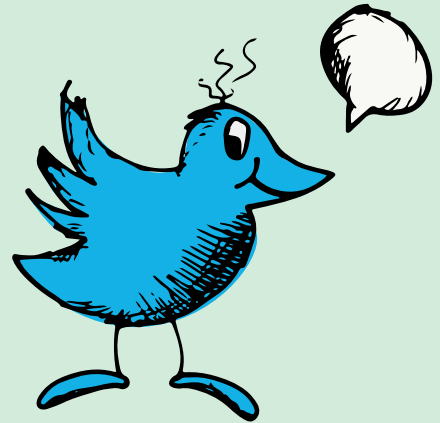




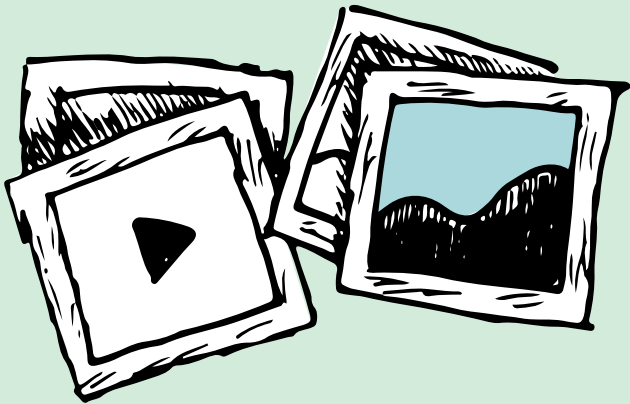
A DR SEUSS INSPIRED GUIDE TO TWITTER



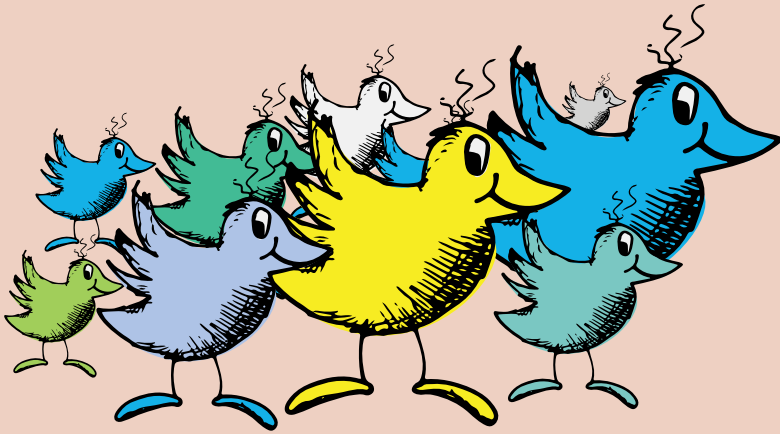
By HootSuite



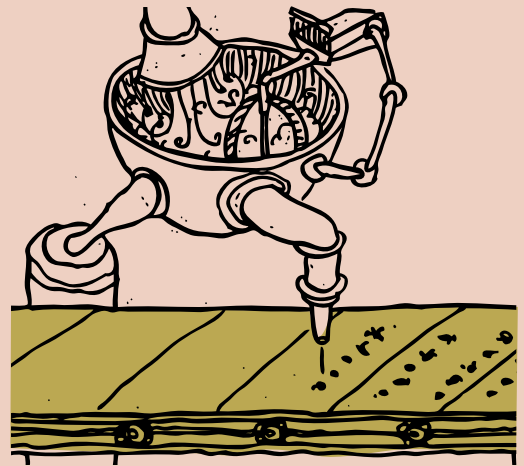
One Tweet, Two Tweets, Old Tweets, New Tweets,
Short Tweets, Long Tweets, Right Tweets, Wrong Tweets;
Tweets about content, content about Tweets.
How do you get retweets when all your Tweets seem like repeats?



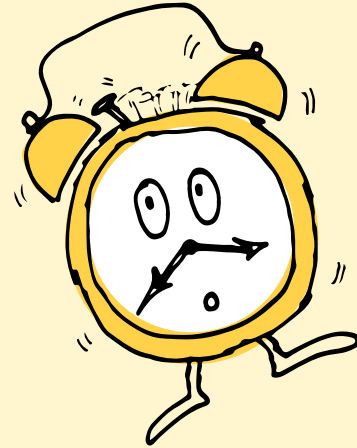
Social media is full of great posts for you to read,
And photos and videos that dance through your feed.
That's all well and good, except when you need,
People to see YOU! That's a challenge indeed.



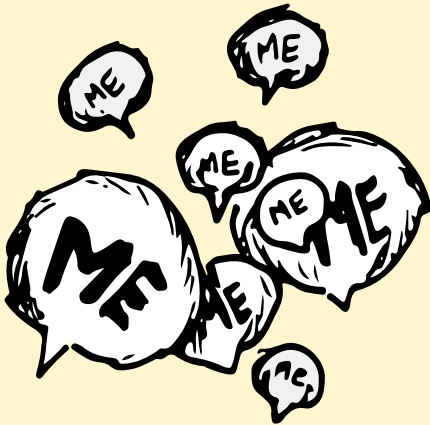
So how do you stand, apart from the pack,
Or send Tweets that keep them all coming back?
There's a few key points, to keep in mind
If you're looking to leave all the others behind.



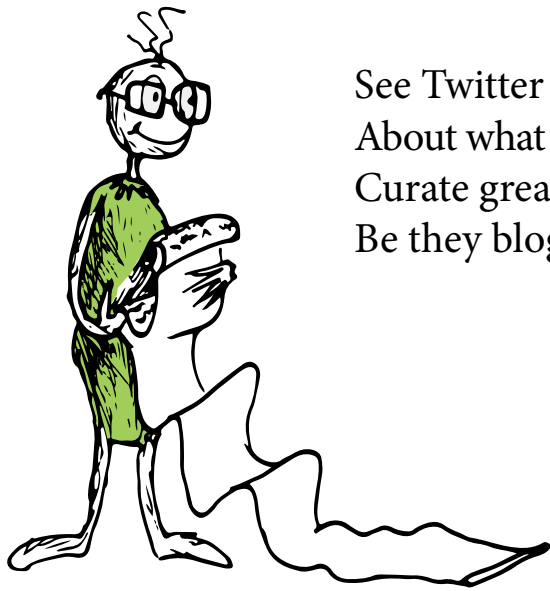
First, let Tweets breathe. Give your message some time.
Clogging up feeds, has no reason or rhyme.
If you send Tweets too much, you'll risk looking like spam,
But not the good kind you fry, with green egg and ham.



Schedule your Tweets, maybe one every hour?
They should fall like rain drops, not the whole shower.
If you space them out right, I think that you'll find
People will read and re-read, and you'll stay top-of-mind.



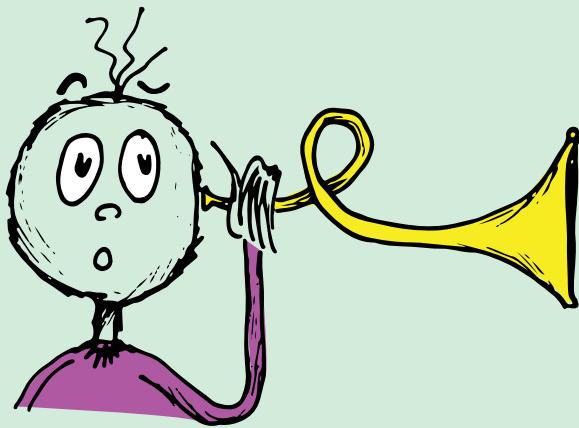
Second, and this is big, don't get too cocky,
And start name-dropping yourself, like every movie with Rocky.
Even if your followers enjoy what you do,
They probably like reading about other things too.



See Twitter is a great place to share and to chat
About what you're doing, sure, but so much more than that.
Curate great content from other providers,
Be they bloggers, or clients or business insiders.

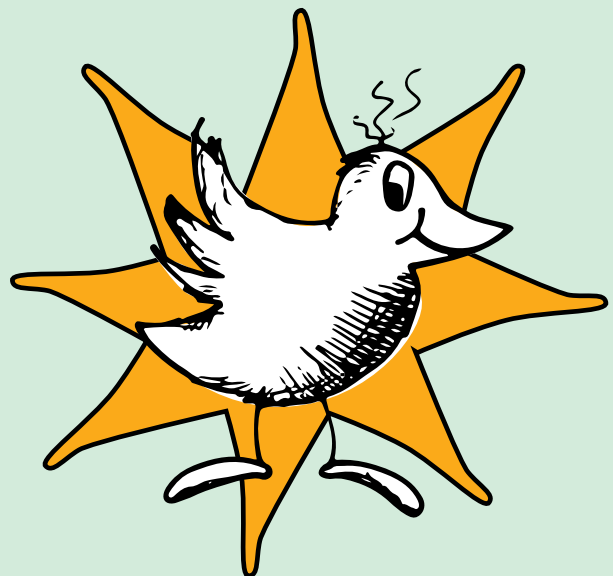
Tip 3, here you have it: don't ignore bad comments.
Don't leave followers with issues to hang in suspense.
You may not like what they say, calling you names like the Grinch,
But a quick response, could change their mind in a pinch.





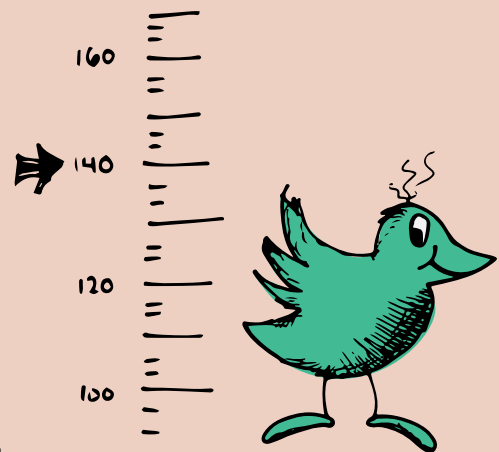
Support teams should listen, all day and night,
And respond to ALL comments, when the time is right.
If you follow brand mentions, offer service and advice,
You'll have a loyal follower on hand, not a roll of the dice.

A fourth tip for you, on being great at Twitter:
Pay attention to trends if you want to shine (like glitter).
Don't ignore what people like, even if it seems silly,
A ridiculous gif, could help you make your first mill-y.





From the Harlem Shake to Game of Thrones,
Superbowl blackouts and the newest cell phones,
Stay on top of the buzz, and use it to connect.
A smart, current brand, is what people expect.

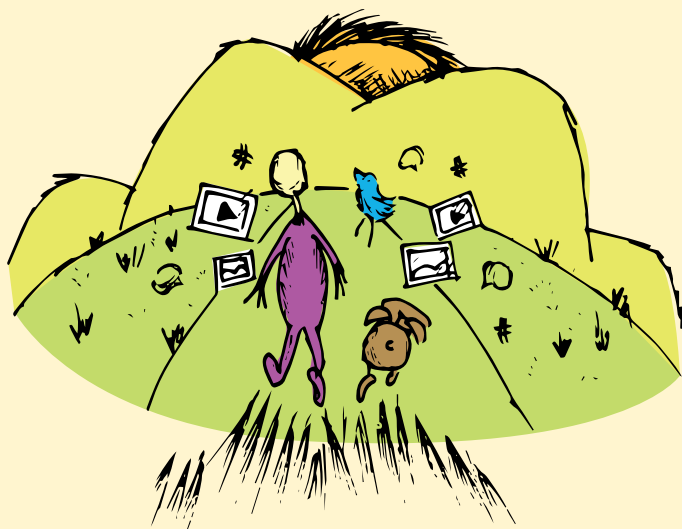


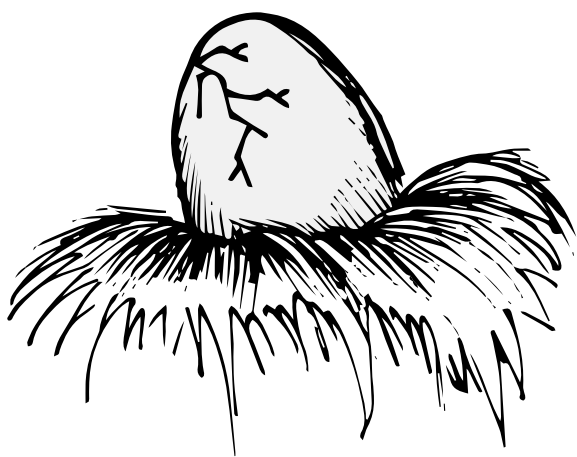
Our final tip, has to do with Tweet etiquette.
Little things make a big impact, that you can bet.
The shorter the better, you don't need all 140.
Short Tweets make it easier for people to share your story.

When it comes to hashtags, keep things short and sweet.
No one is searching for #72ThingsNotToEat.
If you mention a friend, use a period at the start.
Like “.@HootSuite, this poem is a work of art.”



Now go off and use these tips to succeed,
Engage in conversation, be a part of their feed.
Although it might feel, like a mountain to climb
Twitter really is simple, if you put in the time.





To close out this poem,
As the Lorax said, my chum:
“It’s not about what it is,
it’s about what it can become.”

Poem by Evan LePage
Design and Illustrations by @DesignOwls



Hootsuite is built to enhance communication through social media. Brands can securely collaborate with teams to engage across multiple social networks and accounts, including Twitter, Facebook, LinkedIn, Instagram, Google+, YouTube, Tumblr and more. With advanced measurement tools to help your business gauge and report on success, and a growing app directory, the Hootsuite dashboard will revolutionize your social business. Learn more at hootsuite.com.

