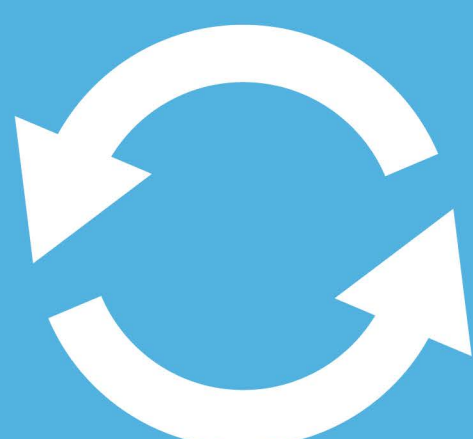
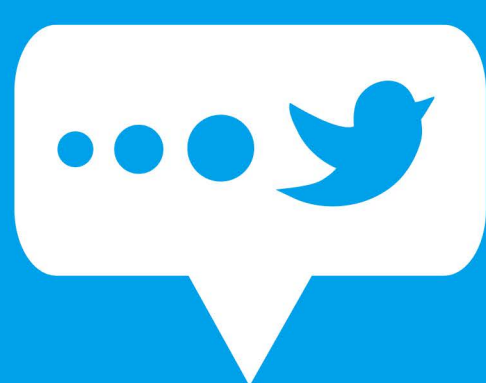




Keep it simple. Keep it fresh.



Keep your
content fresh
and current



Create 2 to 3
versions of
every tweet

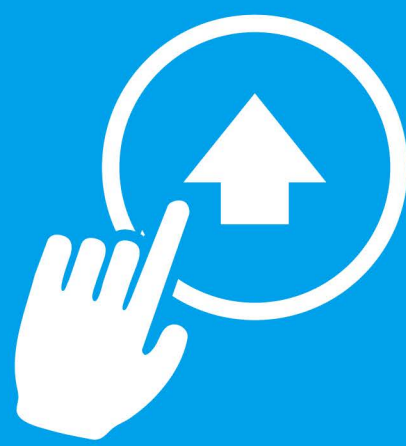


Don't overthink
targeting

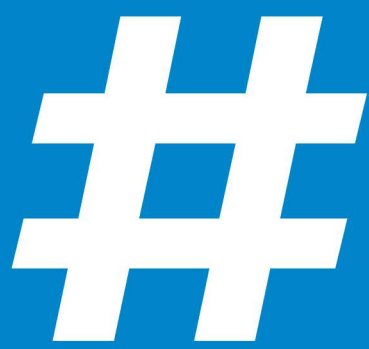
Content Creation: Think. Feel. Do.



Include a
"think" statement
in your copy



Complete your
copy with a
"do" command



Don't overload
with hashtags



Use images to
evoke emotion



Video is your
best bet