

## 12 Tweet Writing Tips (from WRITTENT – Content that works)



[Image source](#)

Does it ever feel like you're struggling to gain any traction on Twitter?

You're definitely not alone. With over [6,000 Tweets published](#) each second, Twitter has a well-earned reputation of being something of a noisy network. Your lack of engagement could result from boring Tweet structures. Here are 11 tried-and-true Tweet writing formulas that really change everything:

1: Command Action

[Social media scientist Dan Zarrella's](#) research confirms that action-inspired Tweets with more adverbs and verbs perform better. They receive significantly more adverbs and verbs than less action-inspired Tweets. See the example below:



## 2: Meta Mentions

Mentioning social media in your Tweets is proven successful. In fact, Tweets that contain the words "Facebook" or "Twitter" have been shown to [perform 300% better](#) than their counterparts.

## 3: Mentions

If you mention someone, they'll typically engage, and may even ReTweet you.



## 4: Consumer Statistics

People love fresh data. [Mequoda reports](#) that statistics-based Tweets perform quite well.



## 5: Article Quotations

Headline and link. Let's face it, most Tweets are basically the same thing. However, using a quotation from your article can garner some clicks and ReTweets. Researchers have found [it really works](#), too!



**@shacker**  
Scot Hacker

"We need a Steve Jobs of religion.  
Someone who can invent not a new  
religion but a new way of being religious."  
[nytimes.com/2011/12/11/opi...](http://nytimes.com/2011/12/11/opi...)

7 hours ago via **Twitter for Mac** ☆ Favorite ↩ Reply 🗑 Delete

Retweeted by [baokiemanh](#) and 100+ others

## 6: Ask a Relevant Question

You know your customers' pain points, and common FAQ, right? Take advantage of this. Seeing the right question can build an instant camaraderie between consumers and brands.



**Jennifer McClanahan,**  
You were mentioned in a Tweet!



**Maria Shriver**  
[@mariashriver](#)

What Do You Do If You're Told You're Too  
Aggressive? [@ShriverReport](#) has the  
answer: [shriverreport.org/what-to-do-if-...](http://shriverreport.org/what-to-do-if-...)  
by [@foodnrtable](#)

05:35 PM - 19 May 14

↩ Reply to [@mariashriver](#)

↻ Retweet

★ Favorite

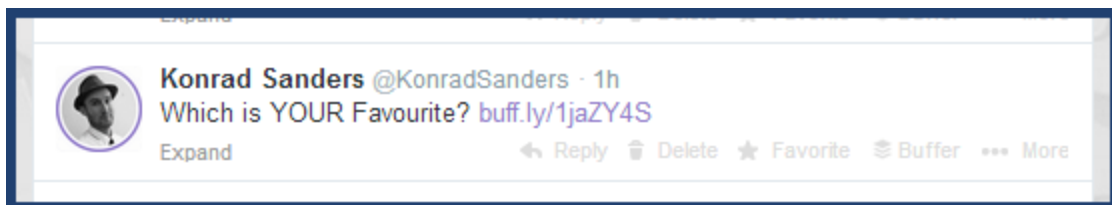
## 7: Problem + Solution

Your products and services solve people's problems. Sometimes, making the connection between issue and solution can help your consumers connect the dots.



## 8: Super Short

Wordy Tweets don't do well. They're hard to ReTweet, and don't always hold people's attention. There's no law that says you need to reveal everything about your link. In fact, sometimes, just don't.



## 9: Make Content Newsworthy

Do you have a big announcement? Some breaking industry news? Then by all means, present it like it's the best thing that ever happened. Andrea Vahl recommends the "newsworthy" approach, including works like "new," "announcing," and "finally."



**Damian Brady**

@damovisa

Updated #SSW's @OctopusDeploy to 2.6 over the weekend. The new Lifecycles feature is awesome for CI from TFS - just need to push a package!

10: Extreme Enthusiasm

If you don't act like your content or solutions are the best thing ever, will other people? Feel free to use superlatives to describe your articles, deals, and announcements.

**maureen flanigan** @maureenflan 20m  
I keep hearing about this t bell cantina bowl... Is it scrumptious ?  
Details ← Reply ↻ Retweet ★ Favorite

 **TACO BELL**  
@TacoBell [Follow](#) 

**@maureenflan** You might even say it's scrumdiddlyumtious! #CantinaBell  
← Reply ↻ Retweet ★ Favorite

7:50 PM - 12 Jul 12 via TweetDeck · Embed this Tweet

## 10: Imply Trends

People love to be the [first to learn](#) or discover something. Create Tweets that highlight an exclusive opportunity to gain an advantage.

We just got to 5th ave bet 16th & 17th.  
Come quick before we run out. We'll be  
here until 5:30pm. See you soon.

2:57 PM Jun 23rd from web



TheTreatsTruck

## 11: Evoke Fear

Fear is a primal human emotion. What does your audience have to lose if they don't listen to your expert advice or take immediate action?



30 Terrible Pieces of Social Media Advice You Should Ignore [hub.am/1pnZdZf](http://hub.am/1pnZdZf)

Reply Delete Favorite Share More



**30 Terrible Pieces of Social Media Advice You Should Ignore**  
Don't be fooled by this terrible social media marketing advice.

[View on blog.hubspot.com](http://blog.hubspot.com)



RETWEETS 27 FAVORITES 17



7:25 PM - 29 Jun 2014

Flag media

## Class

Which of the above Writing Tips are reflected in the following tweets?

1. Please ReTweet my new article on [copywriting techniques](#)!
2. Announcing a major breakthrough! Details here.
3. The MOST Comprehensive writing tips ever!
4. "Content is still king." It's true, and here's why.
5. You're an Entrepreneur. What now?
6. How 10 entrepreneurs lost at marketing.
7. Do you follow us on Facebook? Go check out our page!
8. Check out our [exclusive interview](#) with content expert @annhandley!
9. 100% of our customers are satisfied! Learn why.
10. There are only 2 hours left until our spring preview sale ends!
11. Did you know 75% of your peers hate pushy sales professionals?
12. "We're about to confess our biggest marketing mistakes, and here's what happened."
13. Is your business using both Facebook and Twitter for marketing? Why?
14. Our friends @HNesterenko and @JenniferMBarry are debating content strategy like crazy!
15. Do you ever feel like writing content takes too much time?
16. 5 major health risks you don't even know about
17. What do I serve health-conscious guests for dessert?
18. What would you do?
19. Breaking news! We now offer expanded hours at all locations!
20. Our customers LOVE our delicious pear jam.
21. Trending: Learn the top 10 content marketing resolutions for 2015.

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