



TWITTER BEST PRACTICES

Unsure how to use Twitter to amplify your business? Here's are some best practices?



Complete your bio

Be sure to link it to your website and other online profiles.

Know the language

Twitter is packed with its own terminology that can look like gibberish to the uninitiated. Check out the translations on Twitter's glossary page.

Tweet interesting, helpful content

Besides posting information about your next open house, tweet content that will interest and benefit your audience.

Include pictures and videos

Research has shown that posts with pictures or videos are 90% more likely to be retweeted than those with just words.

Follow other Twitter users who tweet about relevant content

This includes real estate writers, columnists, publications and experts in your region or specialty. Find these users through Twitter's search tool and by checking out the main RE/MAX account: @remax.

Engage with your audience

Don't simply tweet your new listings every morning. Respond to followers and other users.

Retweet posts from other sources

Especially from sources that may spark dialogue.

Have fun with the GIF feature

GIFs are a creative and fun way to respond to your audience.

Tweet questions

Tweet questions that encourage a response from your followers.

