

# **Tweet brainstorming kit**

Print or open with a PDF editor to complete the following exercises  
and brainstorm future Tweets

# 24/7 hashtags

Planning your content calendar? Create Tweets that use popular, recurring 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 practices for your product or brand
- 🔗 Weekday activities

## #TBT (ThrowbackThursday)

- 🔗 Important firsts for your company
- 🔗 Fun facts about your company's past

## #FridayFeeling

- 🔗 Your plans for the weekend
- 🔗 Fun GIF's

## #Caturday

- 🔗 Office pets
- 🔗 UGC of customers' pets with your product



# Video Tweets

Get inspiration for different types of video Tweets

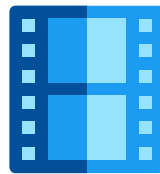
# Thought starters: video types



**How-to**



**Q&A**



**Live video**



**Stop motion**



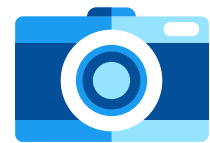
**Gift guide**



**Product forward**



**Customer spotlight**



**Slideshow**



**Data visualization**



**Before & after**

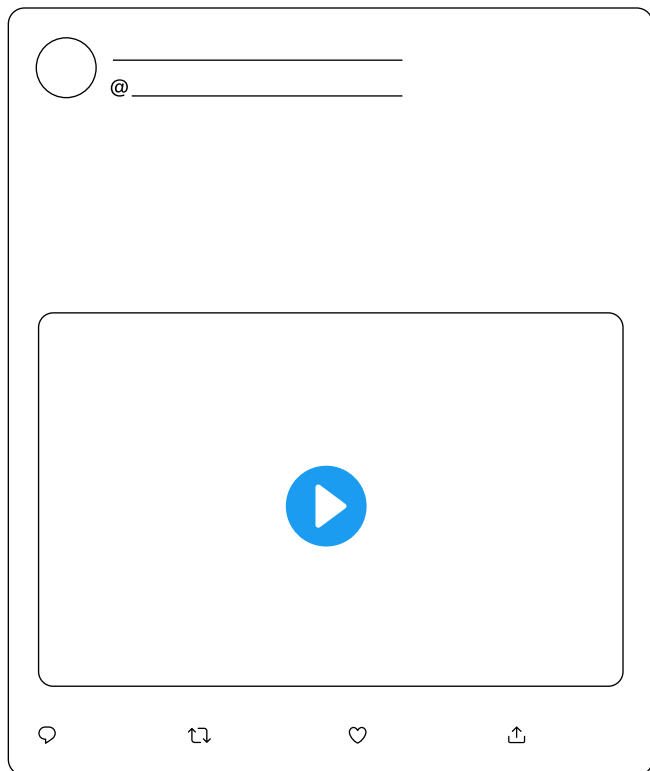
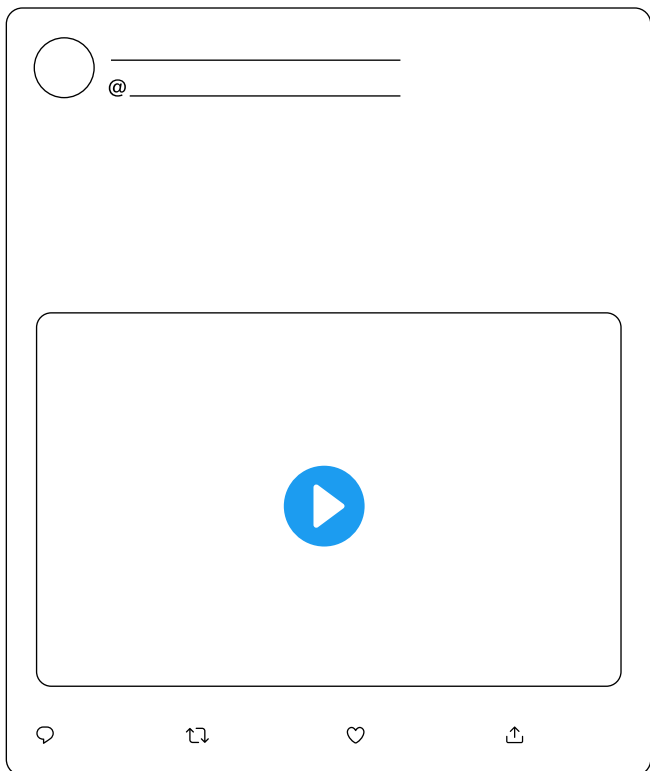
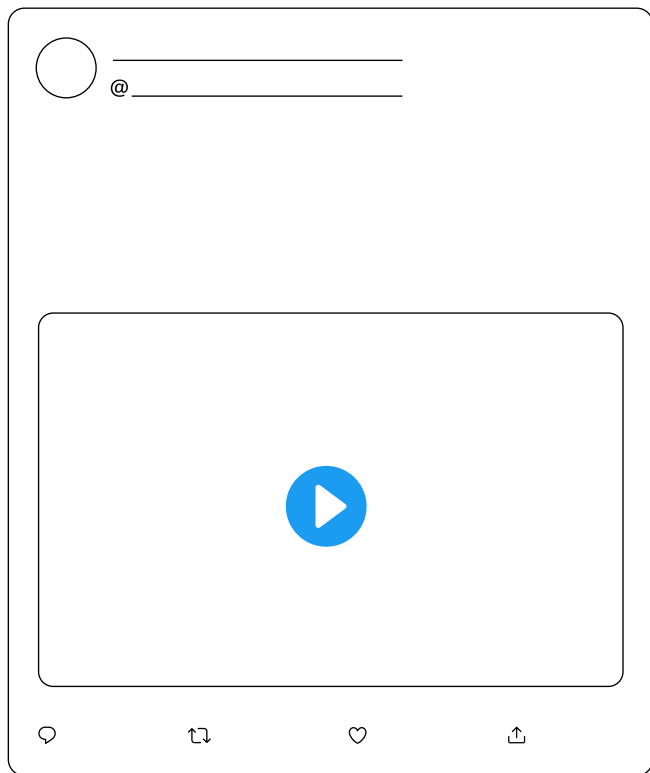
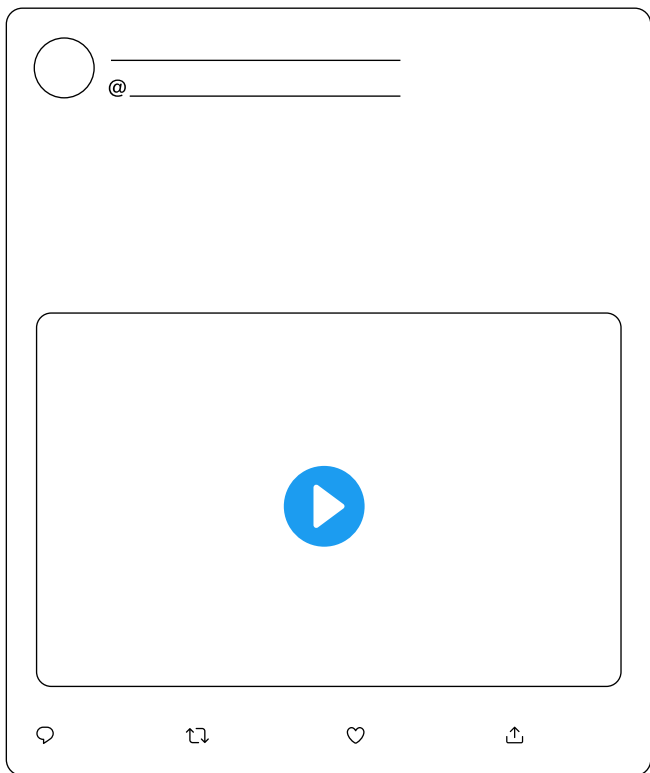


**Unboxing**

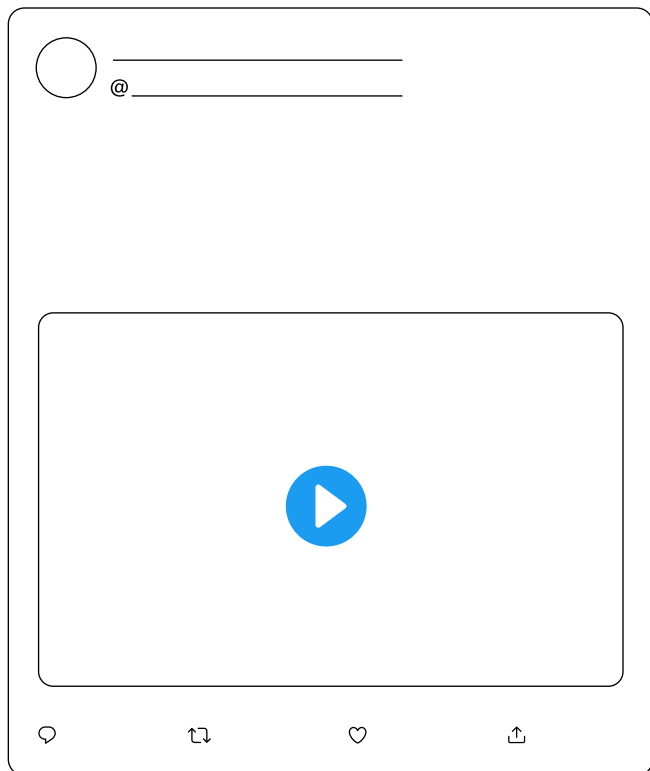
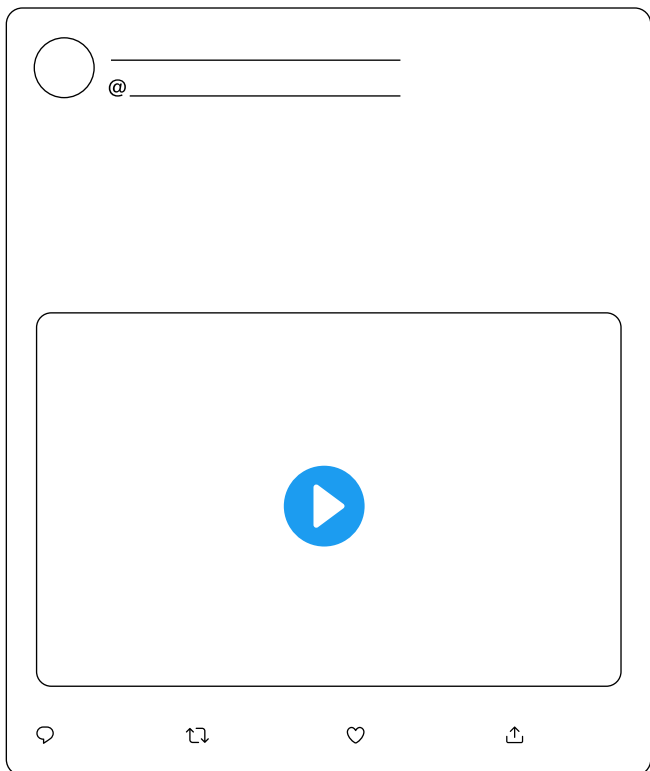
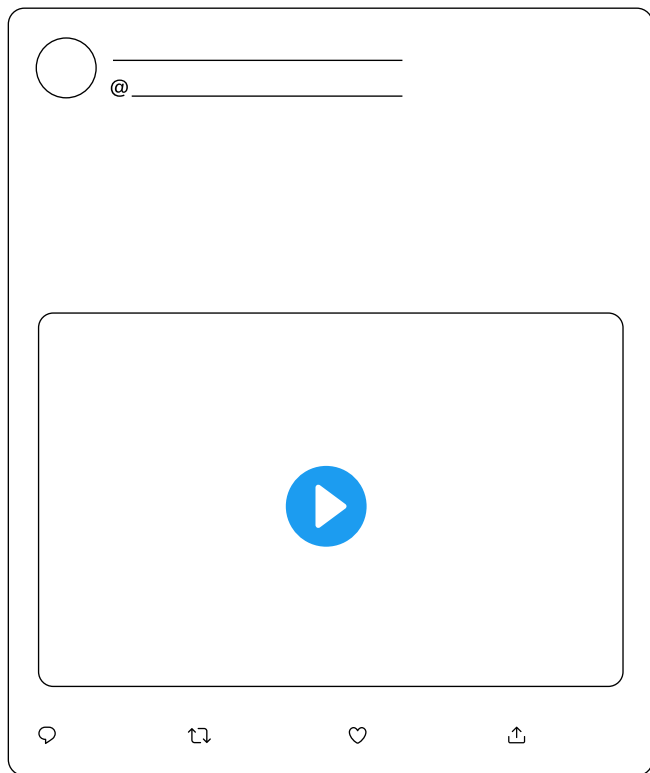
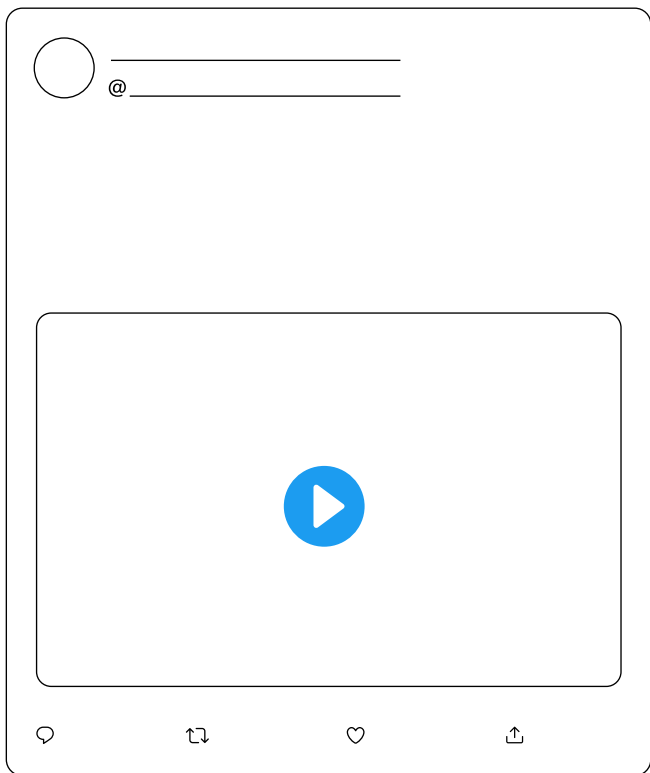


**User-generated content**

# Video Tweets



# Video Tweets





# Twitter Polls

Come up with poll ideas to engage your audience

# Thought starters: Twitter Polls

## 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 humor

**The best Friday meetings are**

Short & focused

Before Noon

Cancelled

## Tap into trends

**Will you tune in to 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**

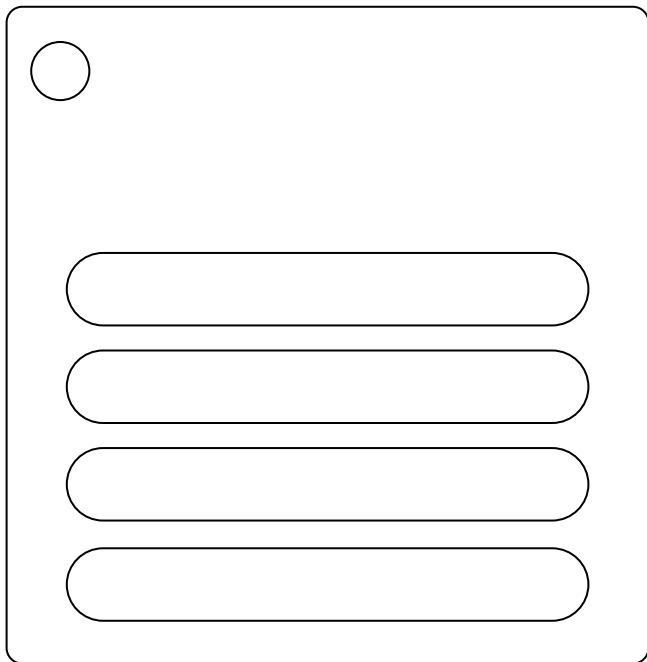
Coffee

Tea

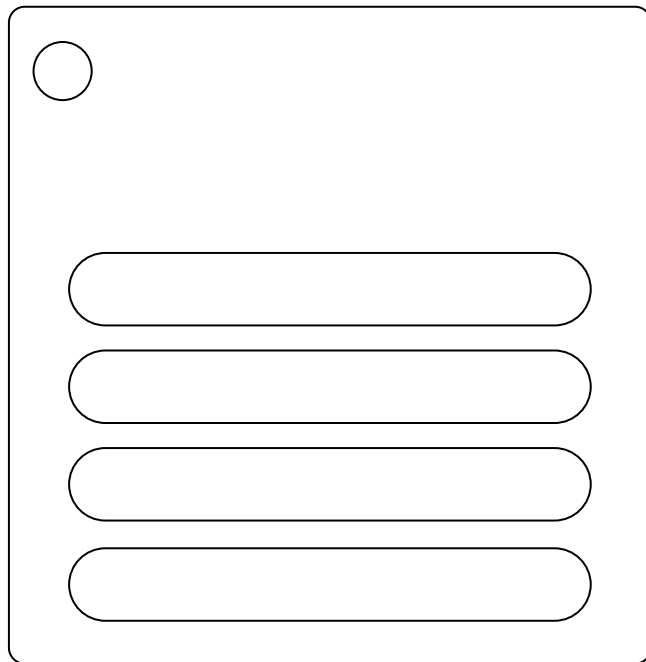
Other (please reply)



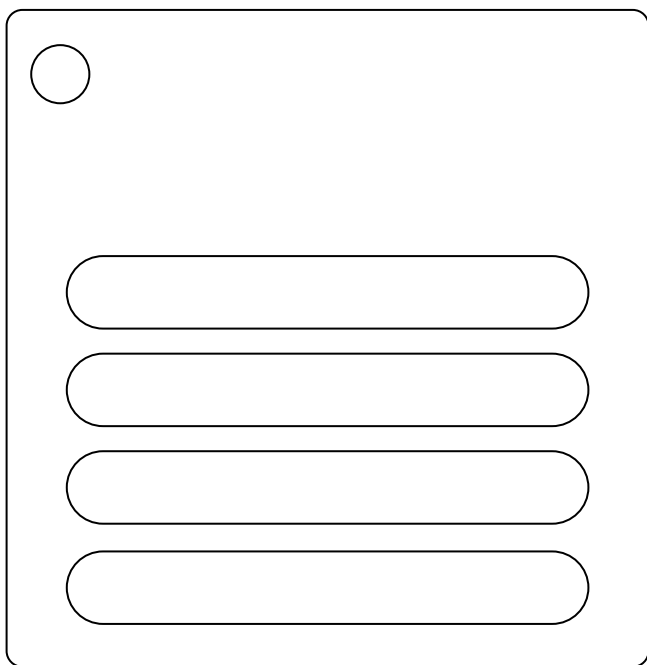
# Twitter Polls



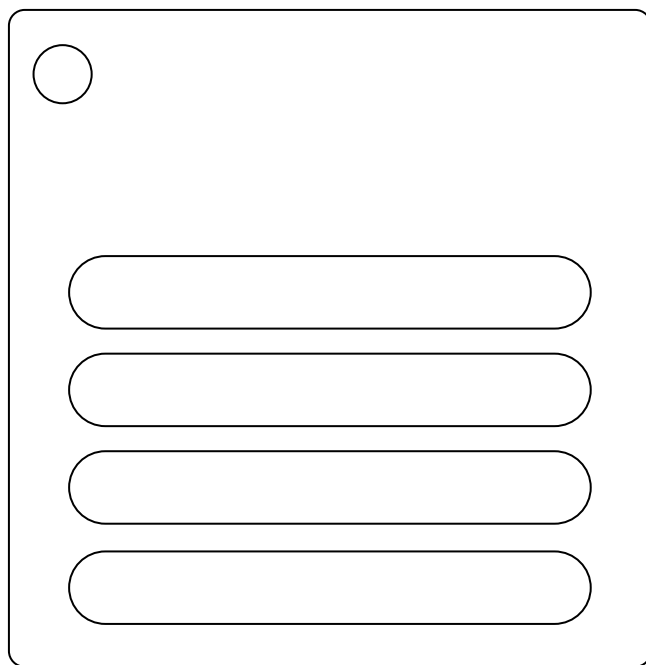
A template for a Twitter poll card. It features a small circle in the top-left corner, representing a profile picture. Below it are four horizontal rounded rectangular boxes stacked vertically, intended for poll options.



A template for a Twitter poll card, identical to the first one. It features a small circle in the top-left corner and four horizontal rounded rectangular boxes stacked vertically for poll options.

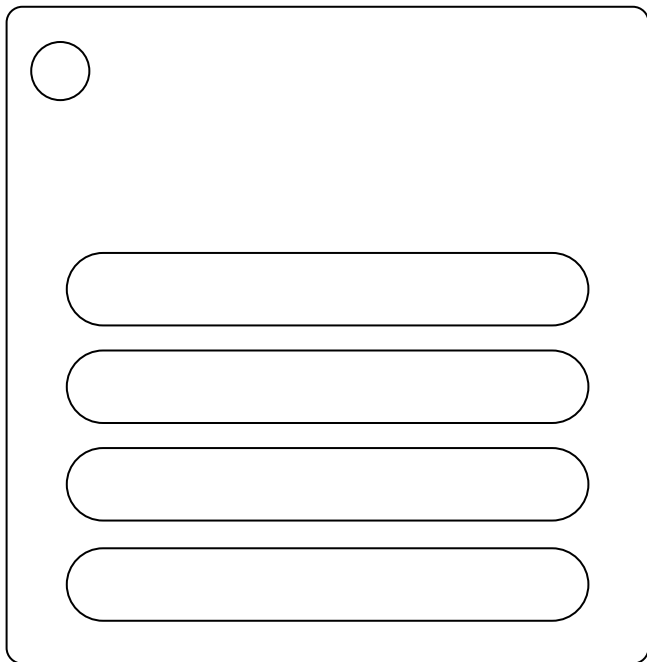


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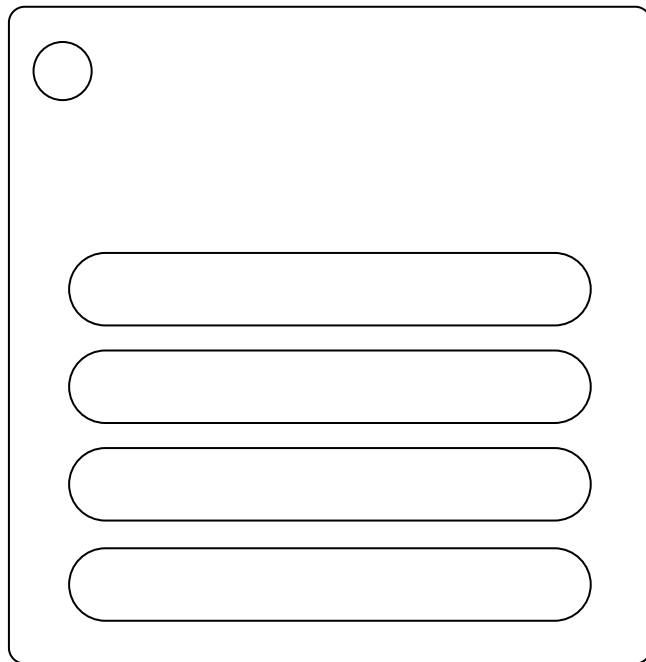


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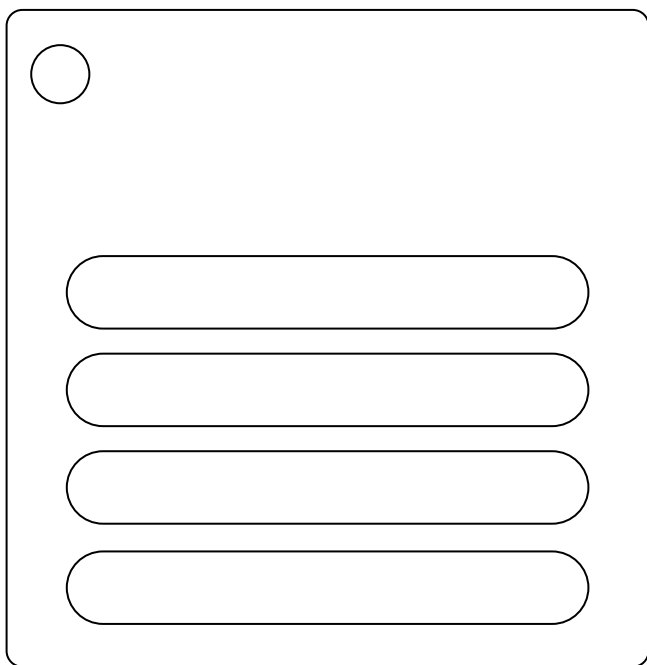
# Twitter Polls



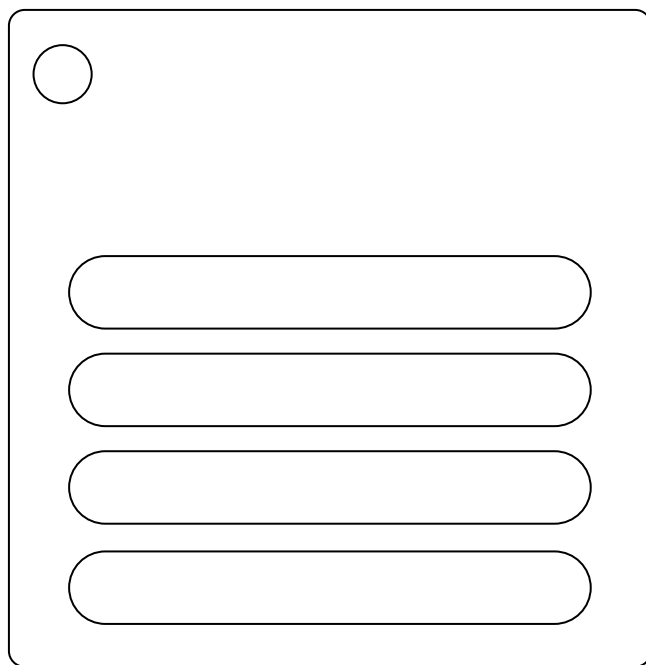
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# Month of Tweets

Use prompts to plan a month of 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 	 Shoutout 
 Positive brand news 	 UGC 	 Video 	 Go live! 	 One-liner 




# Blank Tweets

(So many possibilities!)

# Tweet Ideas

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
   

# Tweet Ideas

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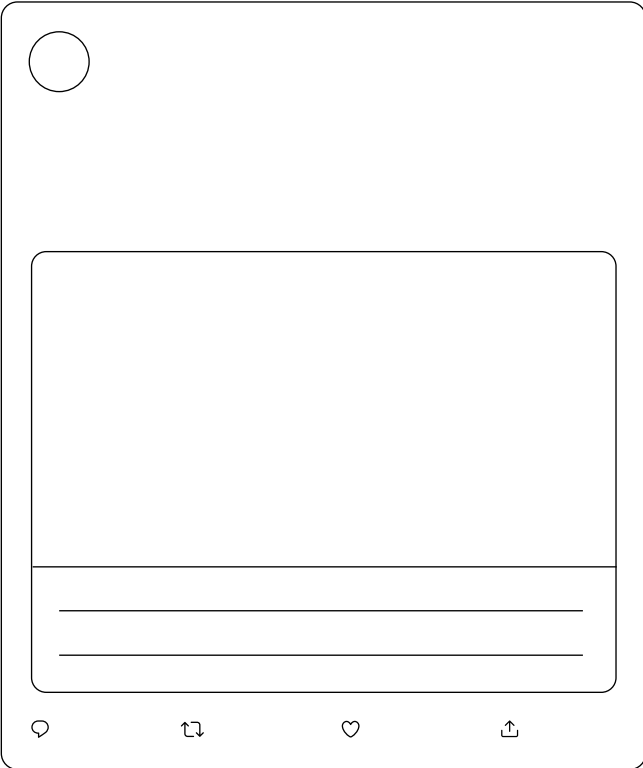
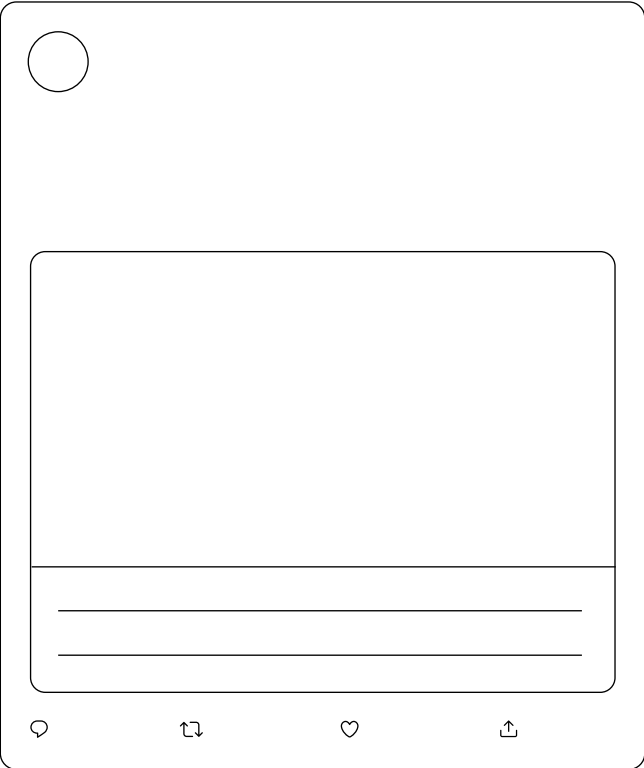
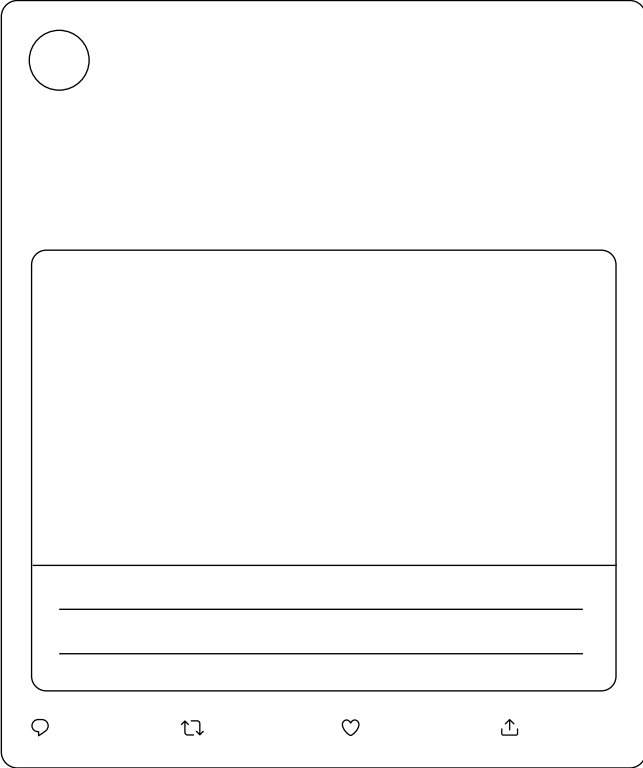
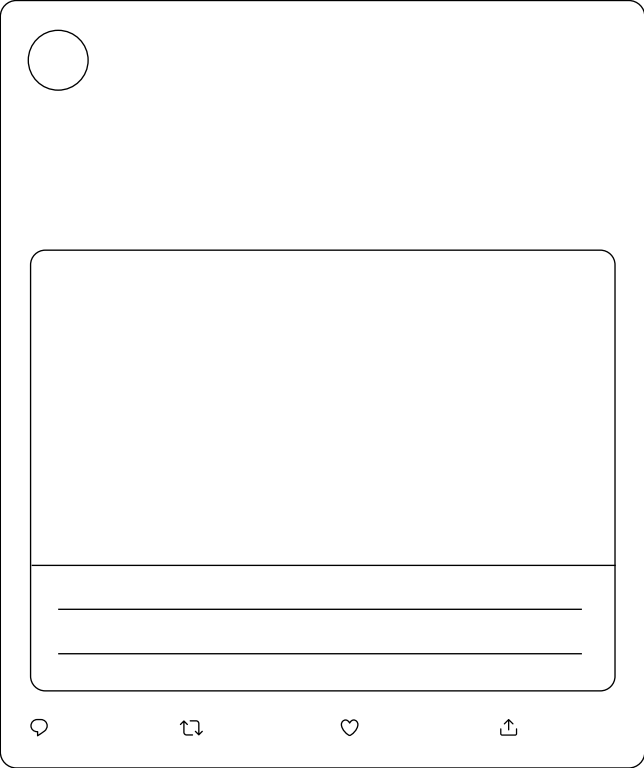
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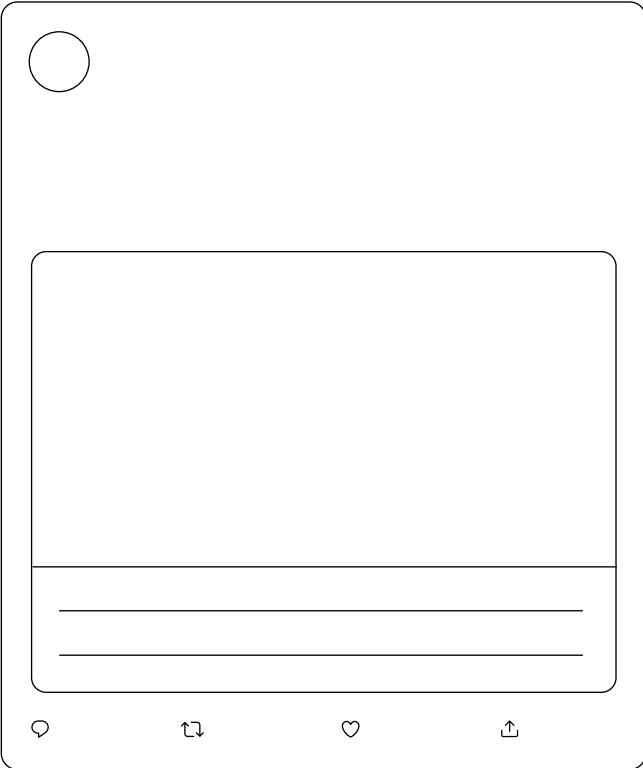
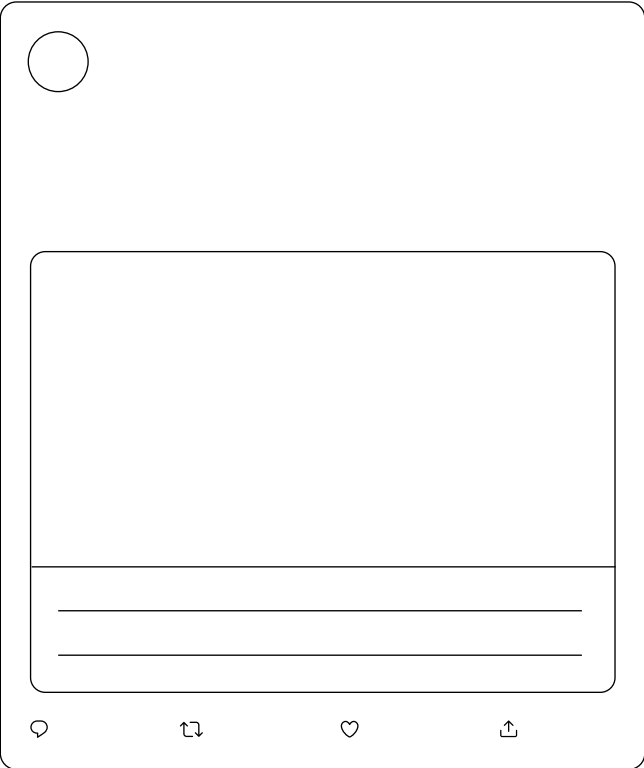
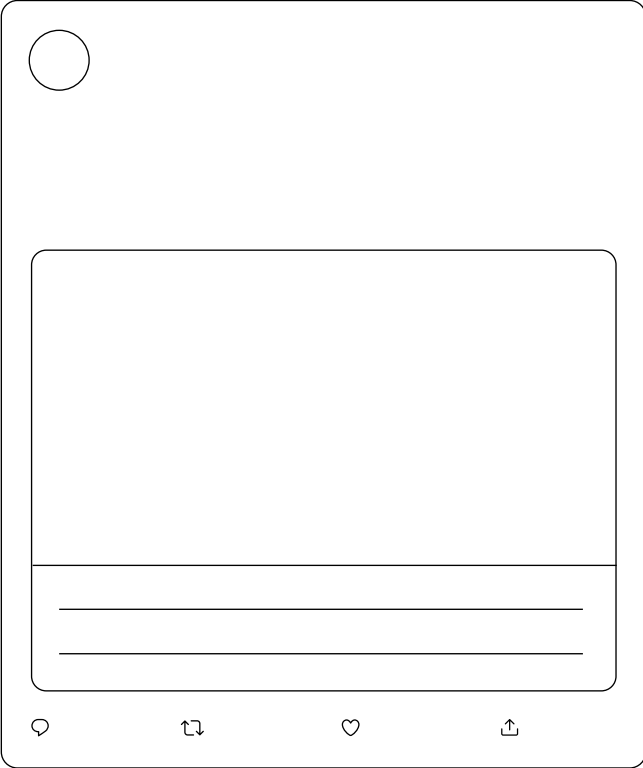
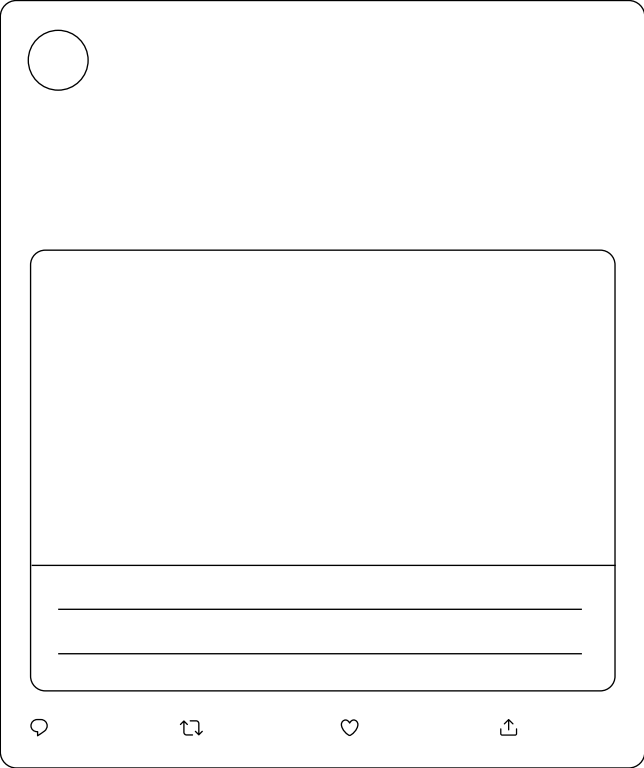
   

# Website Card Ideas

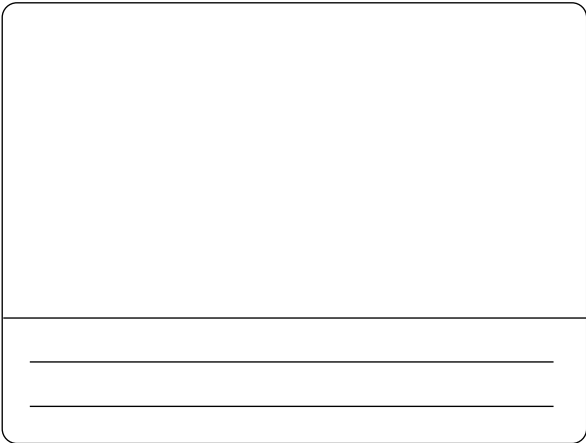
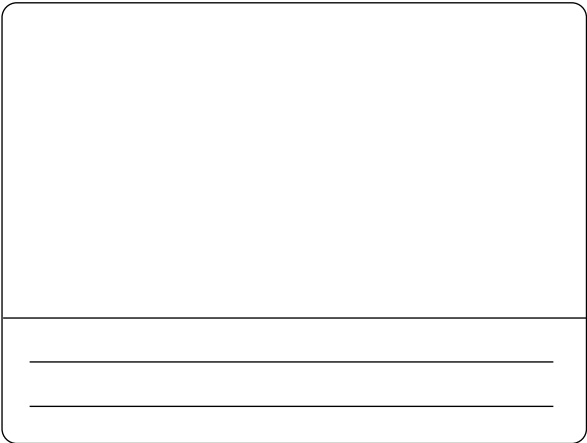
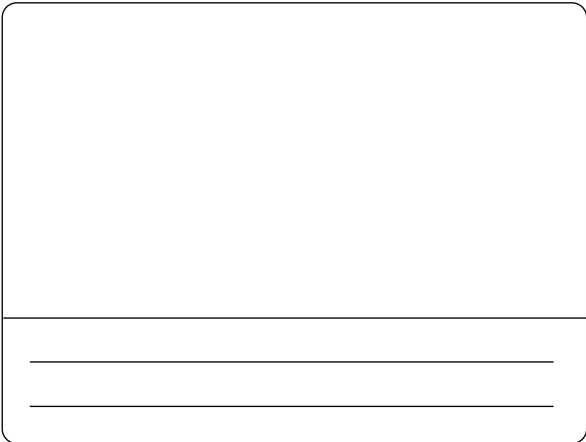
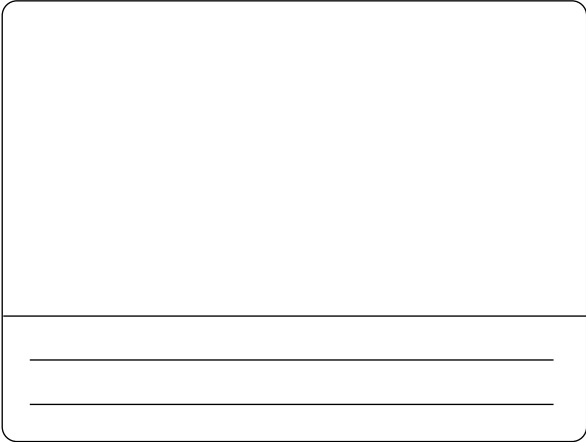
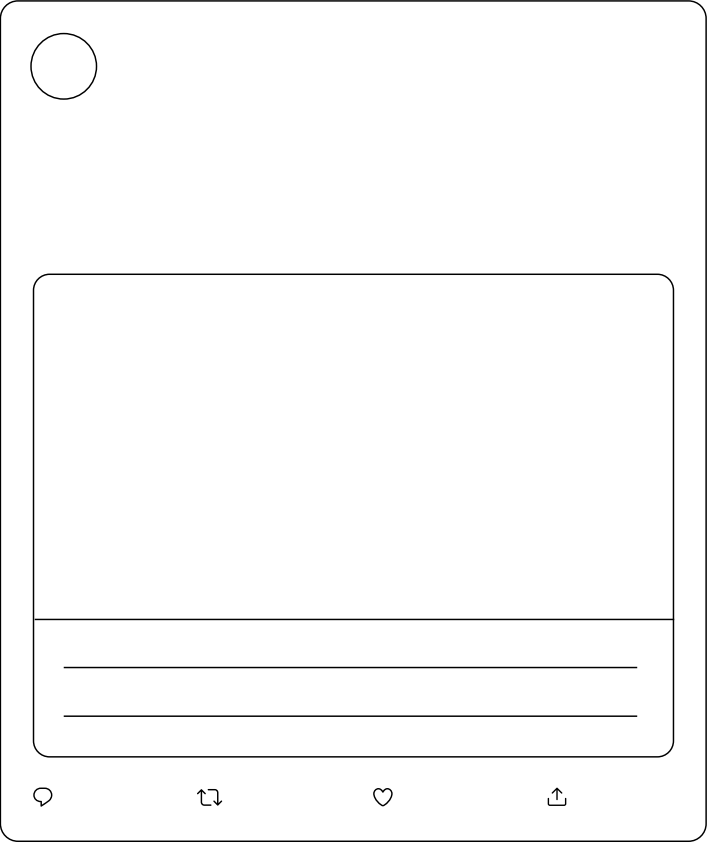




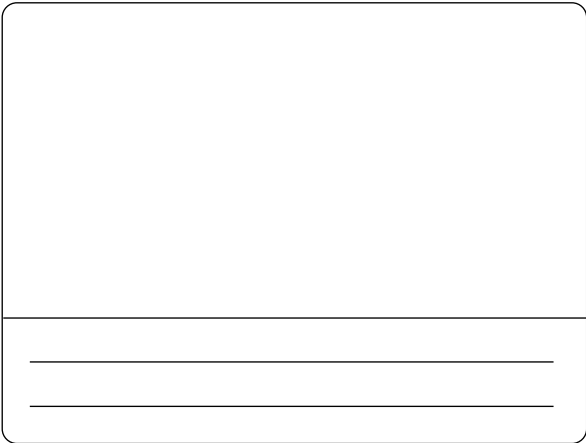
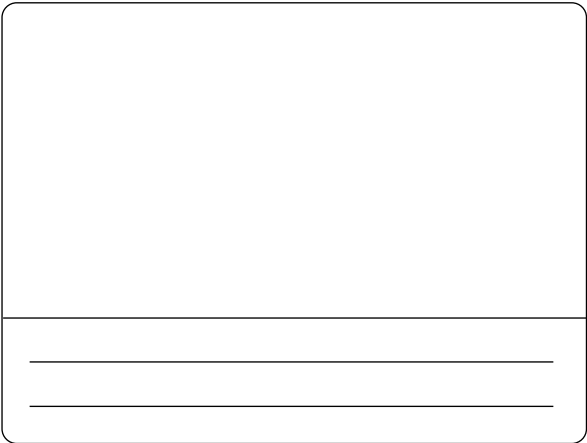
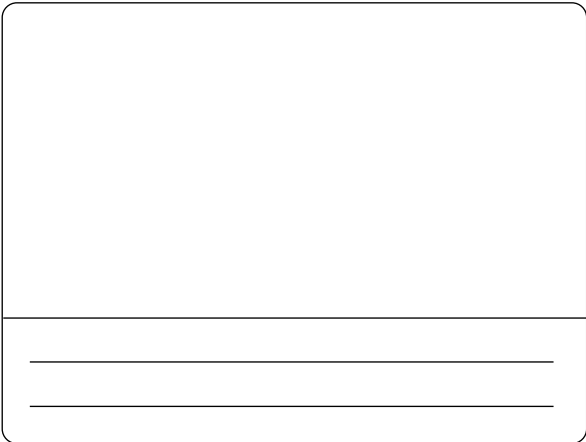
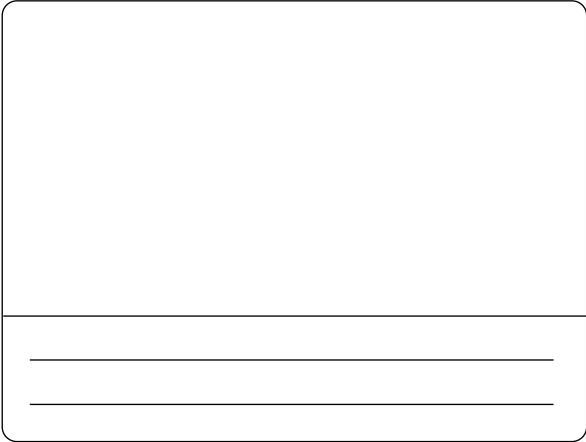
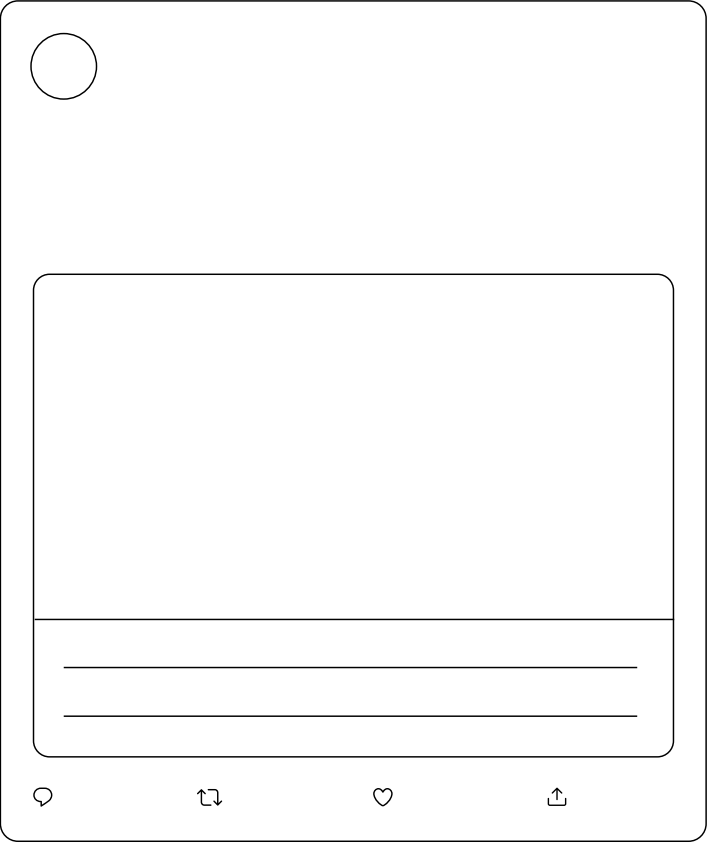
# Website Card Ideas



# Carousel Ads Ideas



# Carousel Ads Ideas





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

