

# Organic Tweets starter kit

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Print or open with a PDF editor to complete the following exercises and start building your organic Twitter presence.

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- 01 Find your voice on Twitter
- 02 Plan your Tweets
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01

# Find your voice on Twitter

# 01 Establish guardrails

Define the general guidelines for your Tweets. This will help create a safe space for your creativity.

## Copy

Words, phrases, and topics to incorporate  
(Themes? Slogans?)

Words, phrases, and topics NOT to incorporate  
(Competitor names? Old company taglines?)

## Media

Things to include in images or video  
(Diverse representation? Company logos? Product placement?)

Things NOT to include in images or video  
(Licensed material? Is the interior of a bar okay, but someone drinking too much?)

## Emojis

Emojis that are encouraged and relevant to your brand

Emojis that are NOT okay to use  
(Weapons? Gender representation?)

Spice-o-meter:  .....  ..... 

# 02 Create a persona

Fill in the blanks below to start envisioning your brand in its most human form. After all, brands don't Tweet — people do!

## Draw a portrait

If your brand was a person, what would it look like?



## If your brand was a person...

Its favorite restaurant would be \_\_\_\_\_.

Their go-to outfit would be \_\_\_\_\_.

Their catchphrase would be \_\_\_\_\_.

Their most-used emoji would be \_\_\_\_\_.

In their high school yearbook, they won the award for most likely to \_\_\_\_\_.

Their coffee shop order would be \_\_\_\_\_.

The background image on their laptop would be \_\_\_\_\_.

Their most-called phone number is their \_\_\_\_\_ 's.

Their pet would be a \_\_\_\_\_ named \_\_\_\_\_.

Their most-played album would be \_\_\_\_\_.

## Narrowing in

After people interact with our brand they should feel \_\_\_\_\_.

Three words I think of when I think of that feeling are \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

A brand that makes me feel that way is \_\_\_\_\_.

That brand's tone is \_\_\_\_\_ and \_\_\_\_\_.

# 03 Practice, practice!

Put the first two exercises into action with some practice Tweets.

## Tweets that fit our brand voice:

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

## Tweets that don't fit our brand voice:

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

○ @ \_\_\_\_\_  
\_\_\_\_\_

👤 ↻ ❤️ ✉️

02

# Plan your Tweets

# A Month of Tweets

We've outlined some ideas to get you started – use the extra space to add your notes.

Monday

Tuesday

Wednesday

Thursday

Friday



FAQ



Retweet



Pro-tip



Retweet  
with comment



Behind-the-scenes  
pic



MotivationMonday



Key piece of content



GIF



Statistic



Meme



Twitter poll



Ask a question



WednesdayWisdom



Successful past  
Tweet



Shout out



Positive brand news



UGC



Video



Go live!



One-liner

03

# Write your Tweets

# Tweet Ideas

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

# Tweet Ideas

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

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@ \_\_\_\_\_

   

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@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   

 \_\_\_\_\_  
@ \_\_\_\_\_

   



For more resources, visit [business.twitter.com](https://business.twitter.com)  
and follow [@TwitterBusiness](https://twitter.com/TwitterBusiness)