

Tweeting Your Business: Analyzing, Critiquing, and Writing Original Tweets

Student Guidelines

Objectives:

- To analyze and critique authentic business tweets.
- To write effective tweets at both the professional and the business-organizational level.
- To reflect on tweeting effectiveness and learning during the module.

Twitter has become an important tool for businesses and business professionals to connect with others, share ideas, and promote their company. Twitter has been used by companies as a way to gather information about the market, build relationships, contribute to search engine optimization (SEO), provide customer service, reach new people, and direct traffic to websites. Therefore, in the context of a business writing course, it is essential to learn how to write effective tweets.

In in this four-week mini-project, you will combine an analysis of authentic business tweets with writing your own to develop your tweeting skills at both the professional and business organizational-level.

This mini-project has the following steps:

Step	Action
1	<p><u>Getting Started:</u></p> <p>Open a Twitter account (if you don't already have one). You may open a protected account, but must follow your professor and all of your classmates. <i>Use the class hashtag for all assignments in this mini-project.</i> The # for this course is: #...</p>
2	<p><u>Analysis:</u></p> <p>Every week, for 4 weeks, select and analyze two real tweets from businesses. Retweet the message and then tweet a critique of each one. Use these questions to guide you:</p> <ul style="list-style-type: none">• Is the message valuable?• Would you want to receive this message as a consumer?• What tweeting approaches were used (see PPT)? Were they effective? Why or why not?• What would you change about the tweet to make it better?

Remember that each critique must fit into the 280 character limit, so be concise.

3 **Tweet Creation:**

Weekly, practice your own tweeting skills by writing one of each of the following:

- (1) one tweet promoting a local organization or initiative (one you actually believe in!),
- (2) one professional tweet to one of your classmates, and
- (3) one other tweet of their choice.

4 **Reflection:**

Compare your first tweet with your final tweet. Write a 250-word reflection on what you have learned during this mini-project. You can use the following questions as a guide:

- What have you learned about professional and business tweeting?
- What characteristics do successful tweets have? Give examples either from real business tweets or those that you or your classmates have written.
- How can you apply/compare this knowledge about professional and business tweets to other aspects learned in this course or one of your other classes?
- What is your take-away from this project? How do you think you can use what you learned from this project in your future professional career?