



102 TWEETS

Social media update ideas for **businesses & nonprofits.**

BY TIM PRIEBE

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ISBN: 978-0-692-20928-8

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Author's Forward

If you're like many others, you know that social media can be beneficial. You see other people using it for their business or nonprofit. But when it comes time for you to use it, you have no clue what to write about.

Simply put, you suffer from writer's block!

If that sounds like something that's frustrated you in the past, then this is the book for you!

This is not a book about an overall social media plan, best practices on social media sites like Twitter and Facebook, or how to build up your following.

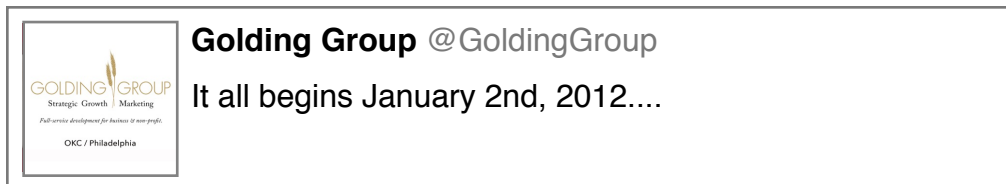
Rather, it's a simple tool to overcome writer's block whenever you get it. Although we specifically talk about Twitter, and limit the sample updates to 140 characters, the ideas in this book can be applied to most social media websites.

So let's get to it!

#Tweet1

First Tweet

It may seem a little trite, but make sure you put something out there when you first sign up for Twitter, before you start following people. You're more likely to get people following you back if you do.



#Tweet2

Prediction

Make a stand on what you think is going to happen in the future. It can be anything from a local sports team to a national news or industry news event.



RococosCrabCake @RococosCrabCake

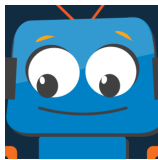
[@DanGordon](#) prediction: [@Lakers](#) 88 [@okcthunder](#) 110

[#ThunderUp](#)

#Tweet3

Jokes

Two Twitter accounts walk into a bar. One shares a tasteful joke, while the other just goes around promoting himself. Which one do you think people are going to pay any attention to?



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For every action, there is an equal and opposite reaction, plus a social media overreaction.

#Tweet4

Shocking

Being shocking works for magazine covers, for the news, for articles... The list goes on. Say something shocking (but true) that your followers aren't expecting. If you include a link, your followers will be more likely to click on it than normal links.



Jay D. Parks CPA @jayparkscpa

If I don't give you a bang for your buck, you need to fire me, period. I should pay for myself as an investment, not an expense.

#Tweet5

Facts

Just because it's common knowledge for you, doesn't mean that it's common knowledge for someone else. Share some fact about your industry that's relevant to your target market, and your followers will appreciate it. Combine it with a question to get more interaction.



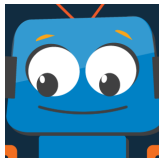
Taylor Richardson @EliteInsOK

“[@ijournal](#): Insurer Loss Ratios High Oklahoma After Years of Storms bit.ly/1aULEZL” Since ‘07 the loss ratios for home ins are 133%

#Tweet6

Studies

Even better than sharing a tidbit of a fact is linking to an entire study that was done. It can be a new study, although old studies that are still relevant are fine as well. And be sure to briefly summarize the results in your tweet when you send out the link.



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Wondering how effective social media really is at connecting businesses with their customers? Read this study. - ow.ly/gjwnA

#Tweet7

Short Lists

Have a short, helpful list? Trim it until it's down to the required 140 characters, then tweet it out! Lists are easy for people to read, and therefore popular.



Sandler Training OK @SandlerOklahoma

3 ways to grow your business: Talk to more people, talk to better people, or have better conversations.

#Tweet8

How To

How to articles are extremely helpful to the do-it-yourselfers. You can share a full blown article you or someone else wrote. Or, if it's simple, just share the how to in the actual tweet.



Jay D. Parks CPA @jayparkscpa

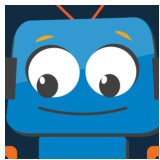
Read how to identify the gaps in your situation. - [ow.ly/](#)

[t1m8](#)

#Tweet9

Entertaining

While being entertaining all the time won't help most organizations, some entertainment from time to time can definitely make you seem more human, and not like a stuffy, stuck up Twitter account. It will make you more personable, and therefore more approachable.



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Angry Birds in Real Life: Angry Birds in real life, courtesy of the Orangites here at T&S. This was the last vid...

bit.ly/KahNhD

#Tweet10

Inspirational Quotes

Send out a quote or two! Nice and inspiring, they can make a great, quick update. If you're also posting on social media sites that use graphics, include a link to the person's Wikipedia page or their own website.



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"I attribute my success to this - I never gave or took any excuse." - Florence Nightingale

Want to read more?

Don't let writer's block stop you from being consistent in your social media marketing!

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