


Tweet- Brainstorming-Kit

—

Drucke oder öffne die Datei mit einem PDF-Editor. Dann führe die folgenden Übungen durch und bereite deine Tweets vor.



○ @ _____

🗨️ ↻ ❤️ ✉️

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Hashtags für jeden Tag

Definiere Gelegenheiten, wiederkehrende Trends zu nutzen.

Hashtags für jeden Tag

#SundayFunday

- 💡 Letzte Gedanken zum Wochenende
- 💡 Wochenendaktivitäten

#MondayMotivation

- 💡 Motivierende Inhalte
- 💡 Tipps für mehr Produktivität
- 💡 Gute Wünsche für die Arbeitswoche

#TransformationTuesday

- 💡 Entwicklung deiner Marke
- 💡 Vor- und Nachher-Geschichten von Kunden

#WednesdayWisdom

- 💡 Best Practices zu deinem Produkt oder deiner Marke
- 💡 Wochenendaktivitäten

Hashtags für jeden Tag

#TBT (ThrowbackThursday)

- 💡 Entscheidende erste Schritte deines Unternehmens
- 💡 Fun Facts aus der Firmengeschichte

#FridayFeeling

- 💡 Deine Pläne fürs Wochenende
- 💡 Witzige GIFs

#Caturday

- 💡 Bürotiere
- 💡 Nutzerinhalte, die Haustiere mit deinem Produkt zeigen

Video-Tweets

Finde Ideen für verschiedene Arten von Video-Tweets.

Denkanstöße: Videotypen



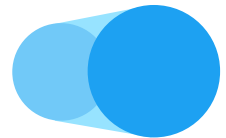
Anleitung



Interview



Live-Video



Stop-Motion



**Geschenke-
ratgeber**



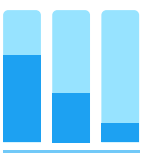
**Produkt-
vorstellung**



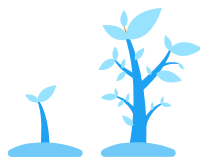
Kundenportrait



Diashow



**Daten-
visualisierung**



**Vor- und
Nachher**

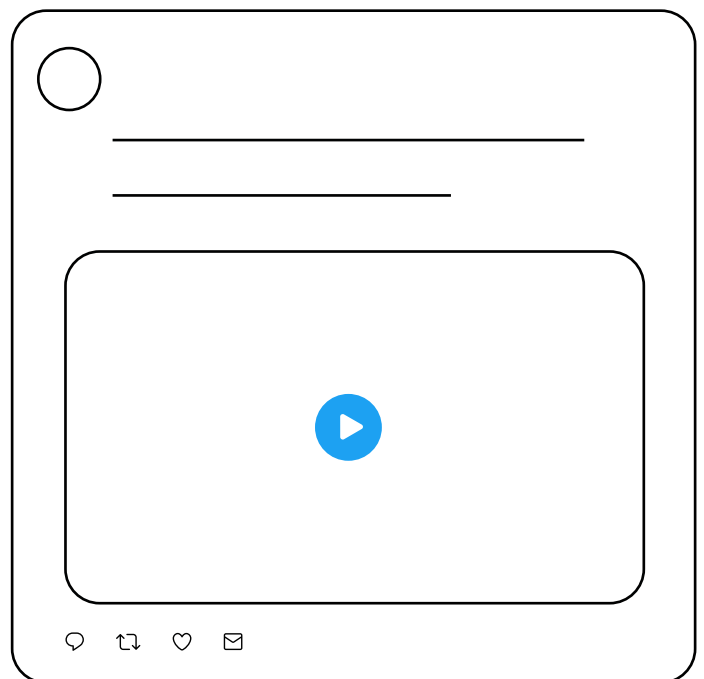
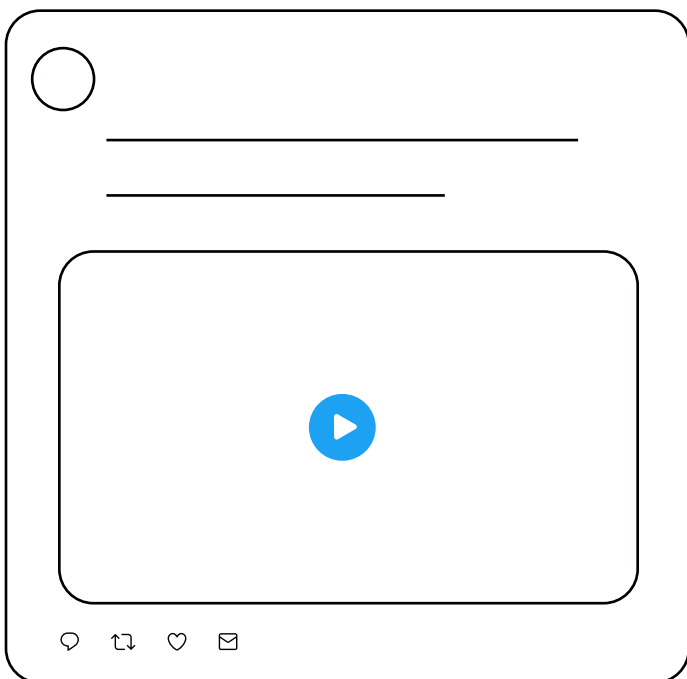
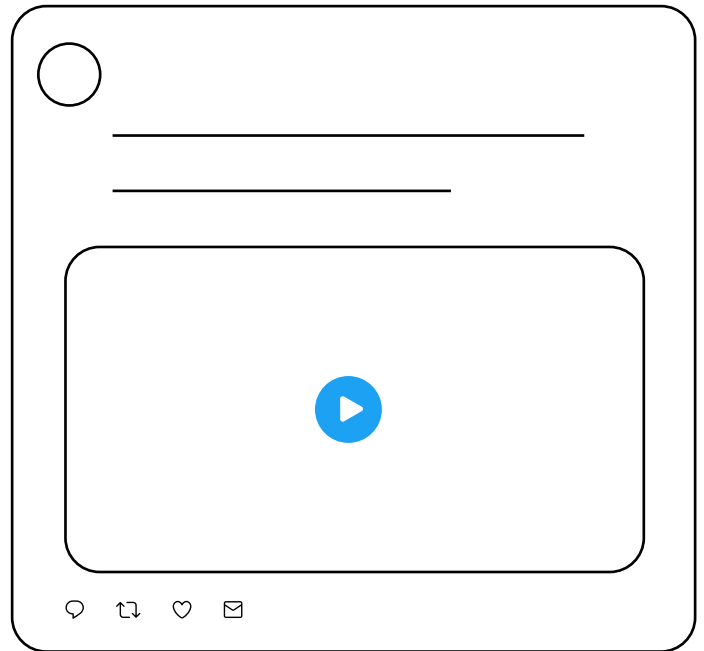
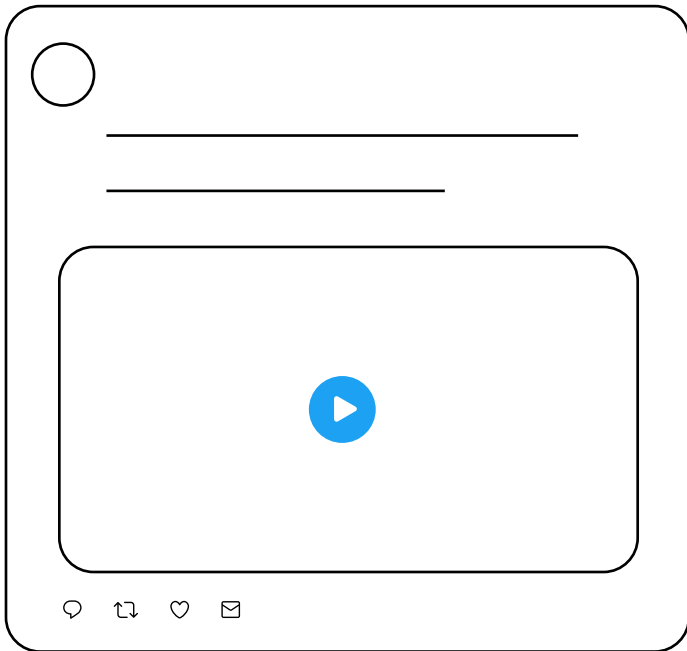


Unboxing

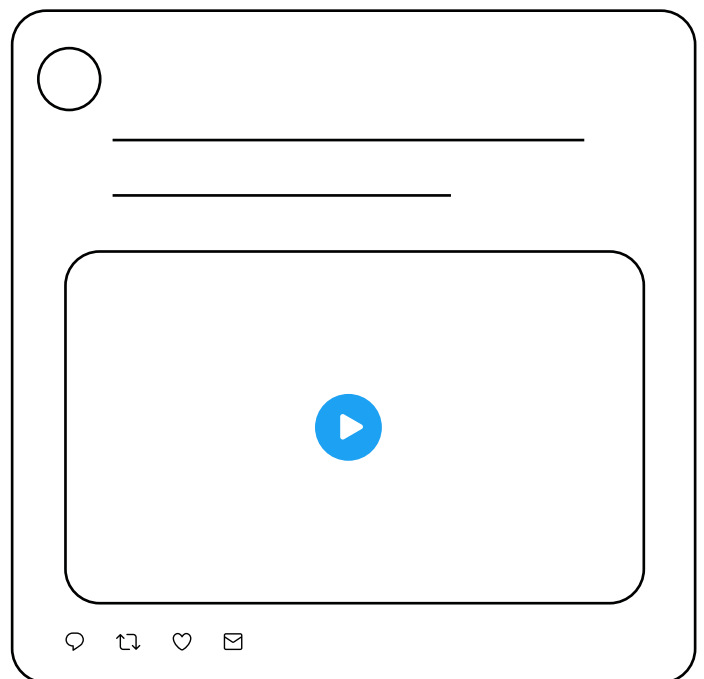
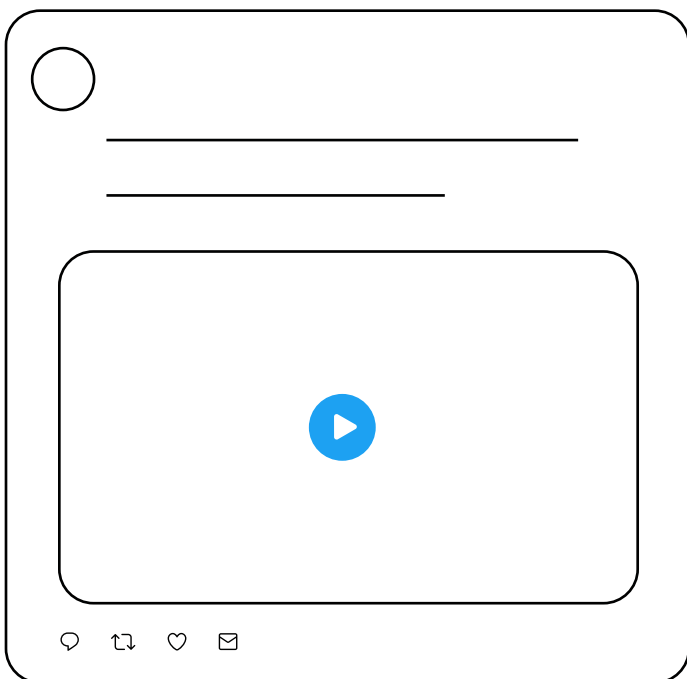
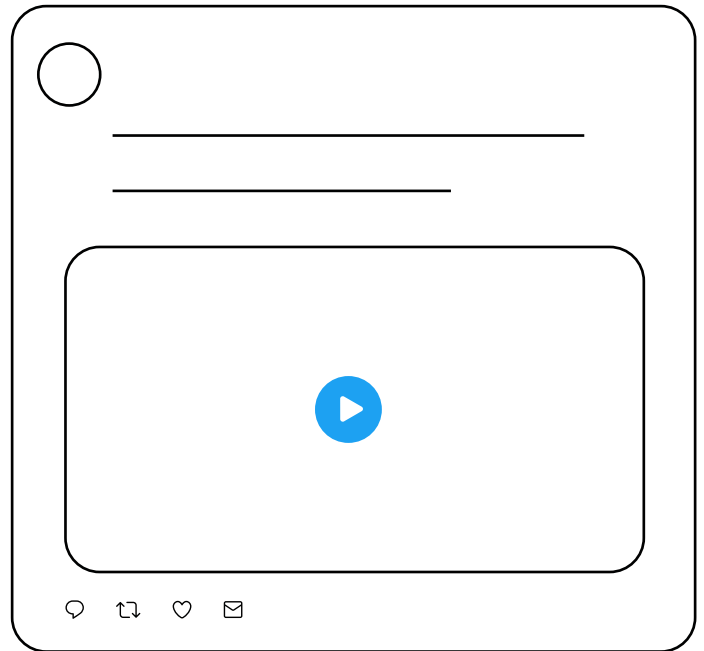
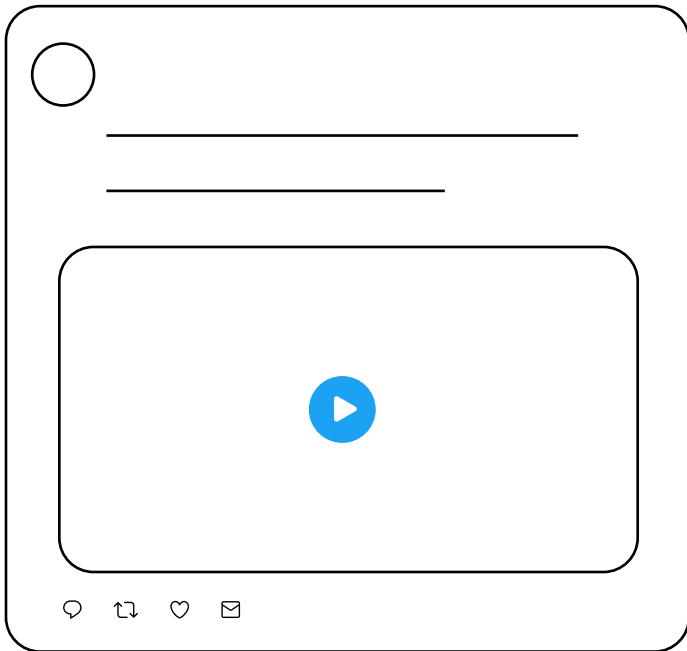


**User-Generated-
Content**

Video-Tweets



Video-Tweets



Twitter Umfragen

Entwirf Umfragen, die deine Zielgruppe direkt ansprechen.

Denkanstöße: Twitter Umfragen

Hol dir Feedback zu deinem Content

Welche Inhalte wünschst du dir von unserem Account?

Innovative Themen

Expertentipps

Blicke hinter die Kulissen

Sorge für Spaß

Meetings am Freitag werden idealerweise ...

kurz und knapp gehalten

vormittags erledigt

abgesagt.

Greife Trends auf

Siehst du dir die #Oscars an?

Popcorn ist fertig!

Vielleicht später.

Nö.

Starte ein Quiz

Welches ist unser Gründungsjahr?

2005

1999

1982

Wecke Gemeinschaftssinn

Was hast du gerade in der Tasse?

Kaffee

Tee

Anderes
(schreib es in die Antwort!)

Twitter Umfragen

A template for a Twitter poll card. It features a small circle in the top-left corner representing a profile picture. Below it are four horizontal rounded rectangular boxes stacked vertically, intended for text or options.

A template for a Twitter poll card, identical in structure to the first one, with a profile picture circle and four stacked rounded rectangular boxes.

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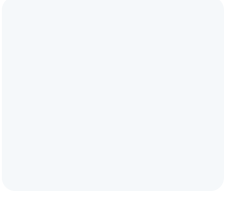

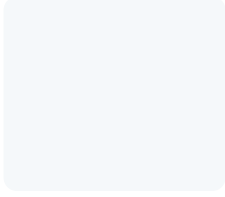

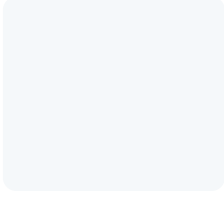

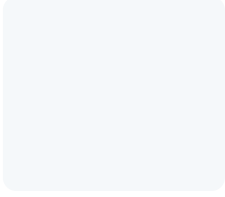

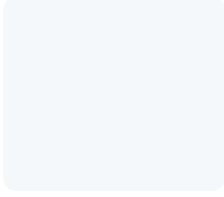

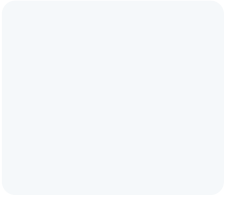

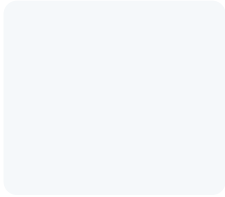

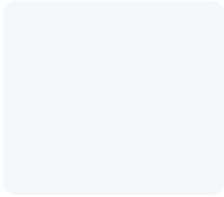

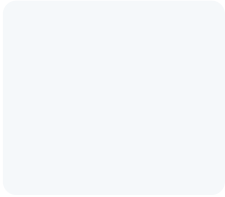

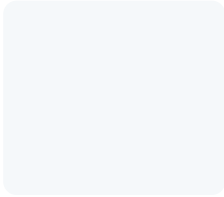
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Tweets für einen ganzen Monat

Plane Tweets für einen ganzen Monat nach Rubriken.

Tweets für einen ganzen Monat


Um dir den Einstieg zu erleichtern, stellen wir dir einige Ideen vor – nutze den zusätzlichen Platz für deine eigenen Notizen.




Montag	Dienstag	Mittwoch	Donnerstag	Freitag
 FAQ 	 Poste einen Retweet 	 Profitipp 	 Retweete etwas mit Kommentar 	 Blick hinter die Kulissen 
 MotivationMonday 	 Wichtiger Inhalt 	 GIF 	 Statistik 	 Meme 
 Twitter Umfrage 	 Fragen stellen 	 WednesdayWisdom 	 Erfolgreicher früherer Tweet 	 Anerkennung für andere 
 Positive Nachrichten 	 UGC 	 Video 	 Live gehen 	 Einzeiler 


Tweet-Vorlagen





(Unzählige Möglichkeiten!)

Tweet-Vorlagen

 _____
@ _____

 _____
@ _____


   


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@ _____


   





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@ _____




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@ _____


   





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@ _____

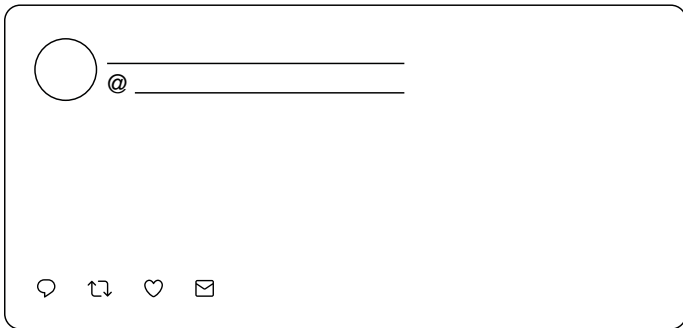
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@ _____

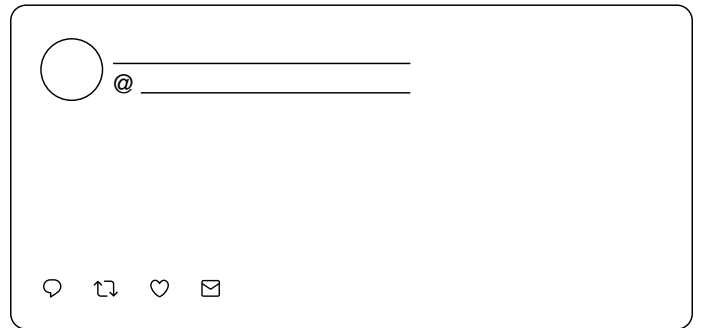
 _____
@ _____

Tweet-Vorlagen



A Twitter template card with a circular profile picture placeholder on the left, followed by an @ symbol and two horizontal lines for text. At the bottom, there are four icons: a speech bubble, a retweet symbol, a heart, and an envelope.



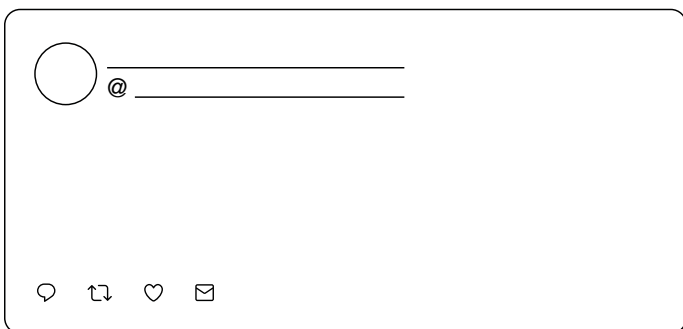
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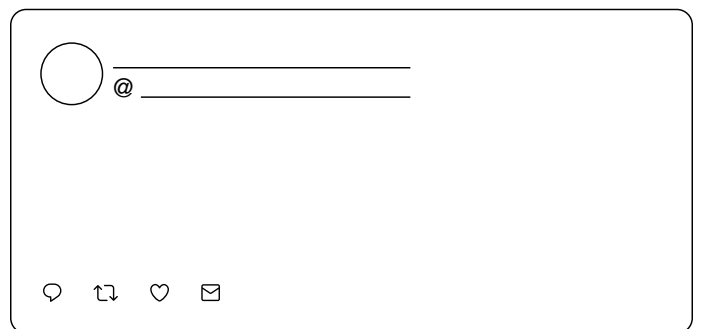
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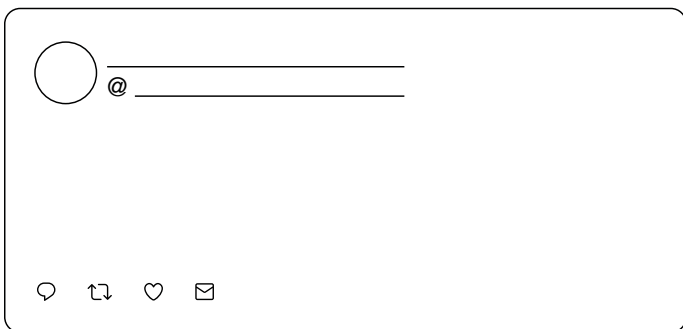
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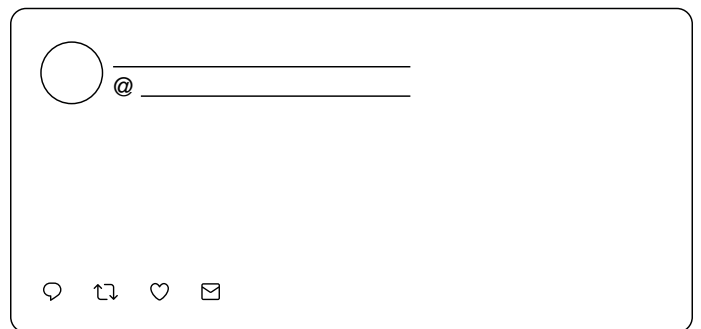
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Auf business.twitter.com und [@TwitterBusiness](https://twitter.com/TwitterBusiness)
findest du weitere nützliche Materialien.