

# Craft Killer Tweets That Leap Out in a Crowded Stream

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BARBRI

#SocialShakeUp

@melodylovesthis



# Images & Videos that Command Attention

#SocialShakeUp



@melodylovesthis



# Your New Best Friends

*Thank You!*

**UNSPLASH**

Free, Professional Photographs  
for commercial use.  
I'm serious.





# You Rock, Canva!

Free, Graphic Design Tool  
for all your social media needs.  
Upgrade to paid: Design once - resize magically.



# Don't just reply -- Video Reply.

# Do it, especially if your competitors are not.

[twitter.com/barbrisims/status/867866336407371776](https://twitter.com/barbrisims/status/867866336407371776)

#SocialShakeUp @melodylovesthis



Laura @ZackWalnut · May 25

Watching @barbri lectures and I just feel like Mike Sims really cares about me.



5



1



13



Mike Sims

@barbrisims

Following

Replying to @ZackWalnut @barbri

Thanks Laura! Can't wait to see you  
[#ownthebar](#)



# Why are you even tweeting me?

1:1

Human to Human  
Relationship Building  
& a dash of humor makes  
the world go round

#SocialShakeUp

@melodylovesthis



Send a special GIF  
to show  
how much you care.



BARBRI Congratulations!! You owned it! Thank you for being our student and now alum. #OwnedTheBar

17m



Shelby Vcelka @shelbs0721  
9 mins ago

Thank you! The fact you guys both helped me pass AND responded with a Harry Potter gif (I'm a Ravenclaw too!) makes me like you a whole lot!



Sometimes a little  
"Magic Mike"  
is what you need.



Elisa @ElisaLemon

5 days ago

@barbri understands the very essence of my soul.

BARBRI @barbri

@ElisaLemon You're welcome! 💖 Keep up the great work studying. <https://t.co/hETcjpBczt>



Dude, you want snark  
with those fries?

aka - How to inject  
attitude into your  
brand's  
account


#SocialShakeUp

@melodylovesthis



sometimes you  
feel like a snark,  
sometimes you  
don't



**Wendy's**  @Wendys · Sep 13

Yeah, for one, if we were going to diss another restaurant we'd have more than zero likes and RTs after 13 hours.

**Carl's Jr.**  @CarlsJr

Replying to @Andrew\_D\_Morgan @Wendys

LOL they don't

 1.7K  16K  64K 



**Wendys**

2:35pm via Radian6 -Social Media Management

@BvbySp1c3 This isn't the service we'd expect. Please DM us with the location you visited and your number. We'll get this addressed.



**Wendys**

2:28pm via Radian6 -Social Media Management

@berkley\_leeper That's not okay. Please send us a DM with the location you were at and your number. We'll make this up to you.

be humble.  
be grateful.  
be more  
human.



American Bar Law School = Sleep Deprivation + Caffeine Addiction + Empty Wallets. @barbri & the ABA can help with the last one:  
[ambar.org/premium](http://ambar.org/premium)

4h



lawprofblawg @lawprofblawg  
3 hours ago

.@ABAesq @barbri I know Barbri helped empty my wallet.



1



2



BARBRI @barbri  
3 hours ago

@lawprofblawg @ABAesq We are honored that you are our alumnus. Your witty and resourceful blog continue to entertain and educate. Thank you!



1



2



lawprofblawg @lawprofblawg  
3 hours ago

@barbri @ABAesq Barbri's clapback game is strong.



2





Twitter Chats  
for Curated  
Content?  
Yeah, right.

Take those  
tweets and  
Storify them.



Draft

Saved

Publish

BARBRI

Insert

Undo

Redo

Reorder

Collapsed view

Settings

November 2

Twitter Chat

12:00 pm CDT

RELATIVITY FEST 2017

OCTOBER 22-25 CHICAGO

We'll see you today for our #RelativityFest Twitter chat. Share your experiences starting at 12 pm CDT: [hubs.ly/H092qCH0](https://hubs.ly/H092qCH0) #ediscovery [pic.twitter.com/umru9lxFmM](https://pic.twitter.com/umru9lxFmM)

#RELATIVITYFEST @RELATIVITYFEST · THU, NOV 02 2017 05:00:02

Mary Mack

@mackmary

One hour warning: #RelativityFest Twitter Chat @acedsonline @RelativityHQ @kayleewalstad My first time anchoring.

THU, NOV 02 2017 09:01:41

Mary Mack

@mackmary

A big early welcome to @mquartararo ED Project Management Guru #RelativityFest

THU, NOV 02 2017 09:40:35

Search

User

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Mentions

Timeline

List

#relativityfest

Search

Type

Location

Language

150 results. Drag and drop the best ones or [add them all](#).

THU, NOV 02 2017 10:20:46

Mary Mack

@mackmary

#RelativityFest #Q5 What was your favorite tech find at Fest?

THU, NOV 02 2017 10:20:15

Kaylee Walstad

@kayleewalstad

#RelativityFest Mo mo mo pics!! [pic.twitter.com/1pkQMB2Pot](https://pic.twitter.com/1pkQMB2Pot)

Note: Storify within 10 days after the Chat

#SocialShakeUp @melodylovesthis

# Shake-Aways

Use video replies and GIFs for Surprise & Delight

Use 1:1 Outreach/Relationship Building

Know Thy Customer Before You Snark

Use Twitter Chats for Content

Bootstrap Budget Tools:

Unsplash.com

Canva.com

Storify.com

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