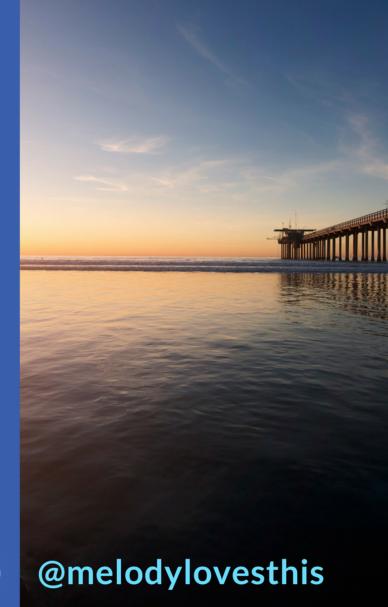


Craft Killer Tweets That Leap Out in a Crowded Stream

Melody Maleitzke Director of Social Media BARBRI

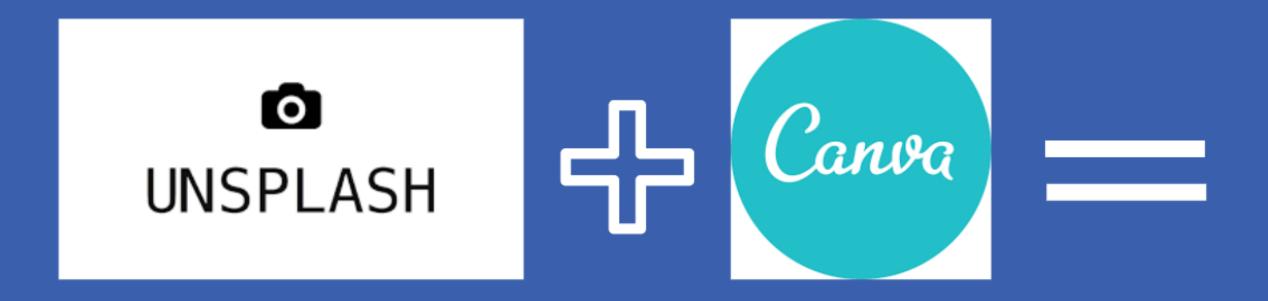




Images & Videos that Command Attention





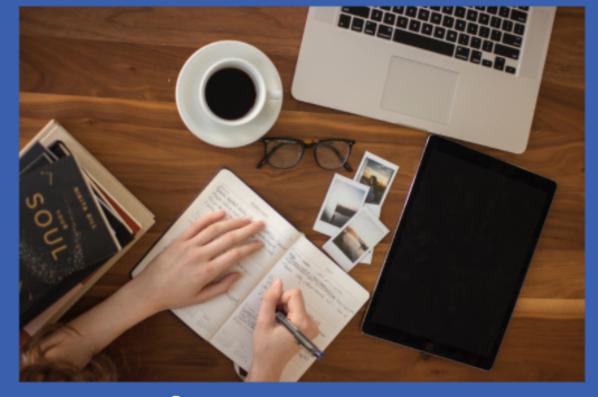


Your New Best Friends



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

#SocialShakeUp @melodylovesthis



Replying to @ZackWalnut @barbri

Thanks Laura! Can't wait to see you #ownthebar





Why are you even tweeting me?

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



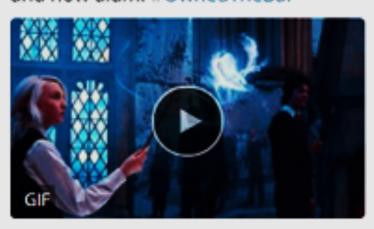


Send a special GIF to show how much you care.



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!

#SocialShakeUp @melodylovesthis



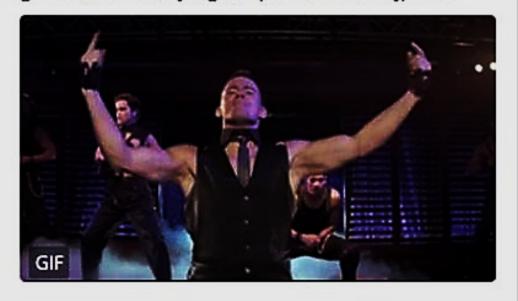
Sometimes a little "Magic Mike" is what you need.



@barbri understands the very essence of my soul.

BARBRI @barbri

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



#SocialShakeUp @melodylovesthis



Dude, you want snark with those fries?

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





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. O @CarlsJr

Replying to @Andrew_D_Morgan @Wendys

LOL they don't

Q 1.7K

1€K

 \odot

64K

M



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.



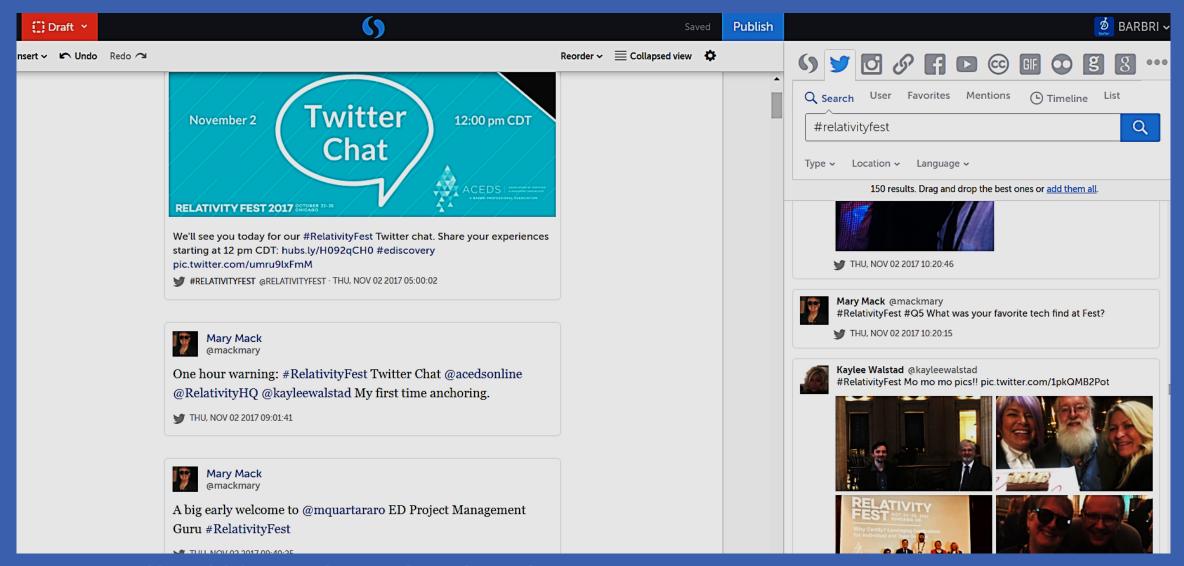


Twitter Chats for Curated Content? Yeah, right.

Take those tweets and Storify them.







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

#SocialShakeUp





Unsplash Photo Credits:

- Photo by Frank McKenna
- Photo by Matthew Henry
- Photo by Thought Catalog
- Photo by Andrew Neel
- Photo by Christopher Flowers
- Photo by Mike Tinnion