2021

Twitter planner

Business

What's included

Getting started
- Find your voice on Twitter
- #ProTips

Monthly planning
- Objectives
- Monthly calendar
- Weekly planning
- Quarterly reflection

Helpful resources
- Month of Tweets
- Creative best practices
- Tweet ideas
- Website Card ideas
- 24/7 hashtags
- Twitter Ads targeting
- Video thought starters
- Twitter ads targeting
- Campaign optimisation
- Create your Twitter Ads

Business

Getting started

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 NOT to incorporate (Competitor names? Old company taglines?)

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

Media

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

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 NOT okay to use (Weapons? Gender representation?)

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

Spice-o-meter: 🌶 .... 🌶🌶 .... 🌶🌶🌶

This worksheet is available for download at business.twitter.com/downloads.html

🐦 Business

Find your voice on Twitter

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!

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 _____ .

Draw a portrait

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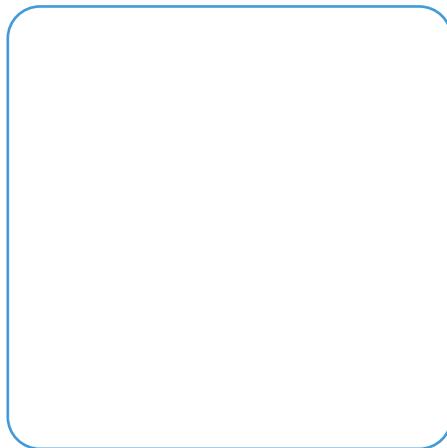
Business

#ProTips

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

Incorporate rich media
Images, GIFs, or short videos drive higher engagement rates
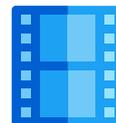
Create lists
Custom timelines with Tweets from the accounts you wish to include

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

Actionable, always-on tips to use to adapt, refine and grow your presence on Twitter

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

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

Target creatively
Broaden your targeting strategy by expanding your reach

Test different CTAs
Help your Tweets stand out

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

Video campaigns
Make your message more memorable by adding video

Business

Monthly planning

20 21 Jan

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 **Business**

20 21 Jan

Mon	Tue	Wed	Thu	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Get in on the fun of award season (we see you, #GoldenGlobes and #Grammys) with some 'awards' of your own.

Use Twitter Polls to have followers vote for their favorites — this could be research driven, like their favorite type of content or something purely fun, like their favorite emojis

🐦 Business

Monday 28th Dec

Tuesday 29th Dec

Wednesday 30th Dec

Thursday 31st Dec

Friday 1st Jan

Saturday
2nd Jan

Sunday
3rd Jan

#Priorities

#ToDo

#Ideas

Business

Monday 4th Jan

Tuesday 5th Jan

Wednesday 6th Jan

Thursday 7th Jan

Friday 8th Jan

Saturday
9th Jan

Sunday
10th Jan

#Priorities

#ToDo

#Ideas

Business

Monday 11th Jan

#Priorities

Tuesday 12th Jan

Wednesday 13th Jan

#ToDo

Thursday 14th Jan

Friday 15th Jan

#Ideas

Saturday
16th Jan

Sunday
17th Jan

Business

Monday 18th Jan

Tuesday 19th Jan

Wednesday 20th Jan

Thursday 21st Jan

Friday 22nd Jan

Saturday
23rd Jan

Sunday
24th Jan

#Priorities

#ToDo

#Ideas

Business

Monday 25th Jan	#Priorities
Tuesday 26th Jan	
Wednesday 27th Jan	#ToDo
Thursday 28th Jan	
Friday 29th Jan	#Ideas
Saturday 30th Jan / Sunday 31st Jan	

Business

2021 Feb

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

Business

2021 Feb

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Like valentines themselves, Tweets are often best when short and sweet. As you draft up your February and future Tweets, here are some things to keep in mind:

- Condense your Tweet copy to its core message or hook
- Limit yourself to 1-2 hashtags
- Keep videos between 6-15 seconds

🐦 Business

Monday 1st Feb

Tuesday 2nd Feb

Wednesday 3rd Feb

Thursday 4th Feb

Friday 5th Feb

Saturday
6th Feb

Sunday
7th Feb

#Priorities

#ToDo

#Ideas

Business

Monday 8th Feb

Tuesday 9th Feb

Wednesday 10th Feb

Thursday 11th Feb

Friday 12th Feb

Saturday
13th Feb

Sunday
14th Feb

#Priorities

#ToDo

#Ideas

Business

Monday 15th Feb

#Priorities

Tuesday 16th Feb

Wednesday 17th Feb

#ToDo

Thursday 18th Feb

Friday 19th Feb

#Ideas

Saturday 20th Feb

Sunday 21st Feb

Business

Monday 22nd Feb

Tuesday 23rd Feb

Wednesday 24th Feb

Thursday 25th Feb

Friday 26th Feb

Saturday 27th Feb

Sunday 28th Feb

#Priorities

#ToDo

#Ideas

Business

20 21 **Mar**

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 **Business**

20 21 Mar

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

You may not be attending this month's events in person, but it doesn't mean you can't attend in Tweet. Use Event targeting within Twitter Ads to target an event's relevant audience.

Business

Monday 1st Mar

Tuesday 2nd Mar

Wednesday 3rd Mar

Thursday 4th Mar

Friday 5th Mar

Saturday
6th Mar

Sunday
7th Mar

#Priorities

#ToDo

#Ideas

Business

Monday 8th Mar

Tuesday 9th Mar

Wednesday 10th Mar

Thursday 11th Mar

Friday 12th Mar

Saturday
13th Mar

Sunday
14th Mar

#Priorities

#ToDo

#Ideas

Business

Monday 15th Mar

Tuesday 16th Mar

Wednesday 17th Mar

Thursday 18th Mar

Friday 19th Mar

Saturday
20th Mar

Sunday
21st Mar

#Priorities

#ToDo

#Ideas

Business

Monday 22nd Mar

Tuesday 23rd Mar

Wednesday 24th Mar

Thursday 25th Mar

Friday 26th Mar

Saturday 27th Mar

Sunday 28th Mar

#Priorities

#ToDo

#Ideas

Business

Monday 29th Mar

Tuesday 30th Mar

Wednesday 31st Mar

Thursday 1st Apr

Friday 2nd Apr

Saturday 3rd Apr

Sunday 4th Apr

#Priorities

#ToDo

#Ideas

Business

#Reflect Q1

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities

Business

2021 Apr

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

2021 Apr

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

**Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com**

Internal research has shown Tweets with GIFs gained 55% more engagement than Tweets without them.
(Added bonus: they're free, easy, and fun.)

Consider using GIFs not only as outbound Tweets, but as replies — joining a popular conversation can be just as effective as starting your own.

Twitter Internal data: Based on study of 3.7M accounts

🐦 Business

Monday 29th Mar	#Priorities
Tuesday 30th Mar	
Wednesday 31st Mar	#ToDo
Thursday 1st Apr	
Friday 2nd Apr	#Ideas
Saturday 3rd Apr / Sunday 4th Apr	

Business

Monday 5th Apr

Tuesday 6th Apr

Wednesday 7th Apr

Thursday 8th Apr

Friday 9th Apr

Saturday 10th Apr

Sunday 11th Apr

#Priorities

#ToDo

#Ideas

Business

Monday 12th Apr

Tuesday 13th Apr

Wednesday 14th Apr

Thursday 15th Apr

Friday 16th Apr

Saturday 17th Apr

Sunday 18th Apr

#Priorities

#ToDo

#Ideas

Business

Monday 19th Apr

Tuesday 20th Apr

Wednesday 21st Apr

Thursday 22nd Apr

Friday 23rd Apr

Saturday 24th Apr

Sunday 25th Apr

#Priorities

#ToDo

#Ideas

Business

Monday 26th Apr

Tuesday 27th Apr

Wednesday 28th Apr

Thursday 29th Apr

Friday 30th Apr

Saturday
1st May

Sunday
2nd May

#Priorities

#ToDo

#Ideas

Business

2021 May

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

20 21 May

Mon	Tue	Wed	Thu	Fri	Sat	Sun
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Conversation targeting allows you to target people who are interacting with a particular topic. You can choose from 25+ categories and 10,000+ topics. When it comes to fun days like #StarWarsDay, consider using conversation targeting to promote your relevant Tweets to members of your audience already showing interest in that day.

🐦 Business

Monday 26th Apr

Tuesday 27th Apr

Wednesday 28th Apr

Thursday 29th Apr

Friday 30th Apr

Saturday 1st May

Sunday 2nd May

#Priorities

#ToDo

#Ideas

Business

Monday 3rd May

Tuesday 4th May

Wednesday 5th May

Thursday 6th May

Friday 7th May

Saturday
8th May

Sunday
9th May

#Priorities

#ToDo

#Ideas

Business

Monday 10th May

Tuesday 11th May

Wednesday 12th May

Thursday 13th May

Friday 14th May

Saturday 15th May

Sunday 16th May

#Priorities

#ToDo

#Ideas

Business

Monday 17th May

Tuesday 18th May

Wednesday 19th May

Thursday 20th May

Friday 21st May

Saturday
22nd May

Sunday
23rd May

#Priorities

#ToDo

#Ideas

Business

Monday 24th May

Tuesday 25th May

Wednesday 26th May

Thursday 27th May

Friday 28th May

Saturday
29th May

Sunday
30th May

#Priorities

#ToDo

#Ideas

Business

Monday 31st May

Tuesday 1st Jun

Wednesday 2nd Jun

Thursday 3rd Jun

Friday 4th Jun

Saturday
5th Jun

Sunday
6th Jun

#Priorities

#ToDo

#Ideas

Business

20 21 Jun

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

2021 Jun

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Going on a summer holiday? Don't stop engaging with your audience. You can schedule your Tweets at Twitter.com, in the app or by visiting ads.twitter.com

🐦 Business

Monday 31st May

Tuesday 1st Jun

Wednesday 2nd Jun

Thursday 3rd Jun

Friday 4th Jun

Saturday
5th Jun

Sunday
6th Jun

#Priorities

#ToDo

#Ideas

Business

Monday 7th Jun	**#Priorities**
Tuesday 8th Jun	
Wednesday 9th Jun	**#ToDo**
Thursday 10th Jun	
Friday 11th Jun	**#Ideas**
Saturday 12th Jun	Sunday 13th Jun

Business

Monday 14th Jun

Tuesday 15th Jun

Wednesday 16th Jun

Thursday 17th Jun

Friday 18th Jun

Saturday
19th Jun

Sunday
20th Jun

#Priorities

#ToDo

#Ideas

Business

Monday 21st Jun

Tuesday 22nd Jun

Wednesday 23rd Jun

Thursday 24th Jun

Friday 25th Jun

Saturday
26th Jun

Sunday
27th Jun

#Priorities

#ToDo

#Ideas

🐦 Business

Monday 28th Jun

Tuesday 29th Jun

Wednesday 30th Jun

Thursday 1st Jul

Friday 2nd Jul

Saturday 3rd Jul

Sunday 4th Jul

#Priorities

#ToDo

#Ideas

Business

#Reflect Q2

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & Opportunities

Business

20
21 **Jul**

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 **Business**

20 21 Jul

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

**Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com**

As the summer of sport continues to build, so does the conversation on Twitter. Consider embracing the themes of teamwork and competition with a Tweet challenge of your own.

Business

Monday 28th Jun

Tuesday 29th Jun

Wednesday 30th Jun

Thursday 1st Jul

Friday 2nd Jul

Saturday
3rd Jul

Sunday
4th Jul

#Priorities

#ToDo

#Ideas

Business

Monday 5th Jul

#Priorities

Tuesday 6th Jul

Wednesday 7th Jul

#ToDo

Thursday 8th Jul

Friday 9th Jul

#Ideas

Saturday
10th Jul

Sunday
11th Jul

Business

Monday 12th Jul

Tuesday 13th Jul

Wednesday 14th Jul

Thursday 15th Jul

Friday 16th Jul

Saturday 17th Jul

Sunday 18th Jul

#Priorities

#ToDo

#Ideas

Business

Monday 19th Jul

Tuesday 20th Jul

Wednesday 21st Jul

Thursday 22nd Jul

Friday 23rd Jul

Saturday 24th Jul

Sunday 25th Jul

#Priorities

#ToDo

#Ideas

🐦 Business

Monday 26th Jul

Tuesday 27th Jul

Wednesday 28th Jul

Thursday 29th Jul

Friday 30th Jul

Saturday
31st Jul

Sunday
1st Aug

#Priorities

#ToDo

#Ideas

Business

20 21 Aug

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

2021 Aug

Mon	Tue	Wed	Thu	Fri	Sat	Sun
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

**Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com**

Internal research has shown that Tweets with video attract 10X more engagement. As you plan out your video strategy, remember: videos don't have to be a heavy lift! There's a lot you can do with slideshows, image animation apps, and your very own smartphone.

Twitter Internal data: Based on study of 3.7M accounts

Business

Monday 26th Jul

Tuesday 27th Jul

Wednesday 28th Jul

Thursday 29th Jul

Friday 30th Jul

Saturday
31st Jul

Sunday
1st Aug

#Priorities

#ToDo

#Ideas

Business

Monday 2nd Aug

Tuesday 3rd Aug

Wednesday 4th Aug

Thursday 5th Aug

Friday 6th Aug

Saturday
7th Aug

Sunday
8th Aug

#Priorities

#ToDo

#Ideas

Business

Monday 9th Aug

Tuesday 10th Aug

Wednesday 11th Aug

Thursday 12th Aug

Friday 13th Aug

Saturday
14th Aug

Sunday
15th Aug

#Priorities

#ToDo

#Ideas

Business

Monday 16th Aug

Tuesday 17th Aug

Wednesday 18th Aug

Thursday 19th Aug

Friday 20th Aug

Saturday
21st Aug

Sunday
22nd Aug

#Priorities

#ToDo

#Ideas

Business

Monday 23rd Aug

Tuesday 24th Aug

Wednesday 25th Aug

Thursday 26th Aug

Friday 27th Aug

Saturday
28th Aug

Sunday
29th Aug

#Priorities

#ToDo

#Ideas

Business

Monday 30th Aug

Tuesday 31st Aug

Wednesday 1st Sept

Thursday 2nd Sept

Friday 3rd Sept

Saturday 4th Sept

Sunday 5th Sept

#Priorities

#ToDo

#Ideas

Business

20 21 Sept

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

2021 Sept

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

In the #BackToSchool spirit, consider serving up some educational content of your own. Some ideas:

- Tweet a video tutorial
- Use a Tweet thread to answer FAQs
- Host a webinar or Periscope
- Sharing a little #WednesdayWisdom

🐦 Business

Monday 30th Aug

Tuesday 31st Aug

Wednesday 1st Sept

Thursday 2nd Sept

Friday 3rd Sept

Saturday
4th Sept

Sunday
5th Sept

#Priorities

#ToDo

#Ideas

Business

Monday 6th Sept

Tuesday 7th Sept

Wednesday 8th Sept

Thursday 9th Sept

Friday 10th Sept

Saturday 11th Sept

Sunday 12th Sept

#Priorities

#ToDo

#Ideas

Business

Monday 13th Sept

Tuesday 14th Sept

Wednesday 15th Sept

Thursday 16th Sept

Friday 17th Sept

Saturday
18th Sept

Sunday
19th Sept

#Priorities

#ToDo

#Ideas

Business

Monday 20th Sept

Tuesday 21st Sept

Wednesday 22nd Sept

Thursday 23rd Sept

Friday 24th Sept

Saturday
25th Sept

Sunday
26th Sept

#Priorities

#ToDo

#Ideas

🐦 Business

Monday 27th Sept

#Priorities

Tuesday 28th Sept

Wednesday 29th Sept

#ToDo

Thursday 30th Sept

Friday 1st October

#Ideas

Saturday
2nd Oct

Sunday
3rd Oct

Business

#Reflect Q3

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities

Business

2021 Oct

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

20 21 Oct

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

'Tis the season for planning! As you begin to outline your Q4 content, here are some ideas to consider:

- Gift guides
- Product spotlights
- Campaigns that give back
- How-to videos
- Pre-order campaigns

🐦 Business

Monday 27th Sept

Tuesday 28th Sept

Wednesday 29th Sept

Thursday 30th Sept

Friday 1st October

Saturday
2nd Oct

Sunday
3rd Oct

#Priorities

#ToDo

#Ideas

Business

Monday 4th Oct

Tuesday 5th Oct

Wednesday 6th Oct

Thursday 7th Oct

Friday 8th Oct

Saturday
9th Oct

Sunday
10th Oct

#Priorities

#ToDo

#Ideas

Business

Monday 11th Oct

Tuesday 12th Oct

Wednesday 13th Oct

Thursday 14th Oct

Friday 15th Oct

Saturday
16th Oct

Sunday
17th Oct

#Priorities

#ToDo

#Ideas

Business

Monday 18th Oct

Tuesday 19th Oct

Wednesday 20th Oct

Thursday 21st Oct

Friday 22nd Oct

Saturday 23rd Oct

Sunday 24th Oct

#Priorities

#ToDo

#Ideas

Business

Monday 25th Oct

#Priorities

Tuesday 26th Oct

Wednesday 27th Oct

#ToDo

Thursday 28th Oct

Friday 29th Oct

#Ideas

Saturday 30th Oct

Saturday 31st Oct

Business

2021 Nov

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 Business

2021 Nov

Mon	Tue	Wed	Thu	Fri	Sat	Sun
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

Twitter moves fast. Leverage this energy with flash sales, special offers, and urgent language such as "limited time only" and "buy now".

#ProTip: when offering discounts, express them as a percentage, not a number.

Business

Monday 1st Nov

Tuesday 2nd Nov

Wednesday 3rd Nov

Thursday 4th Nov

Friday 5th Nov

Saturday 6th Nov

Sunday 7th Nov

#Priorities

#ToDo

#Ideas

Business

Monday 8th Nov

Tuesday 9th Nov

Wednesday 10th Nov

Thursday 11th Nov

Friday 12th Nov

Saturday
13th Nov

Sunday
14th Nov

#Priorities

#ToDo

#Ideas

Business

Monday 15th Nov

Tuesday 16th Nov

Wednesday 17th Nov

Thursday 18th Nov

Friday 19th Nov

Saturday
20th Nov

Sunday
21st Nov

#Priorities

#ToDo

#Ideas

Business

Monday 22nd Nov

Tuesday 23rd Nov

Wednesday 24th Nov

Thursday 25th Nov

Friday 26th Nov

Saturday
27th Nov

Sunday
28th Nov

#Priorities

#ToDo

#Ideas

Business

Monday 29th Nov

Tuesday 30th Nov

Wednesday 1st Dec

Thursday 2nd Dec

Friday 3rd Dec

Saturday 4th Dec

Sunday 5th Dec

#Priorities

#ToDo

#Ideas

Business

Objectives

How to achieve them

Goals & results

	Tweets	Impressions	Profile visits	Mentions	New followers
Target					
Results					

Go to Account home in Ads Manager

🐦 **Business**

2021 Dec

Mon	Tue	Wed	Thu	Fri	Sat	Sun
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Create your calendar of key events and occasions.
For inspiration check out the 2021 Marketing Calendar at business.twitter.com

December is a month of events — and a month of travel. If there's content you want people to read or listen to, consider framing, or even creating your content as a way to pass time en-route.

🐦 Business

Monday 29th Nov

Tuesday 30th Nov

Wednesday 1st Dec

Thursday 2nd Dec

Friday 3rd Dec

Saturday
4th Dec

Sunday
5th Dec

#Priorities

#ToDo

#Ideas

Business

Monday 6th Dec

Tuesday 7th Dec

Wednesday 8th Dec

Thursday 9th Dec

Friday 10th Dec

Saturday 11th Dec

Sunday 12th Dec

#Priorities

#ToDo

#Ideas

Business

Monday 13th Dec

Tuesday 14th Dec

Wednesday 15th Dec

Thursday 16th Dec

Friday 17th Dec

Saturday 18th Dec

Sunday 19th Dec

#Priorities

#ToDo

#Ideas

🐦 **Business**

Monday 20th Dec

Tuesday 21st Dec

Wednesday 22nd Dec

Thursday 23rd Dec

Friday 24th Dec

Saturday 25th Dec

Sunday 26th Dec

#Priorities

#ToDo

#Ideas

Business

Monday 27th Dec

#Priorities

Tuesday 28th Dec

Wednesday 29th Dec

#ToDo

Thursday 30th Dec

Friday 31st Dec

#Ideas

Happy New Year!

Business

#Reflect Q4

Grab a cuppa and take some time to reflect on the past quarter

What worked?

What didn't work so well?

Learnings & opportunities

Business

Helpful resources

Business

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
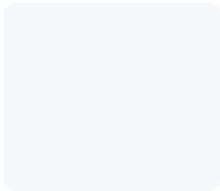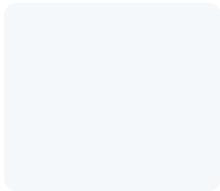
🐦 **Business**

Creative best practices
Make your creatives stand out

Strong Tweet copy:

- Is concise and to the point
- Includes a call-to-action (CTA)
- Is human and conversational
- Gives discounts by % (not a dollar amount)
- Creates a sense of urgency (i.e. "limited time only")
- Avoids distracting hashtags

Strong Tweet images:

- Are clear and not pixelated
- Have minimal text
- Have a central focus
- Catch the eye with bright colours, a human element, or display of movement or emotion

Strong Tweet videos:

- Are 15 seconds or less
- Open with a product
- Have captions or another sound-off strategy
- Have clear logo placement throughout
- Have branding present for more than half of the video
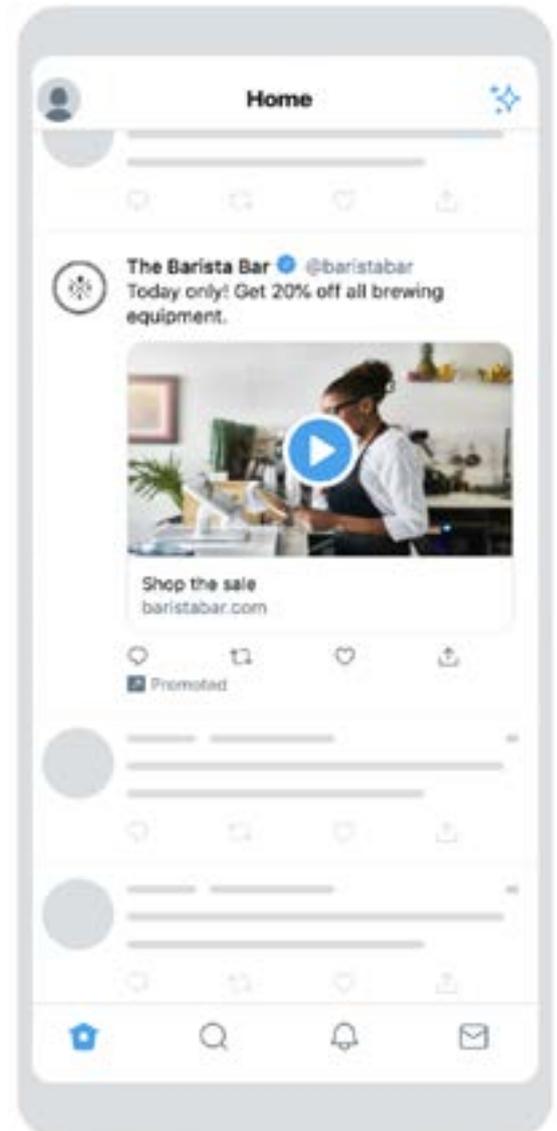
Stat: On Twitter specifically, we've seen a 62% year-over-year increase in daily video views and a 72% year-over-year increase in watch time.
Source: Internal Twitter research, 2019-2020

This worksheet is available for download at business.twitter.com/downloads.html

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Tweet ideas

Put your pen to paper before putting your Tweet on Twitter

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

@ _____

Business

Website Card ideas

Put your pen to paper before putting your Tweet on Twitter
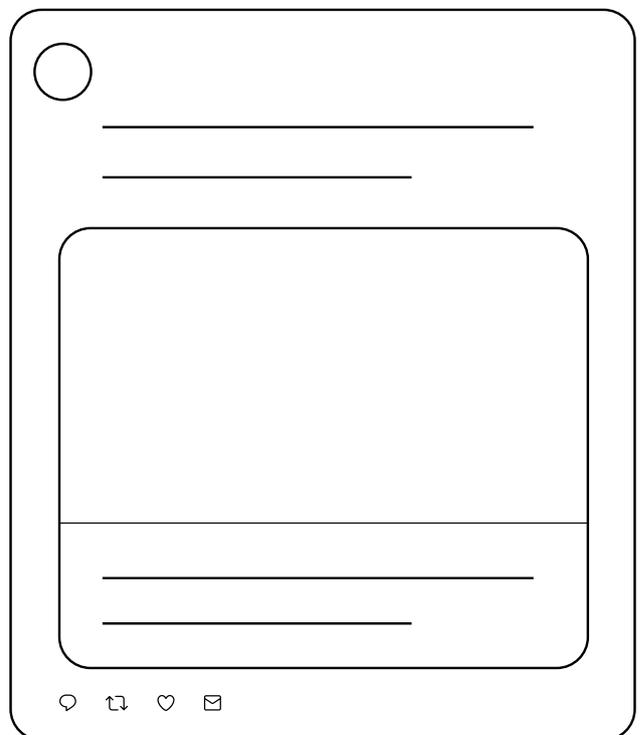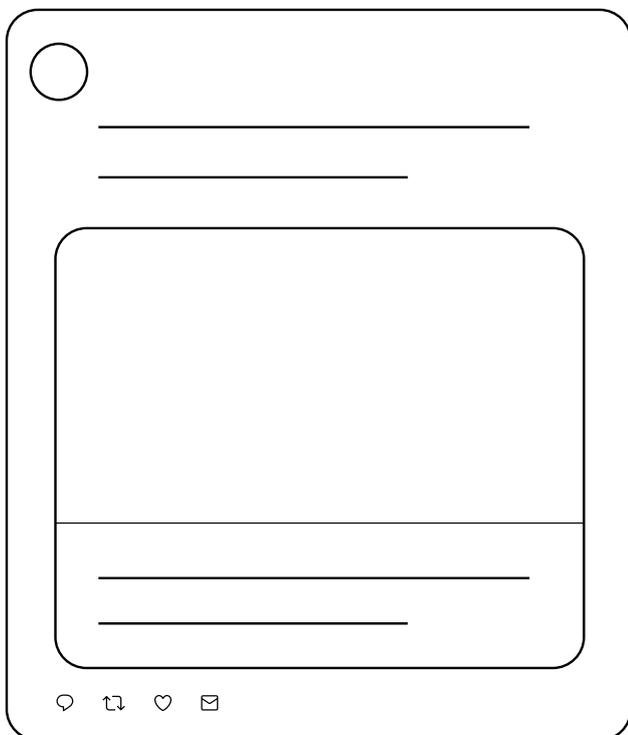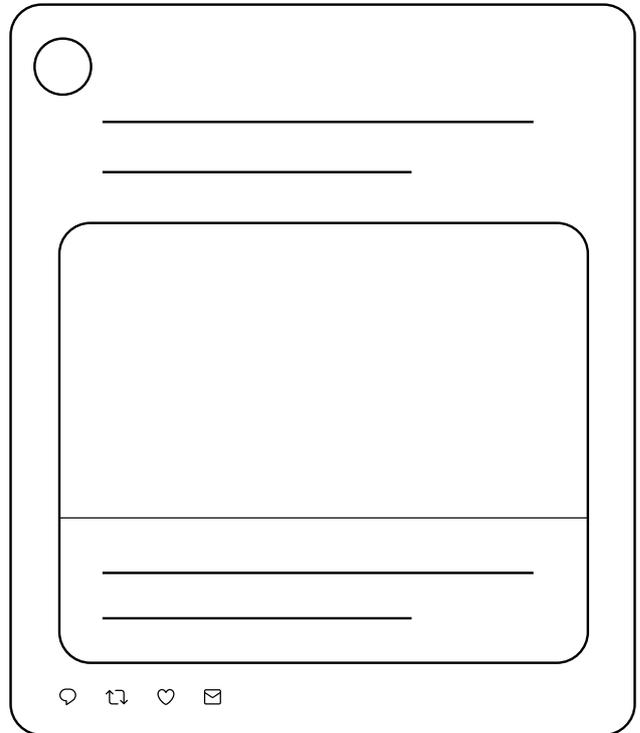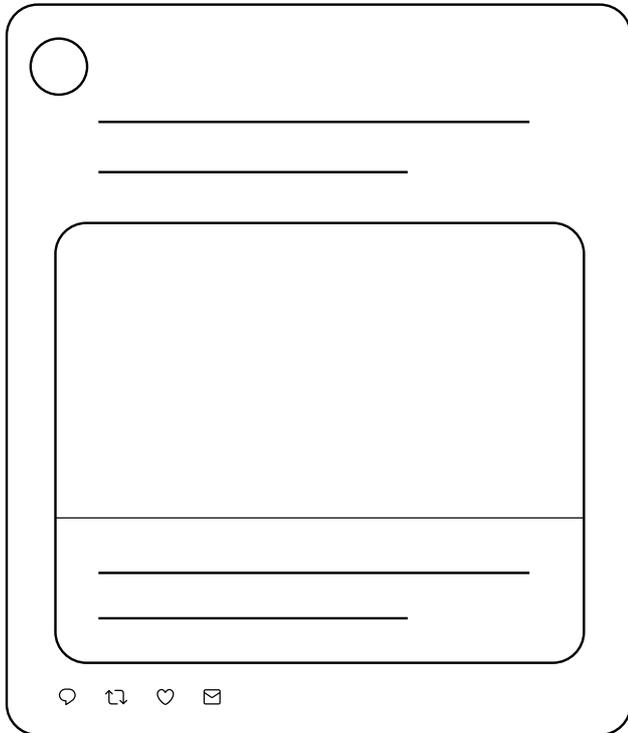
🐦 Business

24/7 hashtags

Planning your content calendar? Create Tweets that use popular, reoccurring hashtags. Use our ideas for inspiration. Then craft your own uses for the hashtag in the blank space.

#SundayFunday
💡 Final weekend thoughts
💡 Weekend activities

#MondayMotivation
💡 Uplifting content
💡 Productivity tips
💡 Well wishes for the work week ahead

#TransformationTuesday
💡 Brand evolution over time
💡 Before and after stories from customers

#WednesdayWisdom
💡 Best practice about your product or brand
💡 Weekend activities

#TBT (ThrowbackThursday)
💡 Important firsts for your company
💡 Fun facts about your company's past

#FridayFeeling
💡 Your plans for the weekend
💡 Fun GIFs

#Caturday
💡 Office pets
💡 UGC of customer's pets with your product

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Twitter Poll ideas

Engage with your audience in creative ways and show a different side to your brand

Get feedback on your account

What kind of content do you want to see from our account?

- Thought leadership
- Pro tips
- Behind the scenes

Add humour

The best Friday meetings are

- Short and focused
- Before noon
- Cancelled.

Tap into trends

Will you tune into the #Oscars?

- Making my popcorn!
- Might watch later.
- Nope.

Make a quiz

What year were we founded in?

- 2005
- 1999
- 1982

Create community

What's in your mug this morning?

- Coffee
- Tea
- Other (please reply!)

This worksheet is available for download at business.twitter.com/downloads.html

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Thought starters: Video types

Get the most from your video with these thought starters
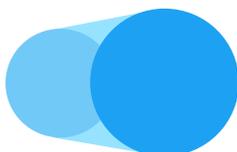
How-to	**Q&A**	**Live video**
Stop motion	**Gift guide**	**Product forward**
Customer spotlight	**Slideshow**	**Data visualization**
Before & after	**Unboxing**	**User-generated content**
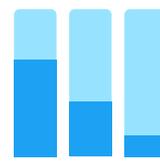
Business

Twitter Ads targeting
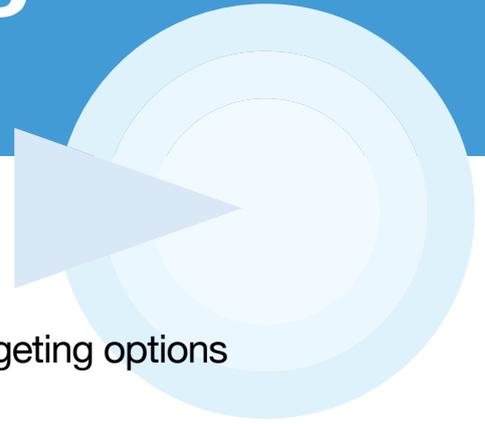
Looking to find your audience on Twitter? Twitter's targeting options can help you reach the right people at the right time.

> **First, the basics.**
> The options in this section work together using "AND" logic. This means you will be targeting people who match all of the input criteria.
> *Ex: People who live in Canada AND speak French AND use Mobile-Android devices.*

Demographics

Gender
- ☐ **Any**
- ☐ **Men**
- ☐ **Women**

Age

Location

Language

Devices

- ☐ **Mobile - iOS**
- ☐ **Mobile - Android**
- ☐ **Desktop**
- ☐ **Other mobile**
- ☐ **All**

Other device characteristics
(Carriers, device models)

> **Great! These basic parameters will be applied to the rest of your selections, which we will fill out now.**
> This last section uses "OR" logic, meaning you'll target people who match any of the input criteria.
> *Ex. People who belong to a custom audience OR have a specific interest OR match a specific conversation topic.*

Custom audiences

Use Audience Manager to upload CRM lists and manage audiences collected from your website or mobile app.

This worksheet is available for download at business.twitter.com/downloads.html

🐦 **Business**

Campaign optimisation

Remember your ABCs of campaign optimisation

Audience

- Combine Targeting Options
  - Understand your audience
    - Remove similar audiences

Bid

- Adjust bid amount regularly
  - Use small increments
    - Monitor performance

Creative

Refresh creative regularly

Test on broad campaigns

Experiment with different components

Signals

- Not reaching daily budgets
  - Daily budgets spending too fast
    - High costs
      - Low campaign reach
        - Low engagement or click rates

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Create your Twitter Ads

Create your Twitter ads at
ads.twitter.com

We add new resources to
business.twitter.com regularly

Our blog publishes new marketing and
Twitter-focused posts nearly every day.
It's at business.twitter.com/en/blog.html

Have questions? Contact our dedicated
Customer Success team.
Email AdvertiserHelp@twitter.com

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