

Tweet- Brainstorming-Kit

Drucke oder öffne die Datei mit einem PDF-Editor. Dann führe die folgenden Übungen durch und bereite deine Tweets vor

Hashtags für jeden Tag

Planst du deinen Content-Kalender? Erstelle Tweets, die beliebte, wiederkehrende Hashtags verwenden. Nutze unsere Ideen zur Inspiration. Dann schreibe deine eigene Verwendung für den Hashtag in das leere Feld.

#SundayFunday

- 📍 Letzte Gedanken zum Wochenende
- 📍 Wochenendaktivitäten

#MondayMotivation

- 📍 Motivierende Inhalte
- 📍 Tipps für mehr Produktivität
- 📍 Gute Wünsche für die Arbeitswoche

#TransformationTuesday

- 📍 Entwicklung deiner Marke
- 📍 Vor- und Nachher-Geschichten von Kunden

#WednesdayWisdom

- 📍 Best Practices zu deinem Produkt oder deiner Marke
- 📍 Wochentagsaktivitäten

#TBT (ThrowbackThursday)

- 📍 Entscheidende erste Schritte deines Unternehmens
- 📍 Fun Facts aus der Firmengeschichte

#FridayFeeling

- 📍 Deine Pläne fürs Wochenende
- 📍 Witzige GIFs

#Caturday

- 📍 Bürotiere
- 📍 Nutzerinhalte, die Haustiere mit deinem Produkt zeigen

Video-Tweets

Finde Ideen für verschiedene Arten von Video-Tweets.

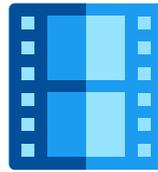
Denkanstöße: Videotypen



Anleitung



Interview



Live-Video



Stop-Motion



**Geschenker-
atgeber**



**Produktvor-
stellung**



Kundenportrait



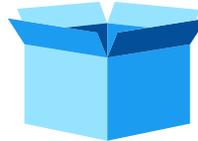
Diashow



**Datenvisual-
isierung**



**Vor- und
Nachher**

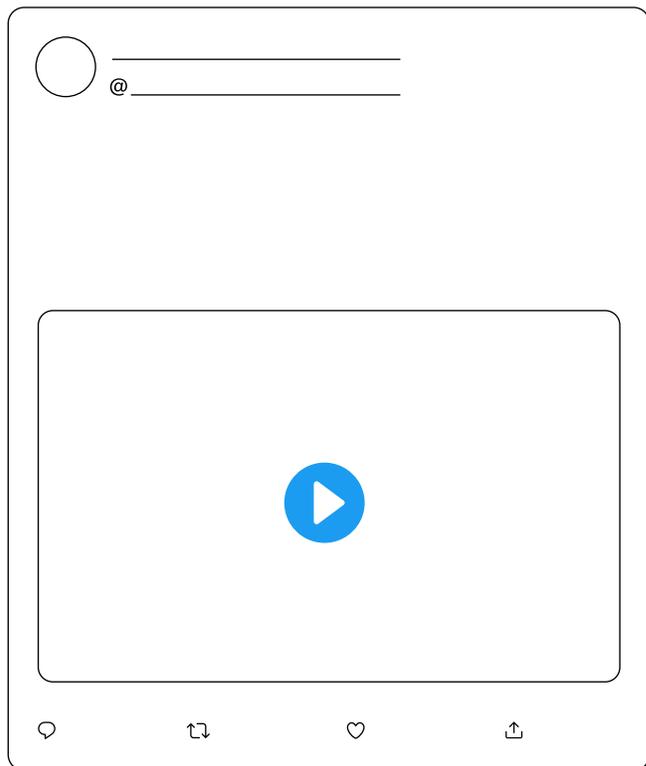
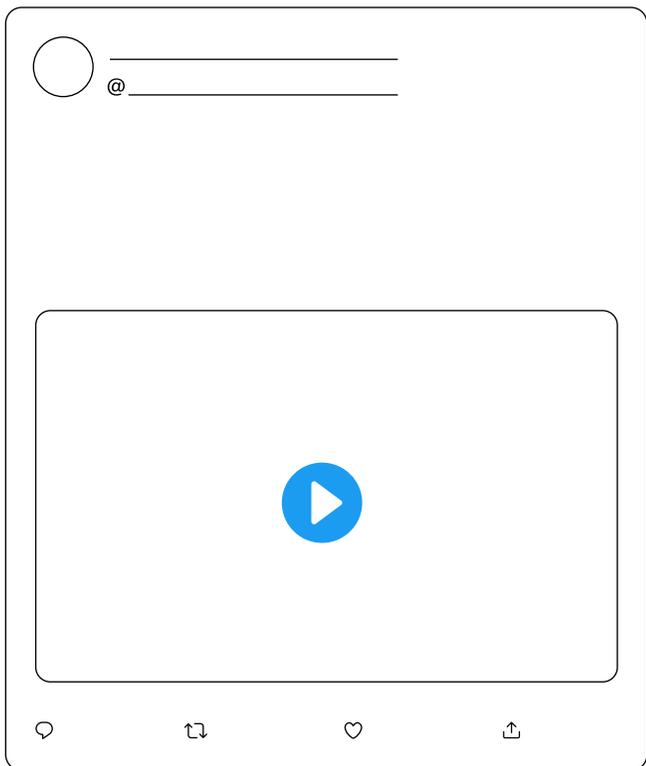
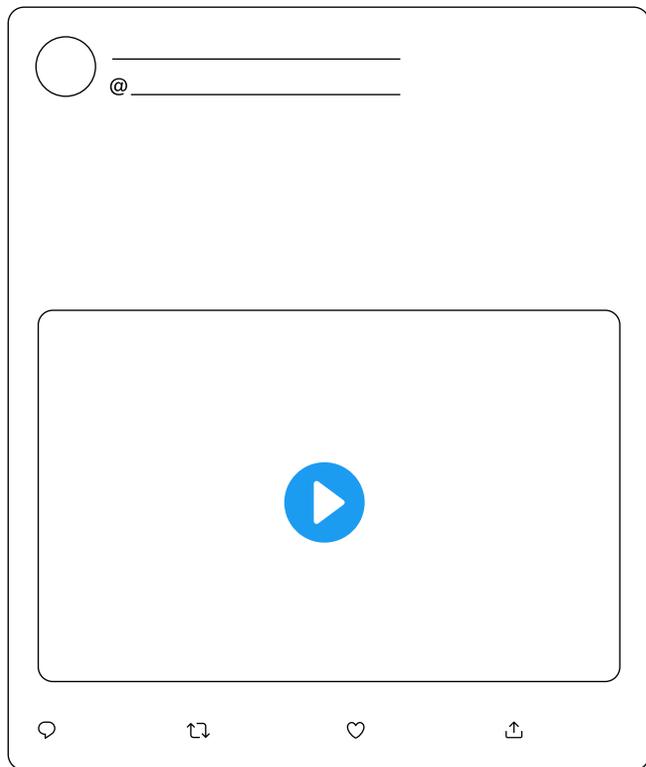
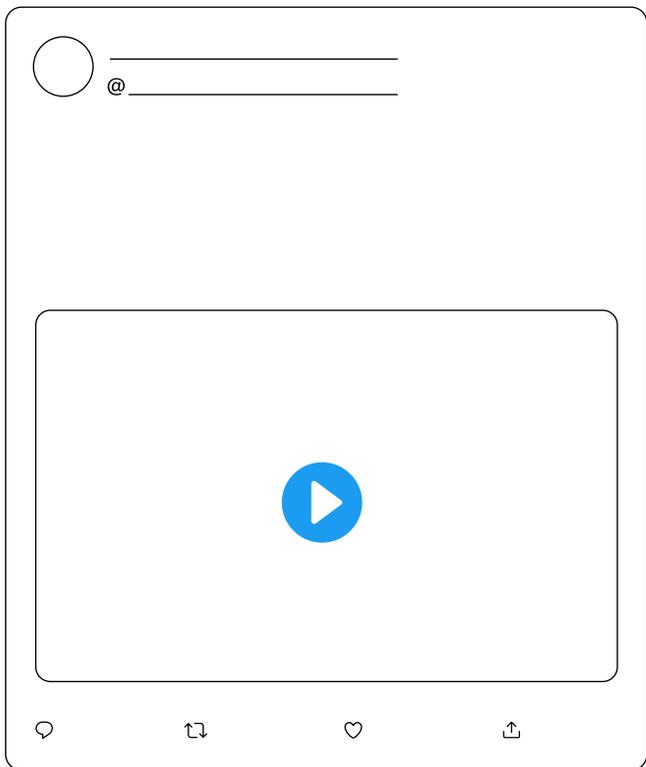


Unboxing

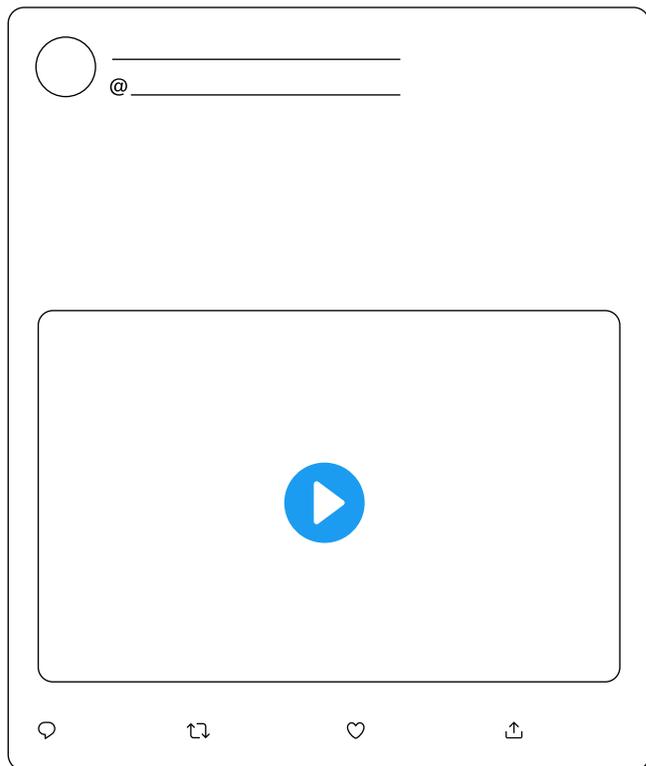
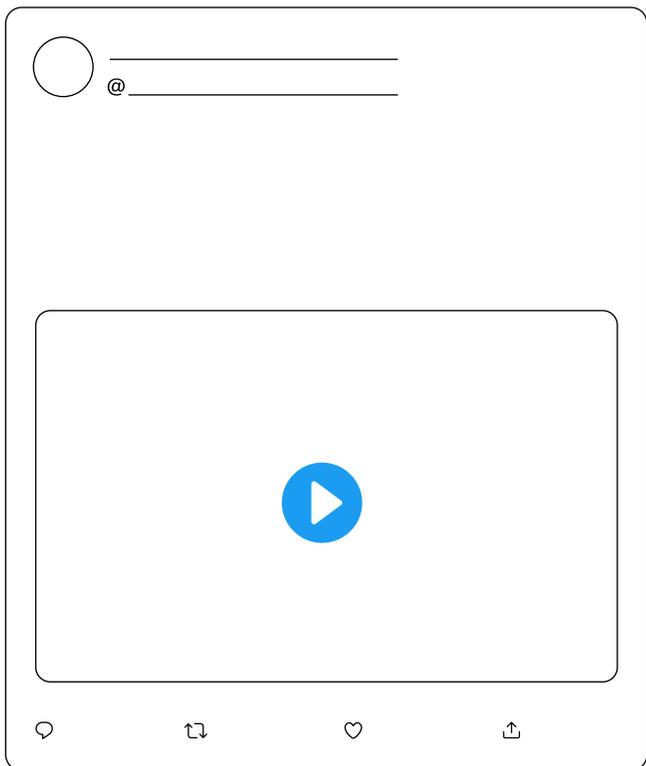
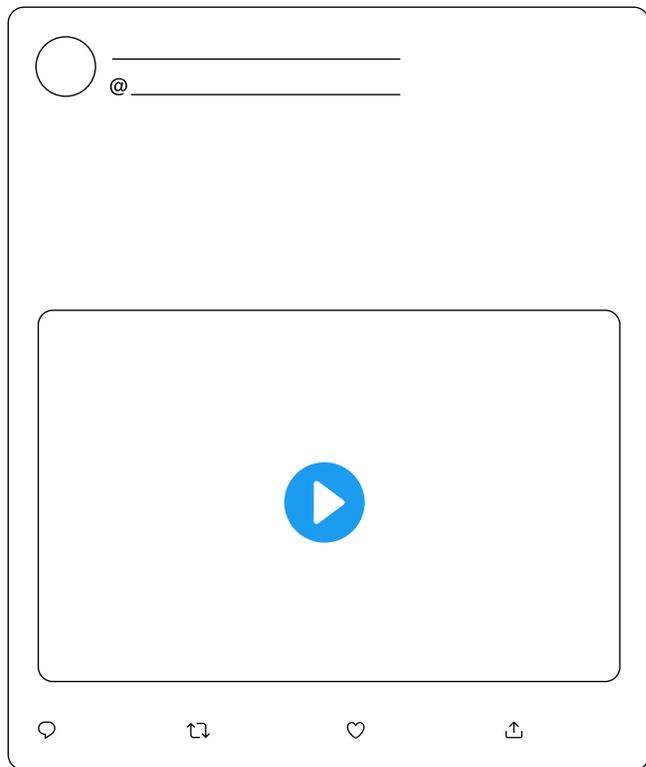
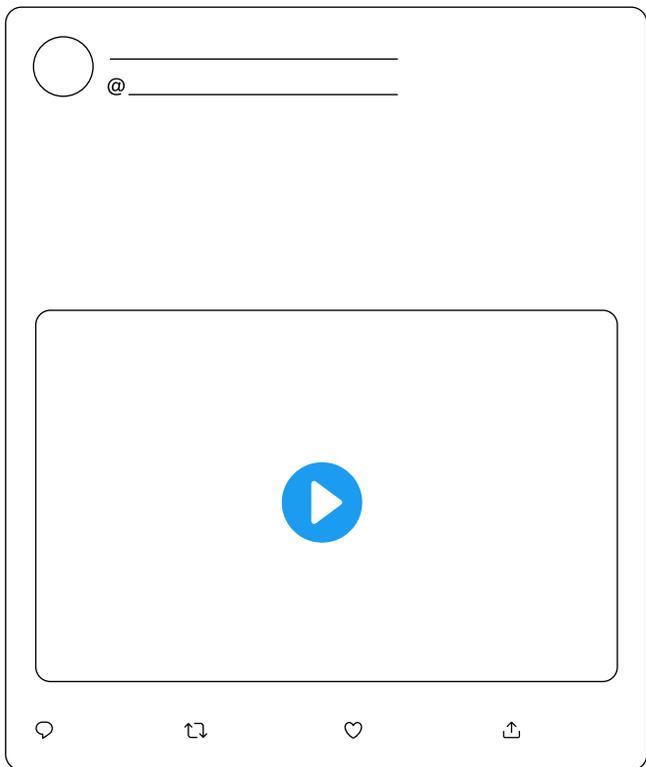


**User-Generated-
Content**

Video-Tweets



Video-Tweets





Twitter Umfragen

Entwirf Umfragen, die deine Zielgruppe direkt ansprechen

Denkanstöße: Twitter Umfragen

Hol dir Feedback zu deinem Content

Welche Inhalte wünschst du
dir von unserem Account?

Innovative Themen

Expertentipps

Blicke hinter die Kulissen

Sorge für Spaß

Meetings am Freitag
werden idealerweise ...

kurz und knapp gehalten

vormittags erledigt

abgesagt.

Greife Trends auf

Siehst du dir die
#Oscars an?

Popcorn ist fertig!

Vielleicht später.

Nö.

Starte ein Quiz

Welches ist unser
Gründungsjahr?

2005

1999

1982

Wecke Gemeinschaftssinn

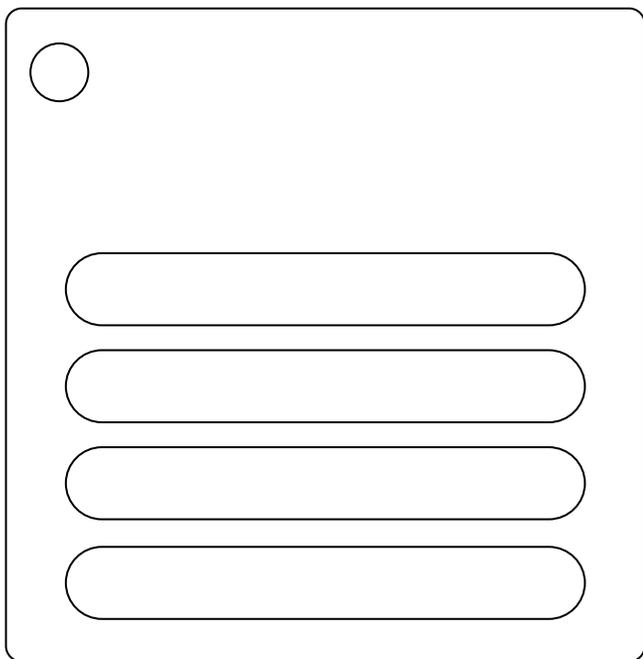
Was hast du gerade
in der Tasse?

Kaffee

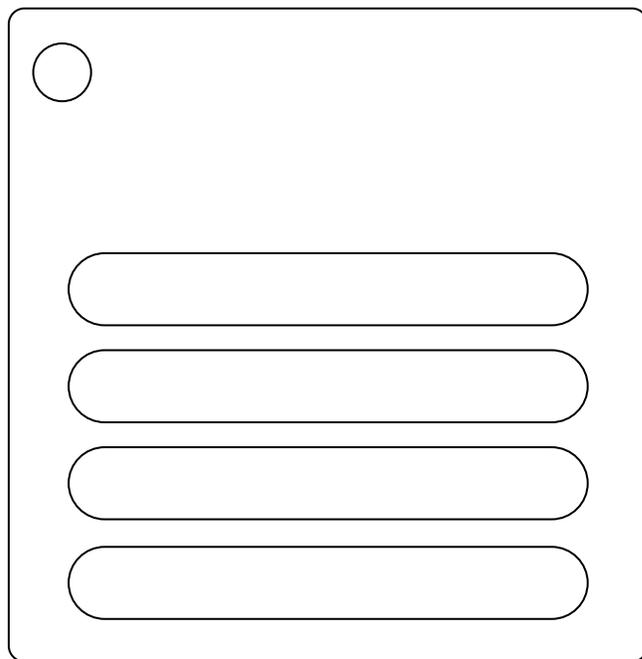
Tee

Anderes
(schreib es in die Antwort!)

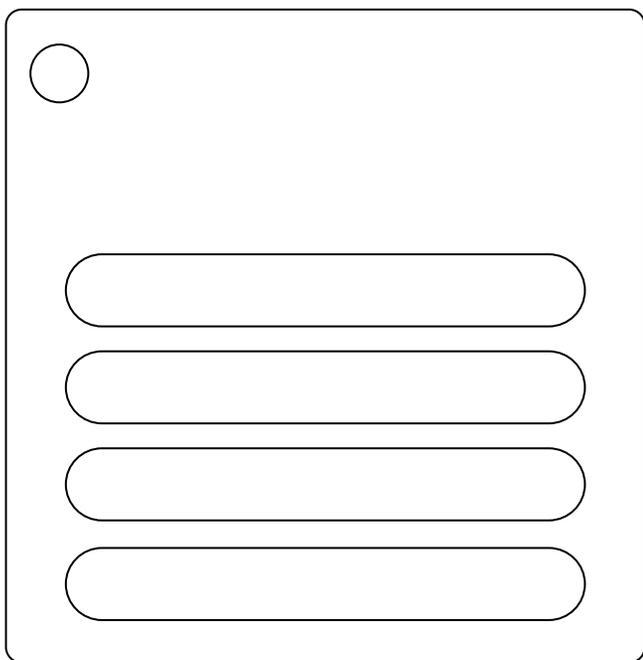
Twitter Umfragen



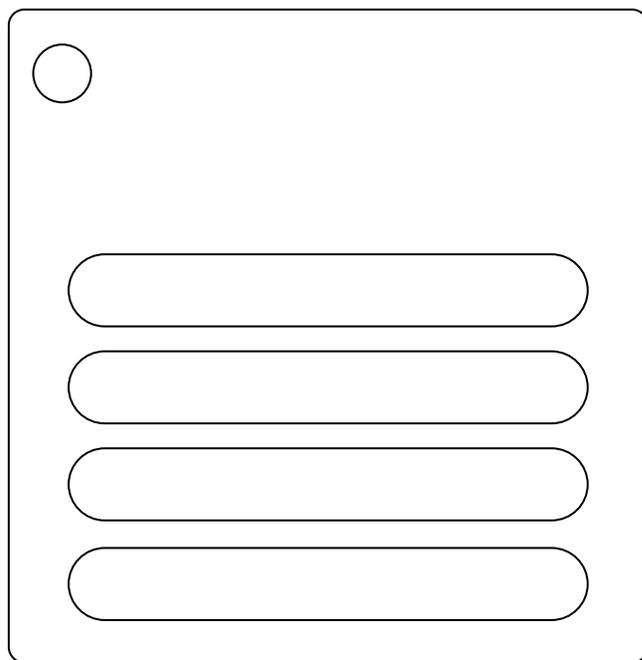
A blank Twitter poll template. It features a small circle in the top-left corner for a profile picture. Below it are four horizontal rounded rectangles stacked vertically, representing the poll options.



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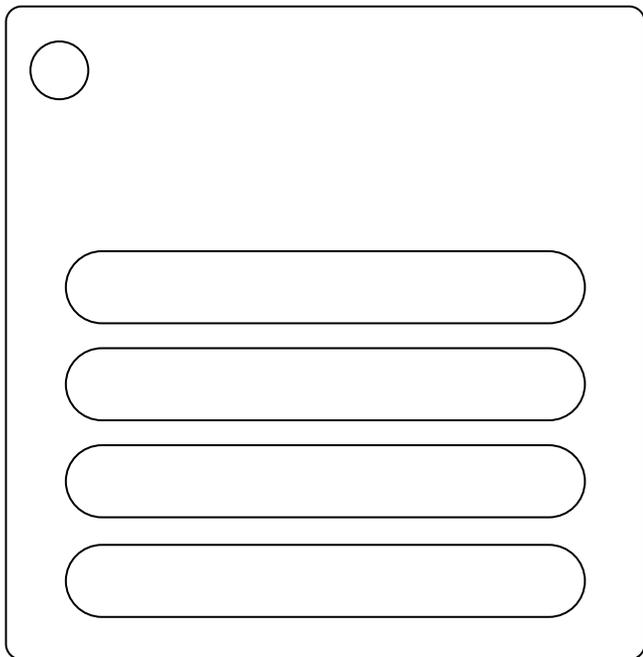


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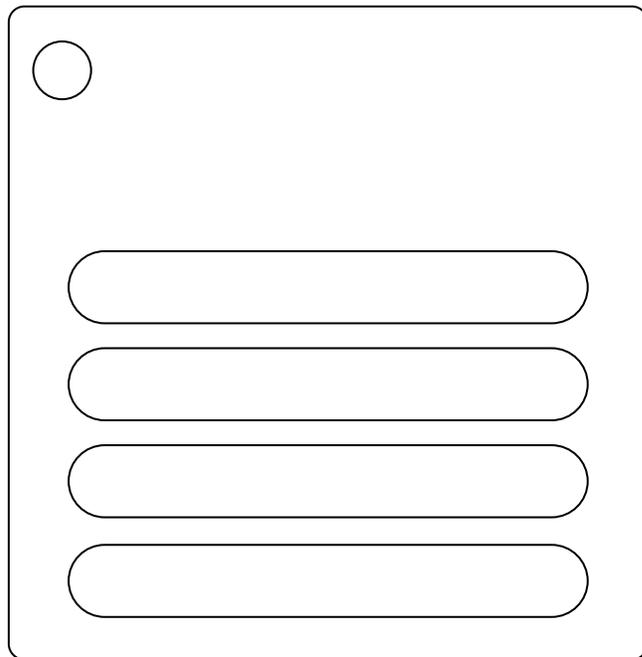


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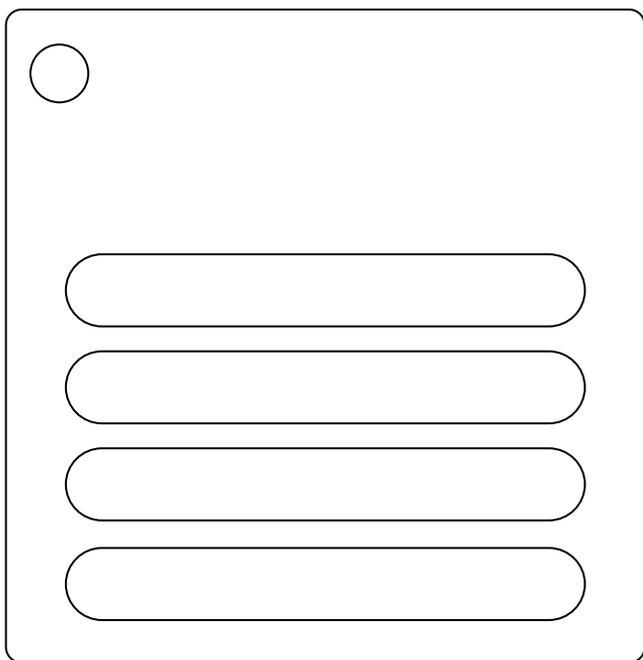
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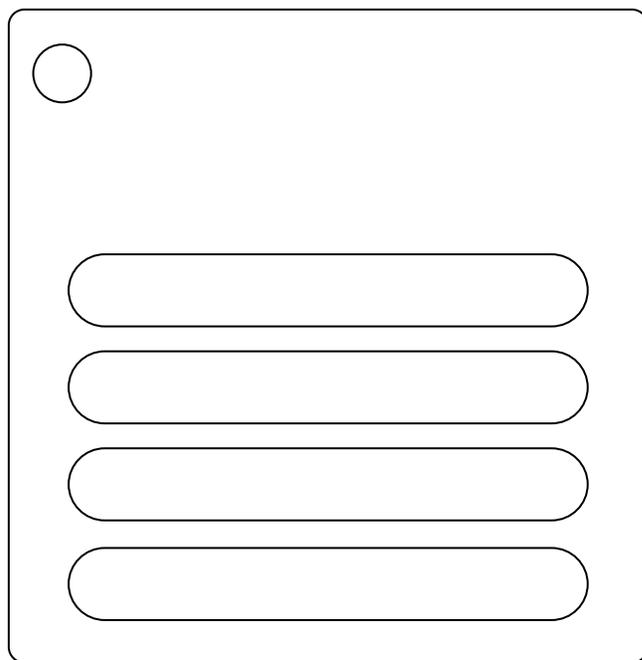
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Tweets für einen ganzen Monat

Plane Tweets für einen ganzen Monat nach Rubriken

Tweets für einen ganzen Monat

Um dir den Einstieg zu erleichtern, stellen wir dir einige Ideen vor – nutze den zusätzlichen Platz für deine eigenen Notizen.

Montag

Dienstag

Mittwoch

Donnerstag

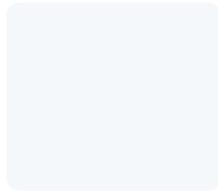
Freitag



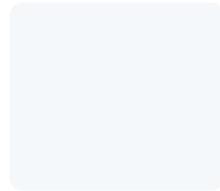
Häufig gestellte Fragen



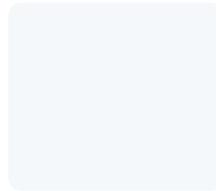
Retweeten



Profitipp



Retweeten mit Kommentar



Blick hinter die Kulissen



MotivationMonday



Wichtiger Inhalt



Gif



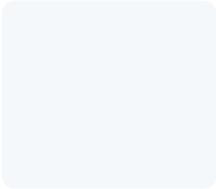
Statistik



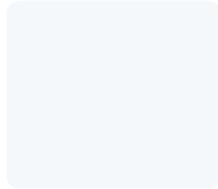
Meme



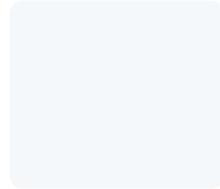
Twitter Umfrage



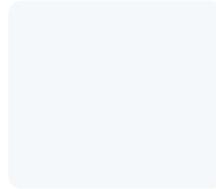
Stelle eine Frage



WednesdayWisdom



Erfolgreicher Tweet



Shoutout



Positive Markennews



UGC



Video



Live gehen



Einzeiler



Tweet-Vorlagen

(Unzählige Möglichkeiten!)

Tweet-Vorlagen

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@ _____

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Tweet-Vorlagen

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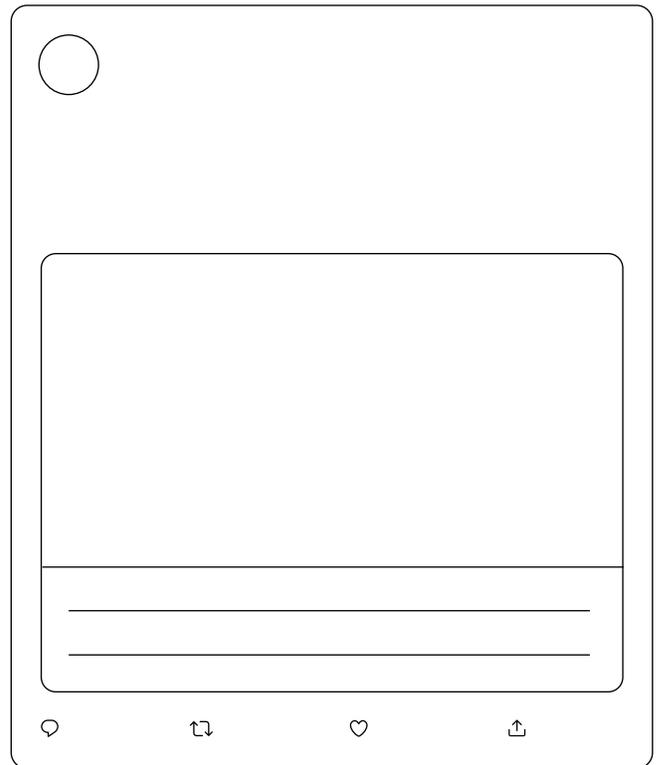
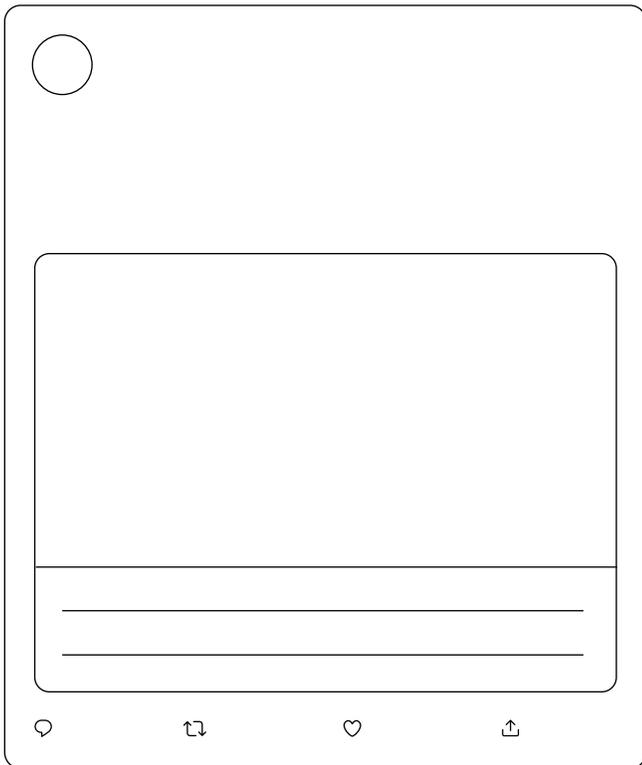
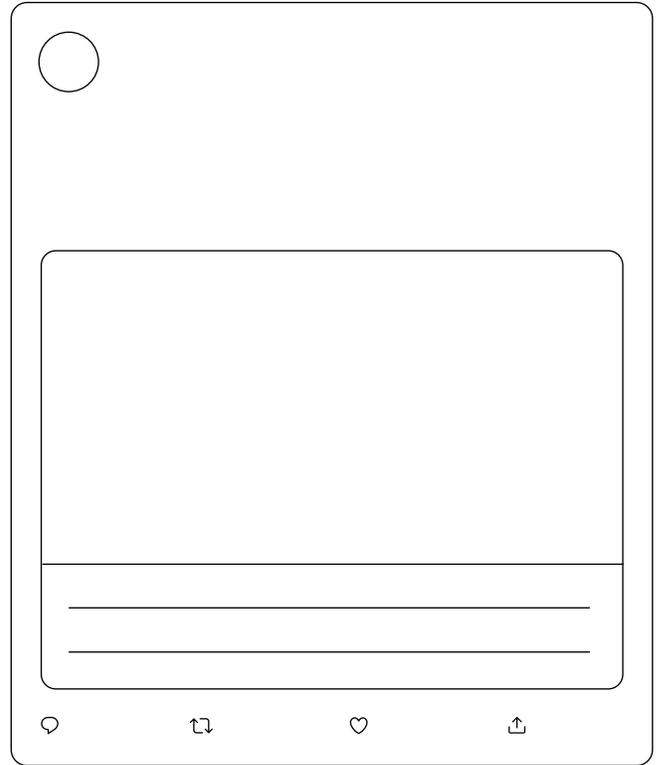
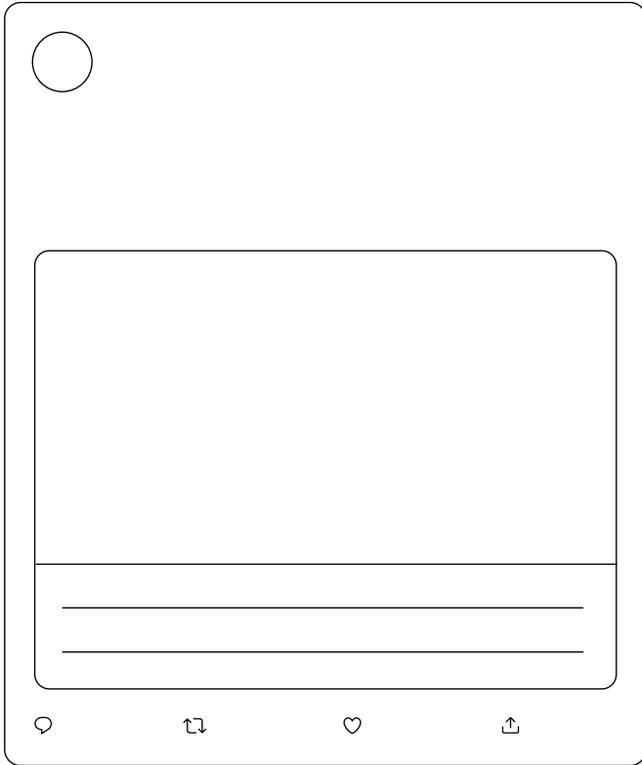
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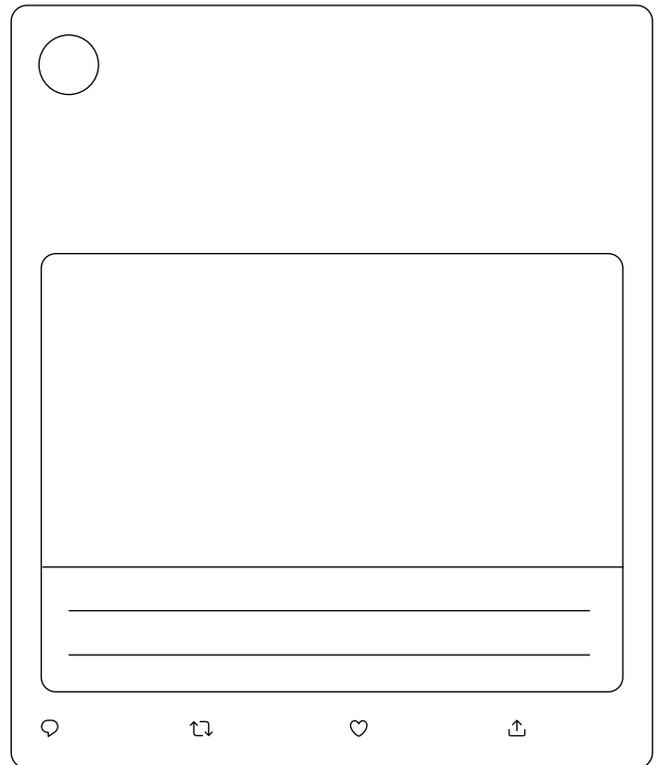
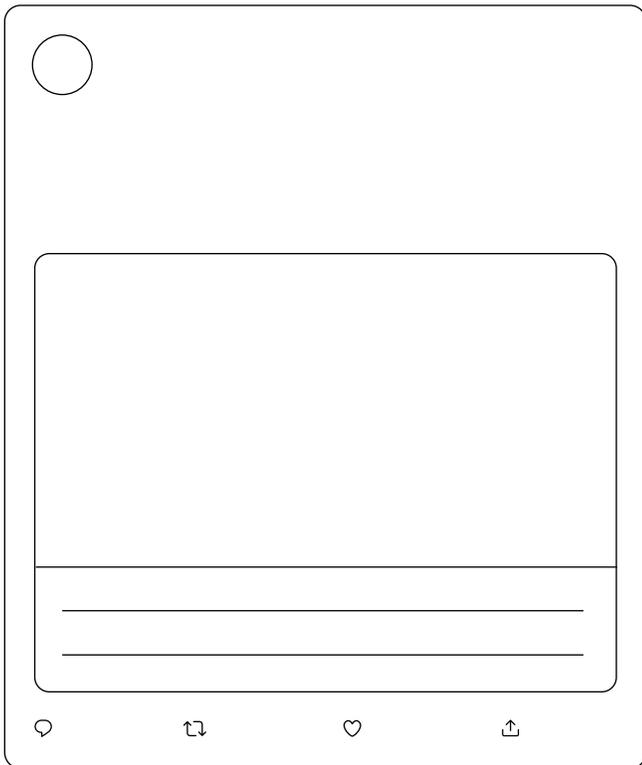
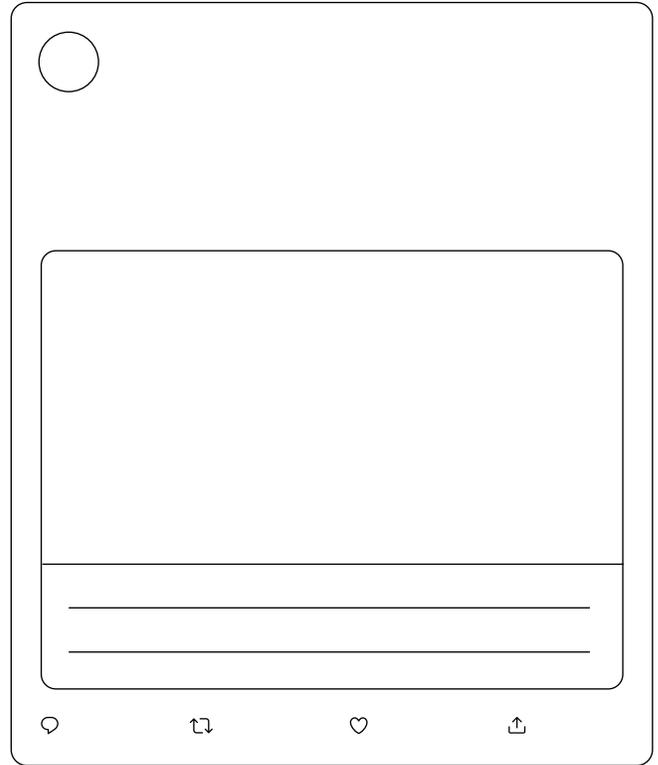
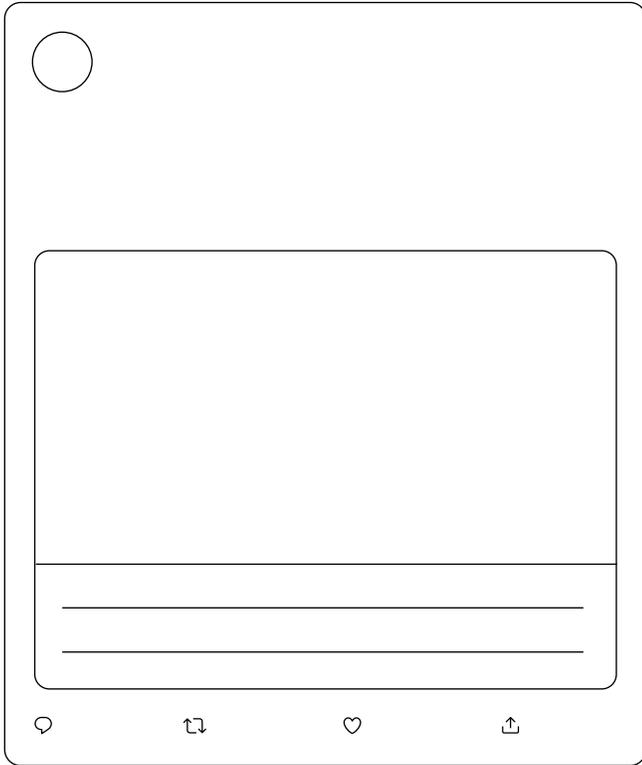
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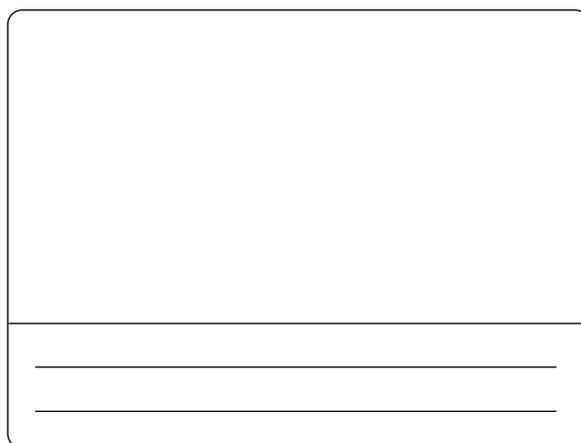
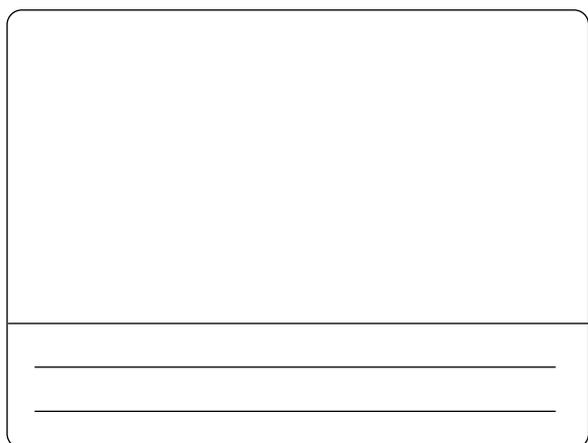
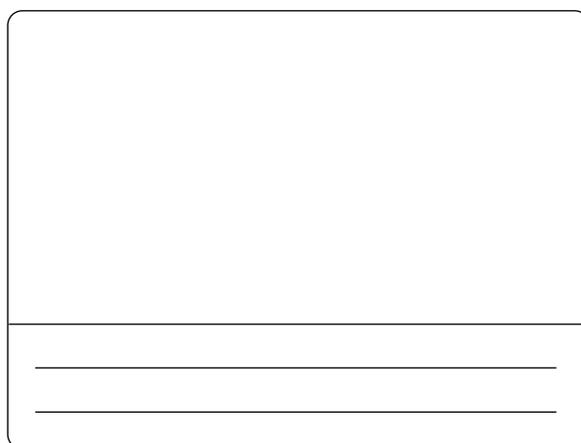
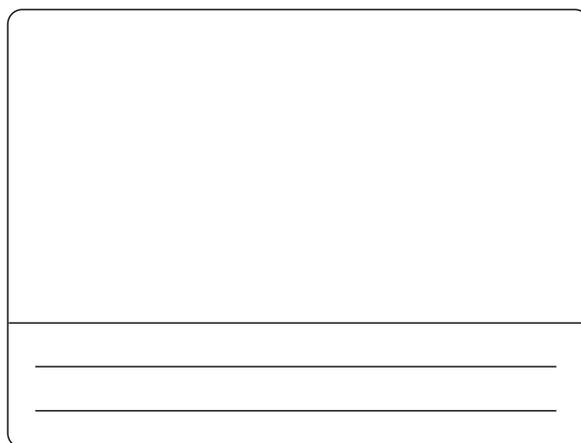
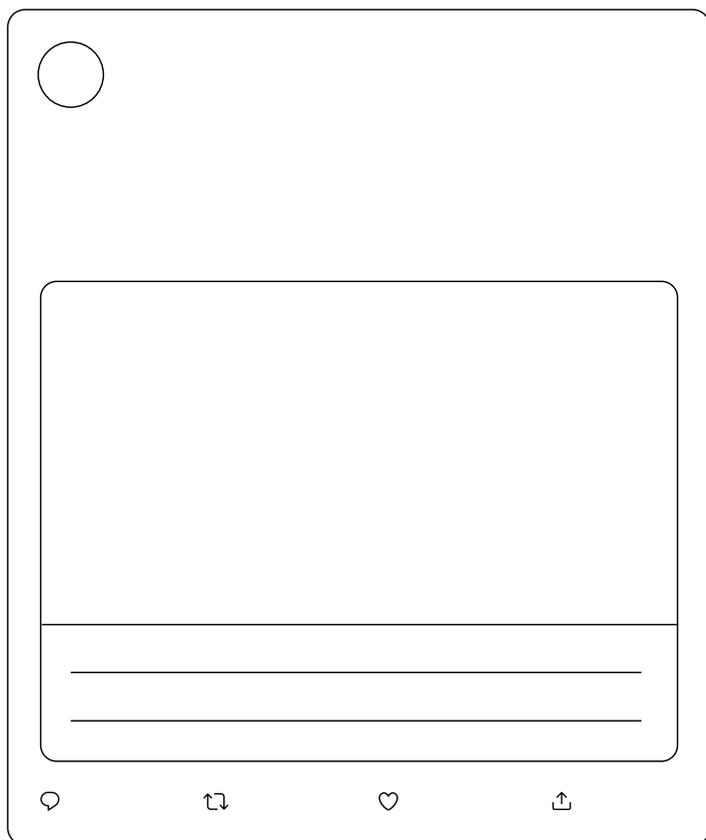
Ideen für Website-Buttons



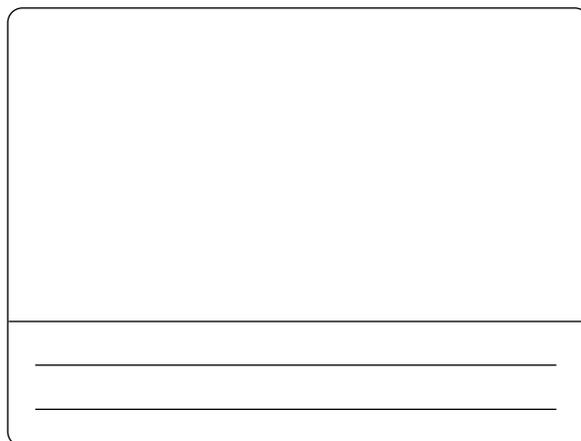
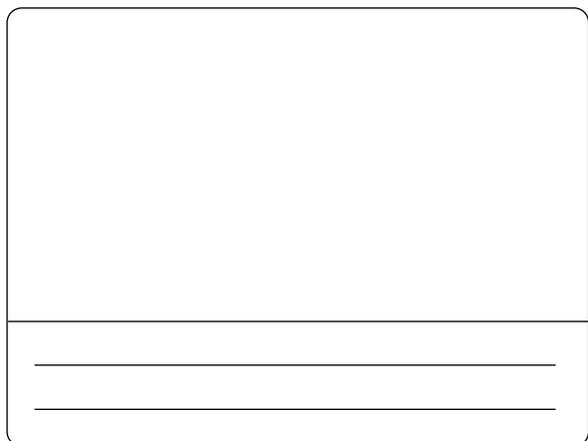
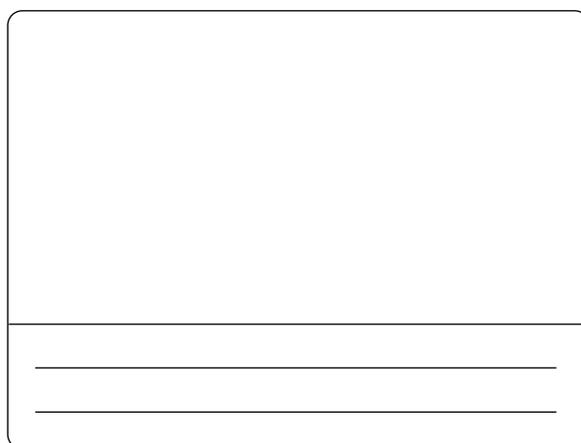
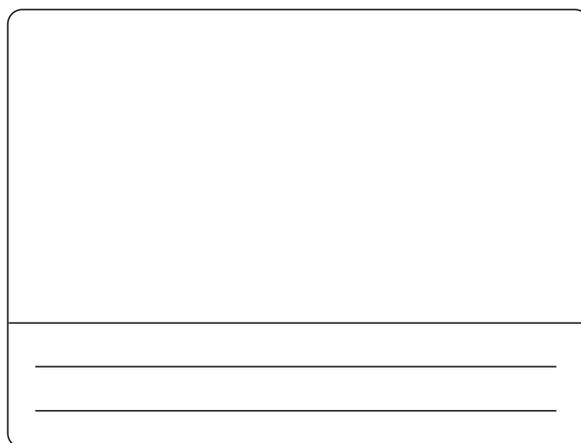
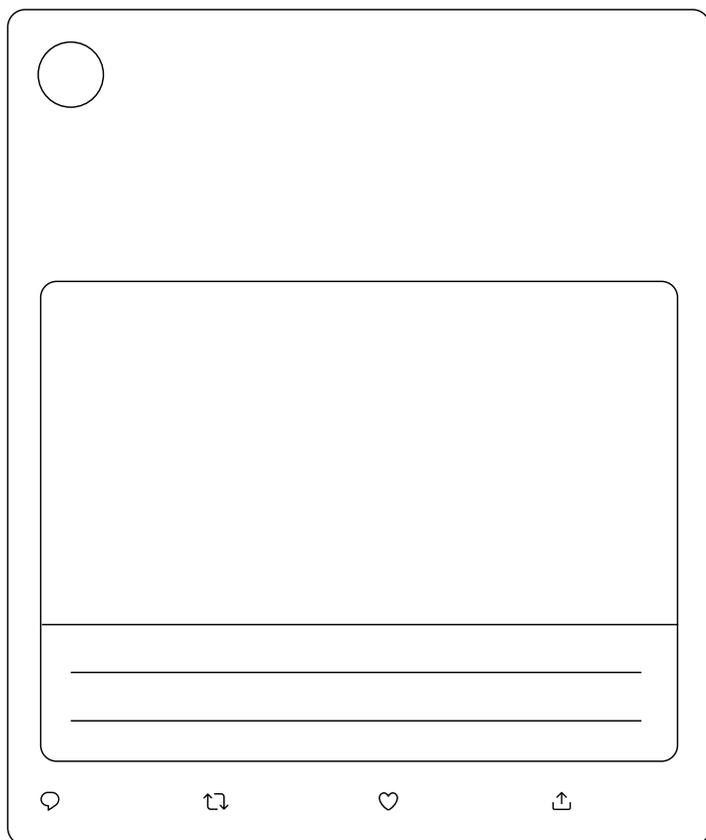
Ideen für Website-Buttons



Ideen für Carousel-Anzeigen



Ideen für Carousel-Anzeigen





Auf business.twitter.com und [@TwitterBusiness](https://twitter.com/TwitterBusiness) findest du weitere nützliche Ressourcen

