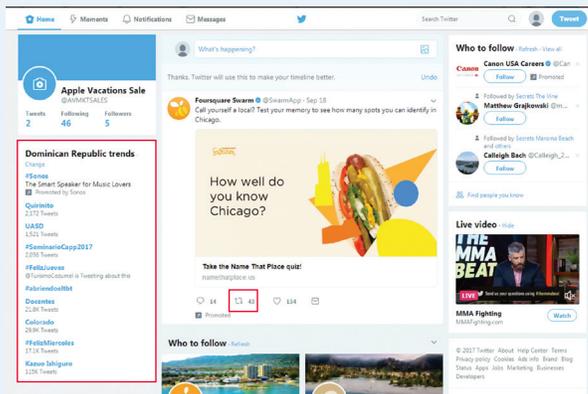


How to Boost Posts

Twitter is an enormous network where conversation occurs very quickly and can include several different points of view or topics all at one time. Each post is limited to 140 characters.

Retweet

Retweeting is an effective feature on Twitter that allows someone to instantly tweet out your post directly to their followers. This will instantly give your tweet extra exposure and may cause a chain reaction for others to retweet.



One way to increase retweets is to include links or images as they are more likely to be retweeted. You can also always ask for a retweet and perhaps offer an incentive to do so.

Don't forget whatever you retweet will be shared with your followers.

The retweet is based on the content therefore including engaging content is crucial. Including information about an offer or asking a question can start a conversation and trigger more retweets and more potential followers.

Trending Topics

Focus on trending topics that relate to your business and tweet about them to gain more exposure. This keeps your posts relevant and increases the number of potential future views or followers.

Hashtags

Including hashtags in a tweet is similar to other social media in that it tags your post and gains at least double the engagement that a normal post would.

- | | | | |
|-----------------|---------------|-----------------|-------------------|
| #AppleVacation | #TropicalTrip | #Dream | #AllInclusive |
| #AppleVacations | #RIU | #Now | #PUJ |
| #Vacation | #IBEROSTAR | #Secrets | #PuntaCana |
| #FamilyTrip | #Barcelo | #Sunscape | #CUN |
| #FamilyVacation | #Occidental | #Zoetry | #Cancun |
| #AdultsOnly | #Melia | #Luxury | #MBJ |
| #AdultsOnlyFun | #AMR | #LuxuryVacation | #MontegoBay |
| #InfinityPool | #AMResorts | #Villa | #Yoga |
| #SunAndFun | #Breathless | #Yoga | #YogaEveryDamnDay |
| | | | #FitFam |

Influencers

Like Instagram, Twitter also has influencers. You can tweet at them and ask them to retweet or post a tweet back at you promoting your product. Reach out to them privately and ask how much they charge to retweet.

Paid Ads

Paying to promote your Twitter ad is based on your objective. You can pay for the number of impressions, website link clicks, number of followers that you gain, or the number of video views.

Twitter then will decide based on how much you would like to pay who and where to expose your ad.

