

# A few best practices Twitter

## Twitter is what's happening in the world and what people are talking about right now

Twitter is public conversation. It's an incredibly powerful tool to engage with your fans around the world. The platform allows you to reach new audiences, drive conversations, own your narrative and build your brand through your own voice and tone.

### 29.4B

Total searches about sports on Twitter in the past year

### 94B

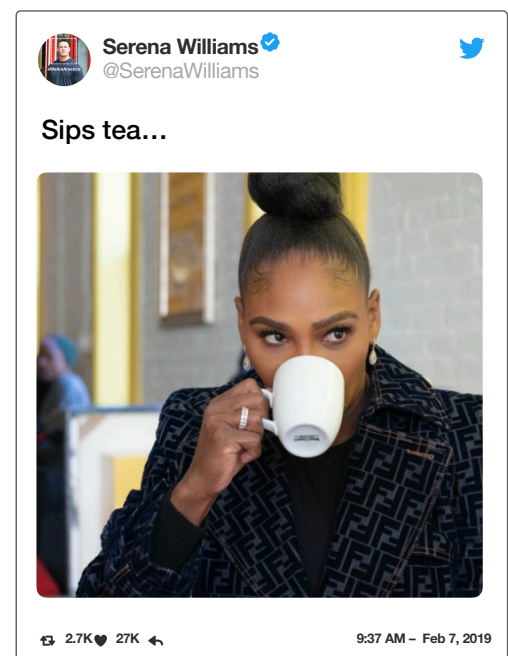
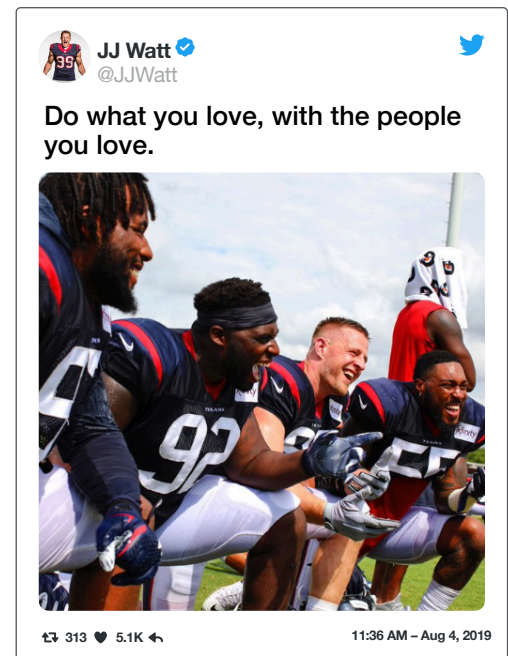
Impressions on Tweets related to sports last year

### -66%

Fewer Retweets if you include Instagram/YouTube links instead of posting natively

### Share what's happening on Twitter

- Tell people what you're up to
- Share your success
- Communicate with your fans
- Engage with other influencers
- Go behind the scenes
- Respond to questions
- Drive your own press cycle
- Promote your products
- Be relatable with your commentary
- Share your passion for a cause
- Participate in current events
- Be playful



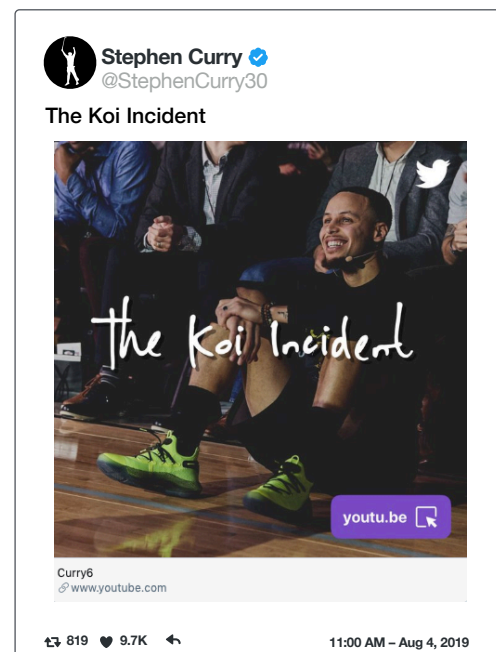
# Exclusive Access Twitter

- **Verified tab in Notifications.** Verified accounts unlock access to a Verified tab in their Notifications that shows other verified accounts who are talking about them. Tag other peers or influencers in your Tweets using their @handle, and they'll see it in their special Verified timeline.
- **Media Studio.** Verified accounts can be whitelisted to access their Media Studio which gives access to an analytics dashboard and the ability to post videos up to 10 minutes. Think of it as a home for all your content.
- **VIT App.** An invite-only app that connects to your Twitter with two exclusive functions: 1. Q&A and 2. Hype

**Q&A** — curate your own threaded video or text Q&A with fans by asking them to submit questions using #Ask\_\_. Huge for engagement, great to promote something, fun for everyone. A one-time downloadable link can only be sent to you directly from Twitter.

**Hype** — create a clickable piece of content that takes the user to a website off platform in a Twitter-friendly package. Send fans to your foundation page or a link where they can buy your newest colorway drop.

- **#ProTip.** Photos, videos and GIFs shared natively to Twitter can drive higher engagement. A lot higher. Only posting links directly from other media platforms makes your timeline look like trash AND keeps eyeballs from consuming your content.



# How to best use Twitter

## Tell people what you're up to


 **Jordan Burroughs** ✓  
@alliseisgold

Having a blast here at the One Year Out Event with @teamusa! I had the chance to meet some of the most influential ladies in sports. They are changing the world and empowering generations ahead!



27 608 11:07 AM - Just 23, 2019

## Share your success (#humblebrag)

 **Alex Morgan** ✓  
@alexmorgan13

**WORLD CHAMPIONS**



78.1K 630.7 3:35 PM - Jul 7, 2019

## Communicate with your fans

 **Jennifer Williams**  
@ChocDelight1980

@CJMcCollum Win a playoff game then talk

2.7K 13.6K 2:14 PM - Aug 15, 2018

 **CJ McCollum** ✓  
@CJMcCollum

Replying to @ChocDelight1980

Im trying Jennifer

17K 57K 2:17 PM - Aug 15, 2018

## Engage with other influencers

 **Amy Trask** ✓  
@AmyTrask


If @SheaSerrano and I called a game together the @fcc would explode - Shea, when I left the @raiders I dreamt that I was hired to do color commentary for NFL games - I got fired after the first play of my first game when I said "who the f\*\*\* called that f\*\*\*ing play" - so leggo.

 **Shea Serrano** ✓ @SheaSerrano


amy tell them to let me call a game by also tell them not to get mad at me if I cuss thank you twitter.com/AmyTrask/statu...

23 311 8:23 PM - Aug 11, 2019

## Go behind the scenes

 **Tom Brady** ✓  
@TomBrady

Spoiler alert...we were friends this whole time. Always great to see you Peyton!



20K 208K 3:24 PM - June 26, 2019

## Respond to questions

 **Mina Kimes** ✓  
@MinaKimes

Just remembered **SUCCESSION** is back tonight 🙏

53 963 10:38 PM - Aug 11, 2019

 **The Crave King** 🏆  
@K1NGOFHEARTS\_

Whos your favorite character? 🤔

1 38 11:01 PM - August 11, 2019

 **Mina Kimes** ✓  
@MinaKimes

There's one right answer: **TOM**

4 107 11:03 PM - August 11, 2019

# How to best use Twitter

## Drive your own press cycle

**Kyler Murray** @K1

300 2K

11:11 AM - 26 Sep 2017

## Promote your products

**Christen Press** @ChristenPress

r9—inc is a purpose-led lifestyle brand that champions diversity and inclusion. r9—inc is a limitless movement that rallies change-makers to challenge the status quo. Join us. @re\_social

330 4.7K

11:01 PM - Jul 22, 2019

## Be relatable with your commentary

**Shaun White** @shaunwhite

Did you poop in the kitchen..?  
Carl: 🍆

300 2K

11:11 AM - 26 Sep 2017

## Share your passion for a cause

**Billie Jean King** @BillieJeanKing

We believed in the following:

1. All girls should have a place to play
2. Women should be valued for their accomplishments and not their appearance.
3. Women should be able to make a living playing tennis!  
#equalpay

330 4.7K

11:01 PM - Jul 22, 2019

## Participate in current events

**Allie Long** @ALLIE\_LONG

If you are a teacher in any of the 5 boroughs of New York. Tweet me your #clearthelists 🇺🇸❤️

26K 85K

12:15 PM - 31 Jul 2017

**LeBron James** @KingJames

Recap of Super Bowl Sunday. The commercials were pretty good (NFL 100 spot and @MillionDollar spot tops the chart). 🤔👤 The halftime show looked dope from watching it on TV. Wish TS had more hits and you forget how many hits Maroon5 got...

7K 24K

3:41 AM - 28 Nov 2017

## Be playful

**Elizabeth Cambage** @ecambage

Excuse me @NBA2K you forget my eyelash extensions 😂😭 also please for my rating off last season not this one xx

3.2K 24K

4:13 PM - Aug 8,