



# THE PERFECT TWEET CHECKLIST

- SHAREABLE CONTENT:** Does the content fall under one of the E.I.E.I.O. content categories (Educate, Inspire/Inquire, Entertain, Invoke emotion, Open a dialogue)?
- VISUAL HIGHLIGHTS:** Have you added an image, video, GIF and/or emojis?
- HASHTAGS:** Have you used 1-3 relevant hashtags in your Tweet
- OPENED A CONVERSATION:** Have you posed a question or asked for input in your post?
- OPTIONAL:** Have you given a @mention to someone?
- OPTIONAL:** Have you highlighted, recommended, genuinely complimented, promoted someone else in your post?
- OPTIONAL:** Have you used an Invisible Self-Promotion?
- OPTIONAL:** If promoting your own project, have you followed the 1 in 10 rule?