Twitter Business
#ProTips

**Refresh your profile**
Keeping your profile up to date shows your audience what’s happening with your brand

**Create lists**
Custom timelines with Tweets from the accounts you wish to include

**Incorporate rich media**
Images, GIFs, or short videos drive higher engagement rates

**Leverage Twitter tools**
Drive more engagement with Threads, Polls or Go Live

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**Actionable tips to use straight away to adapt, refine and grow your presence on Twitter**

**Use Website Cards**
Drive more organic clicks compared to a simple url within a Tweet

**Target creatively**
Broaden your targeting strategy by expanding your reach

**Test & optimise**
Play around. Test what works for you and your campaigns

**Experiment with copy & creatives**
Don’t assume one-size fits all, different audiences engage with different Tweets

**Test different CTAs**
Help your Tweets stand out

**Video campaigns**
Make your message more memorable by adding video

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