

Daily Twitter “workout”

Do *at least* five of these things every day:

Keep Up

- Create a topic-based list
- Tweet something about your beat/region

Report

- Find a source
- Tweet at someone OR send a direct message

Engage

- Share part of your story that didn't make the final cut
- Like a tweet by someone else
- Tweet using an existing hashtag
- Pose a question to your followers
- Create a poll

Share

- Share your own story
- Share another reporter's story
- Schedule a tweet
- Use quotable, image, gif, etc.
- Show some personality (tweet about your life)

Test

- Try out an "A/B test"
- Look at your Twitter metrics to see how you did