

3 Must-haves every tweet should contain



A Hashtag

A word or phrase preceded by # and used to identify messages on a specific topic.



A Photo

Tweets with attached images stand out in a busy timeline.



A Call to Action

Words that urge the reader to take immediate action.



Hashtags

- ✓ Keep them simple and relevant to your practice.
- ✓ Choose a single hashtag to market your practice and use it consistently.
- ✓ Use a hashtag that is easy to remember and crystal-clear.

Two is the magic number

Tweets with two hashtags have

21%

higher engagement rate

#don't #spam #with #hashtags

Photos

On average, tweets with images receive

 **18%**

more click-throughs

 **89%**

more favorites

 **150%**

more retweets

than tweets without an image

Calls to Action

A Call to Action is the copy used to persuade or entice your potential clients to take that action.

Use Specific Actions

Make your call to action as specific as possible.

Tell your audience exactly what you want them to do and how.

Create Urgency

Use discrete measurements of time in your call to action.

Phrases like "Click Now" and "Contact Today" show the user how easy and quick the action will be.

Include Numbers

Concrete numbers like prices and dates make the action very specific for the user.

This can increase click-through rates.

