

# Kit para ideias criativas de Tweets

Imprima ou abra com um editor de PDF para preencher os exercícios a seguir e guardar as ideias criativas para futuros Tweets.

# Hashtags da semana

Identifique oportunidades para participar dos assuntos recorrentes do momento

## #SundayFunday

- 💡 Pensamentos sobre as últimas horas de domingo
- 💡 Atividades do final de semana

## #MondayMotivation

- 💡 Conteúdo inspirador
- 💡 Dicas de produtividade
- 💡 Boas vibrações para a semana que vem pela frente

## #TransformationTuesday

- 💡 Evolução da marca ao longo do tempo
- 💡 Histórias de “antes” e “depois” contadas pelos clientes

## #WednesdayWisdom

- 💡 Práticas recomendadas de seu produto ou marca
- 💡 Atividades do final de semana

## #TBT (ThrowbackThursday)

- 💡 Pioneirismos marcantes de sua empresa
- 💡 Curiosidades sobre o passado da sua empresa

## #FridayFeeling

- 💡 Seus planos para o final de semana
- 💡 GIFS divertidos

## #Caturday

- 💡 Animais de estimação no escritório
- 💡 Conteúdo gerado por usuários, com animais de estimação dos clientes e o seu produto

A decorative graphic at the top of the page consisting of a blue, textured, torn paper-like border that separates the header area from the main content area.

# **Tweets de vídeo**

Ganhe inspiração para criar diferentes tipos de Tweets de vídeo

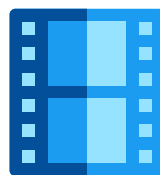
# Para incitar o pensamento: tipos de vídeo



**Como usar**



**Perguntas  
e respostas**



**Vídeos ao  
vivo**



**Stop motion**



**Guia de  
presentes**



**Divulgação  
de produto**



**Cliente em  
destaque**



**Apresentação  
de slides**



**Visualização  
de dados**



**Antes e  
depois**

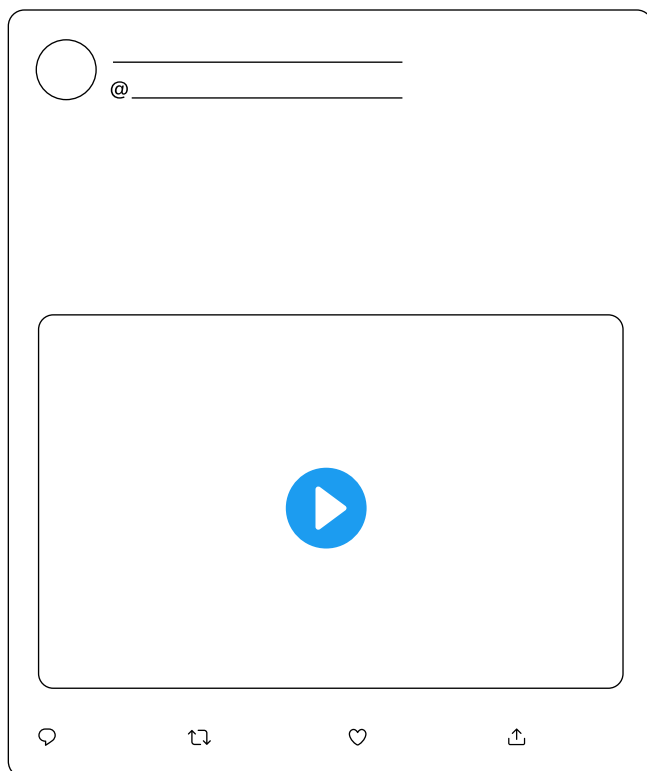
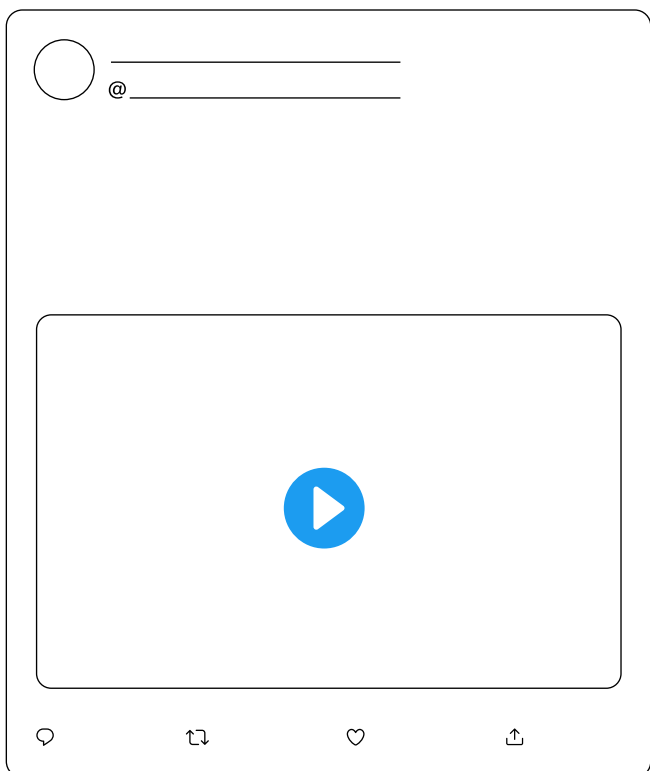
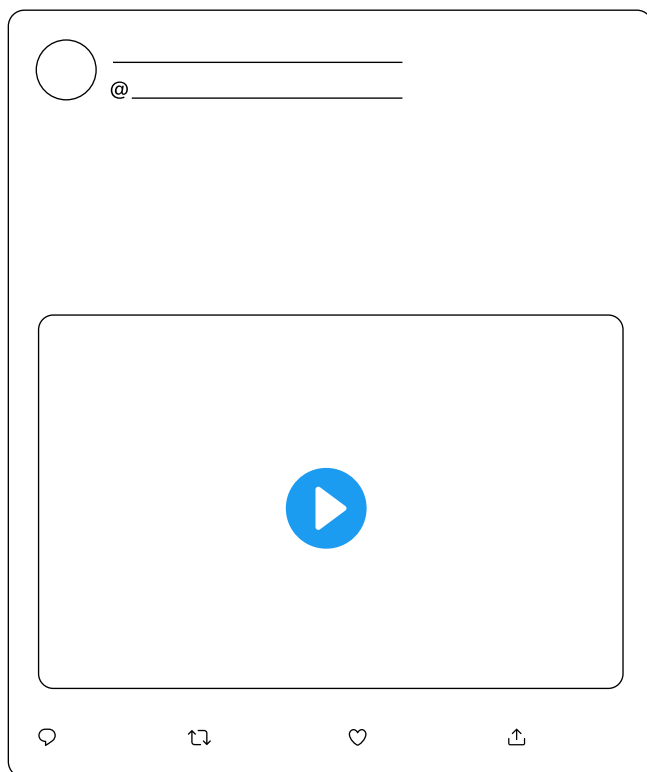
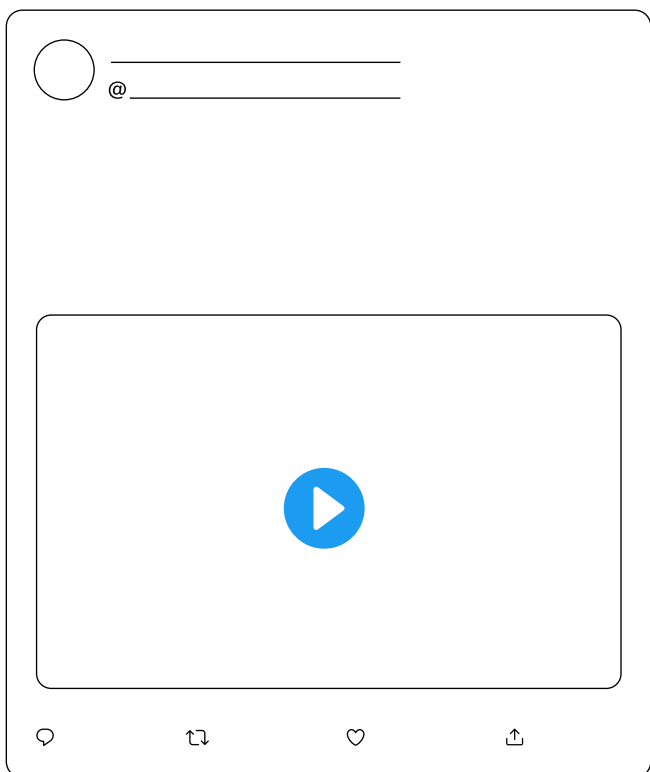


**Unboxing**

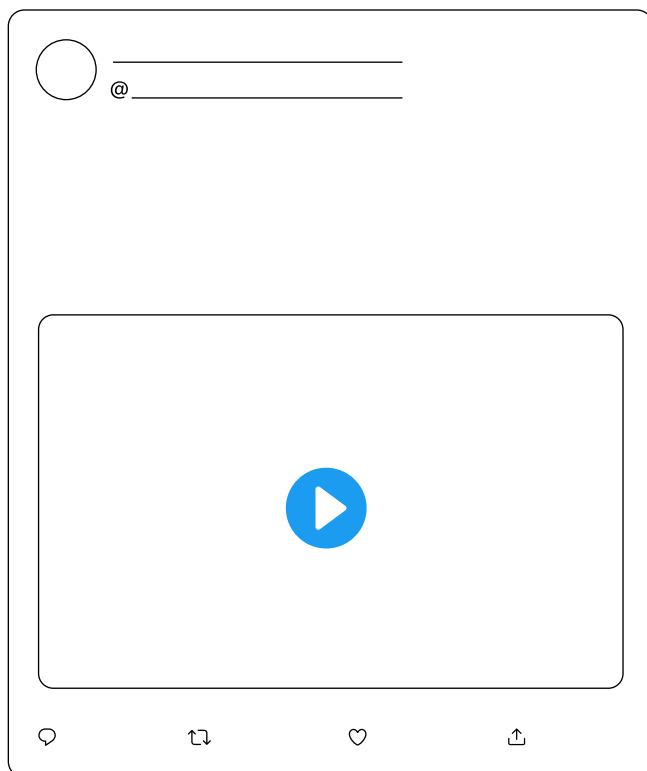
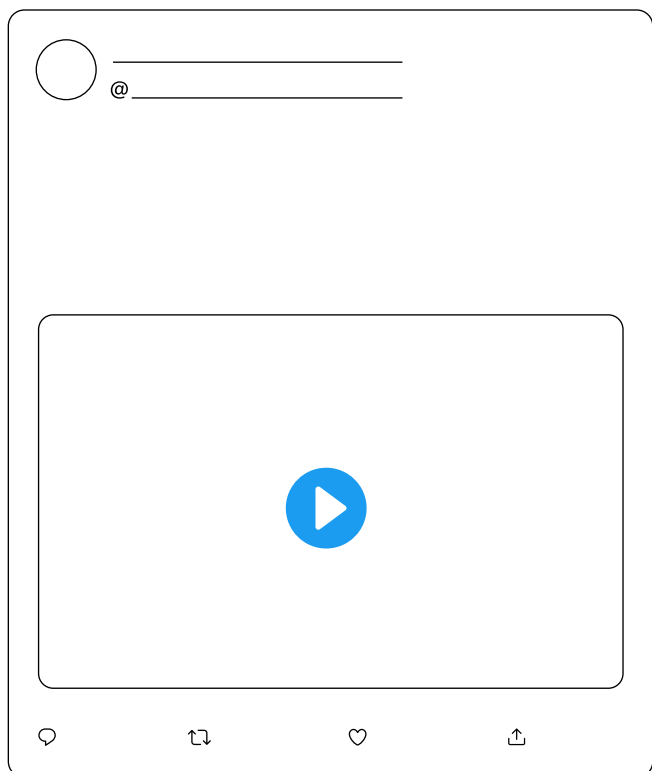
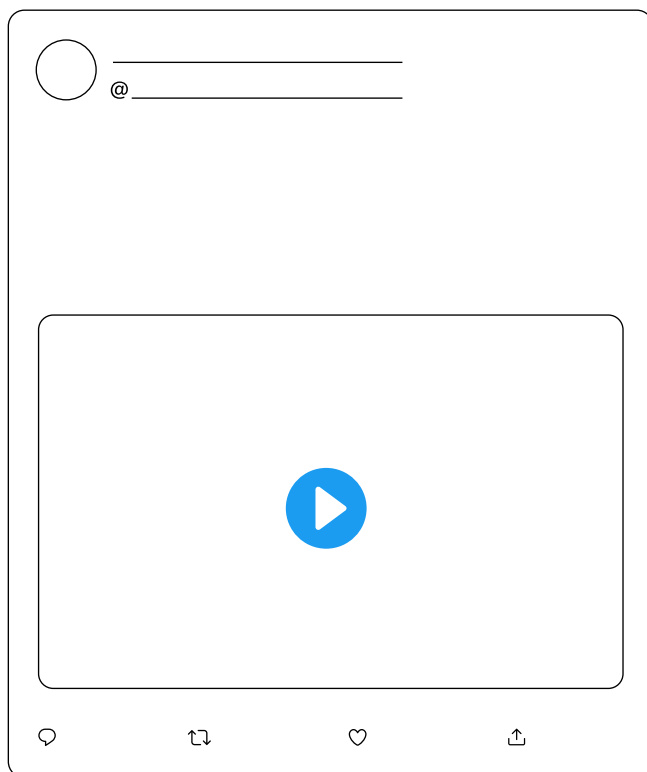
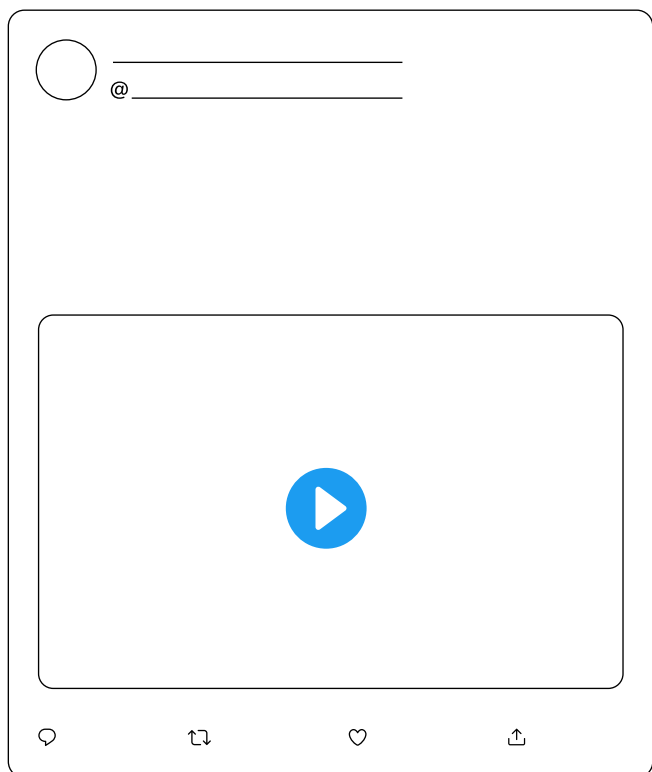


**Conteúdo gerado  
pelo usuário**

# Tweets de vídeo



# Tweets de vídeo



# Enquetes do Twitter

Crie enquetes para engajar sua audiência

# Para incitar o pensamento: Enquetes do Twitter

## Receba feedback sobre seu conteúdo

Que tipo de conteúdo você  
quer ver na nossa conta?

Formação de opinião

Dicas quentes

Bastidores

## Dê um toque de humor

As melhores reuniões  
de sexta são...

Curtas e diretas

Antes do meio-dia

Canceladas

## Participe dos assuntos do momento

Você vai assistir ao #Oscar?

Já estou fazendo pipoca!

Talvez, depois,  
quem sabe.

Não vou, não.

## Faça um teste

Em que ano  
fomos fundados?

2005

1999

1982

## Forme uma comunidade

O que tem dentro da sua  
caneca agora de manhã?

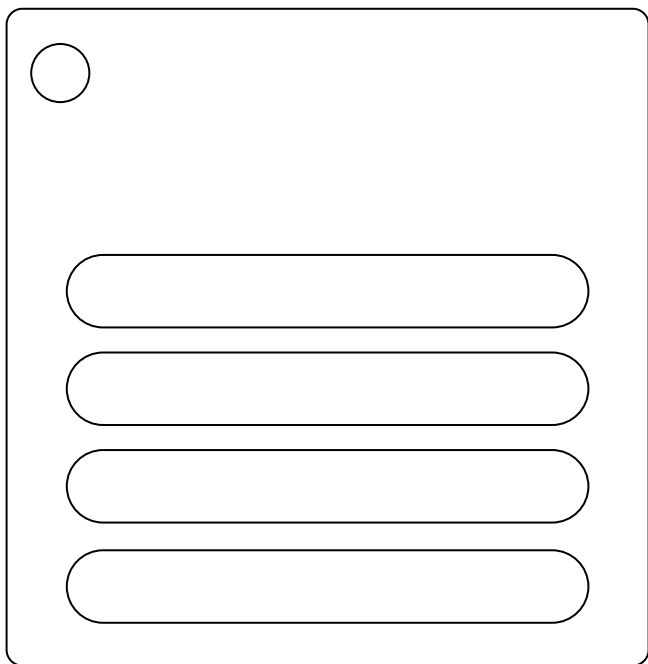
Café

Chá

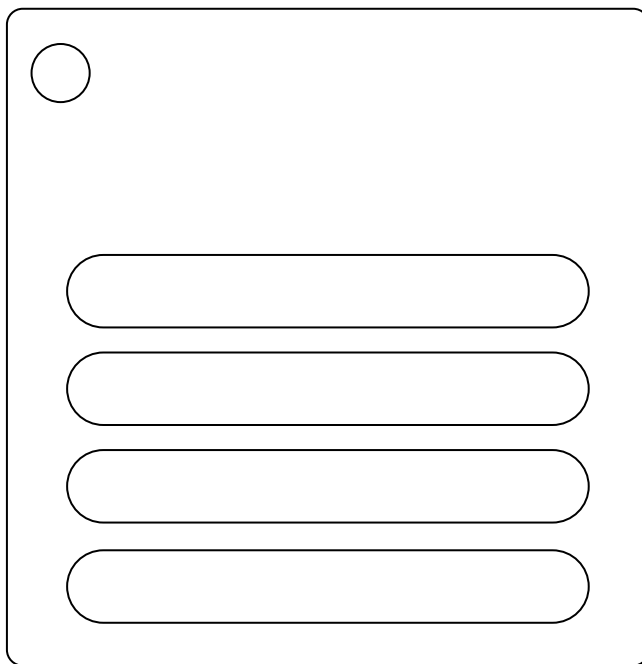
Outro (responda!)



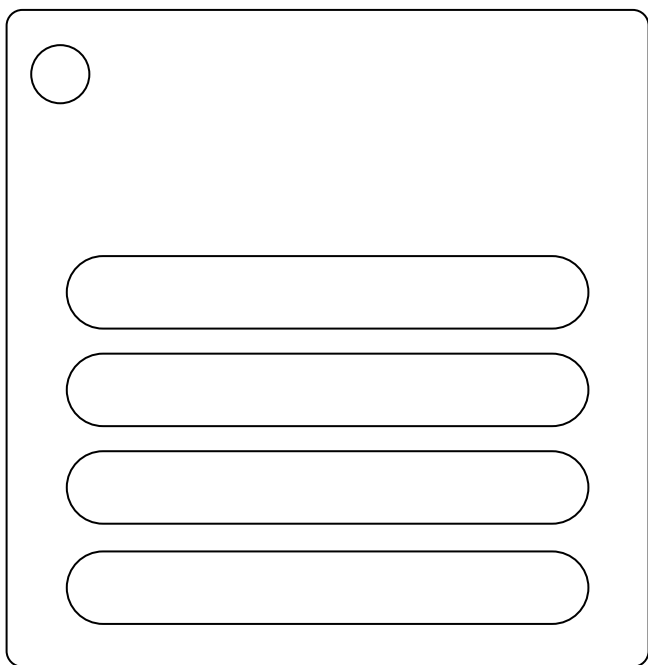
# Enquetes do Twitter



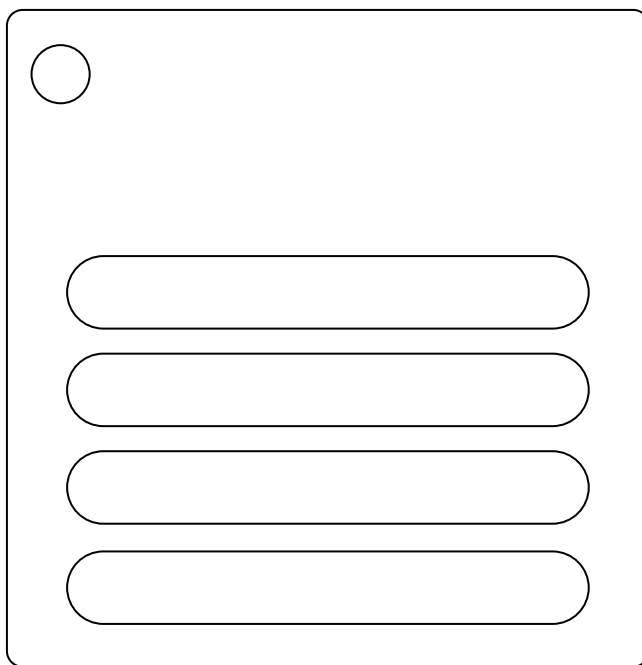
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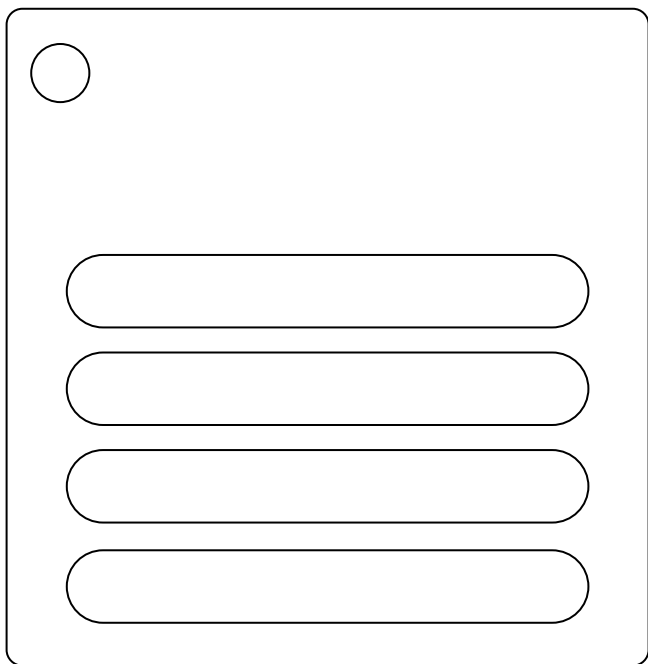


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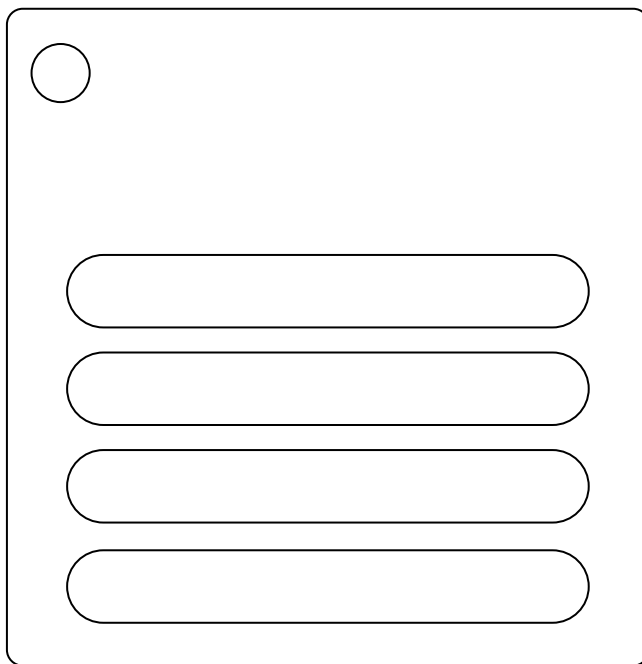


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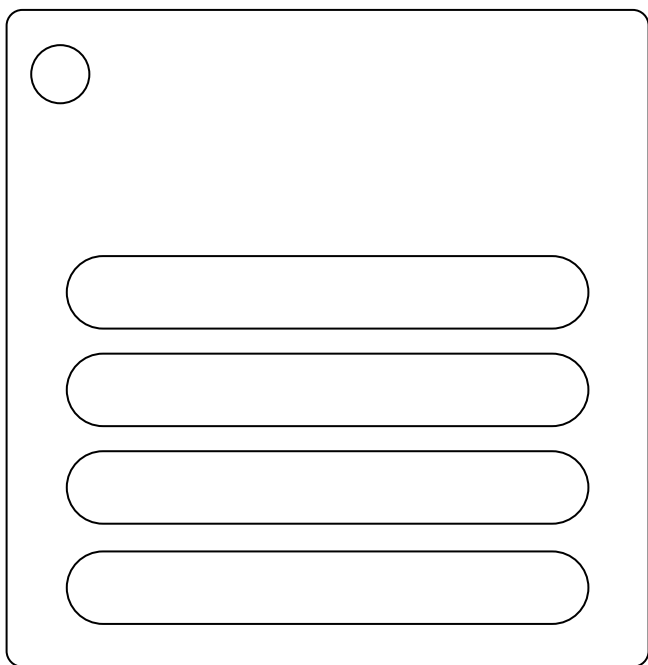
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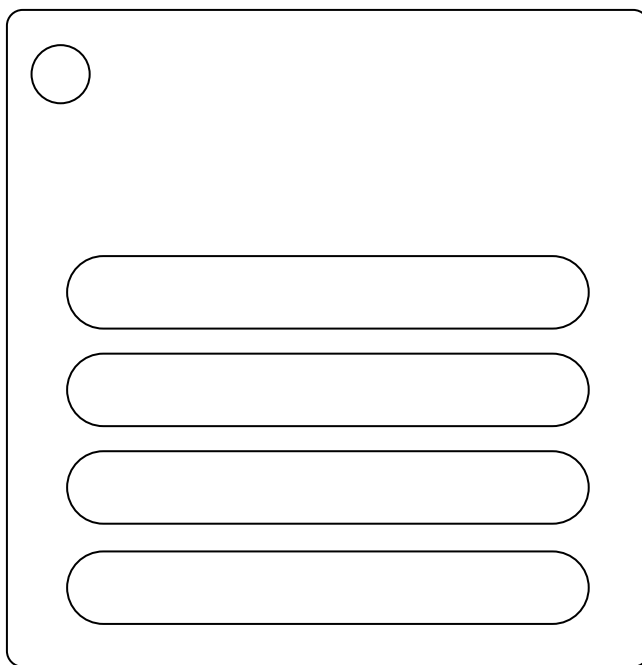
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# Um mês de Tweets

Use as indicações para planejar um mês inteiro de Tweets

# Um mês de Tweets

Para dar uma ajuda, nós montamos algumas ideias – use o espaço adicional para incluir suas anotações






















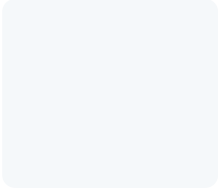

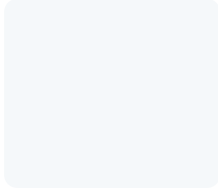

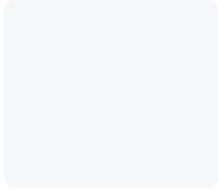

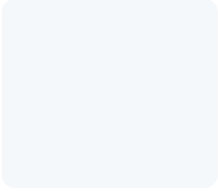

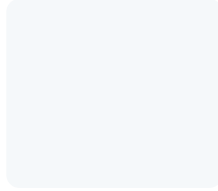










## Segunda

## Terça

## Quarta

## Quinta

## Sexta

 Perguntas frequentes 	 Retweet 	 Dica quente 	 Retweete com comentário 	 Foto dos bastidores 
 MotivationMonday 	 Conteúdo importante 	 GIF 	 Estatísticas 	 Meme 
 Enquete do Twitter 	 Faça uma pergunta 	 WednesdayWisdom 	 Tweet de sucesso no passado 	 Reconhecimento 
 Notícias positivas da marca 	 Conteúdo gerado por usuários 	 Vídeo 	 Entre ao vivo! 	 Texto curto 



# **Tweets em branco**


(São tantas as possibilidades!)

# Tweets em branco

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
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
   

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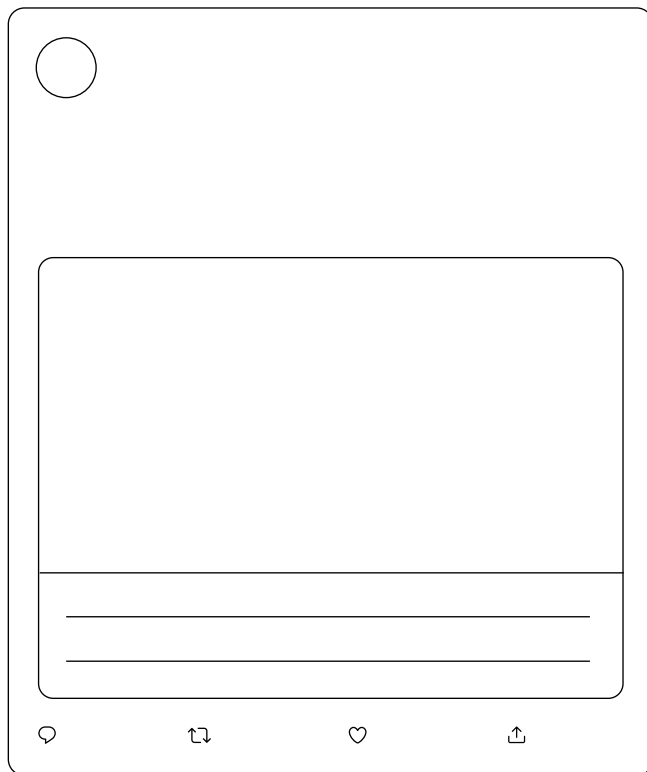
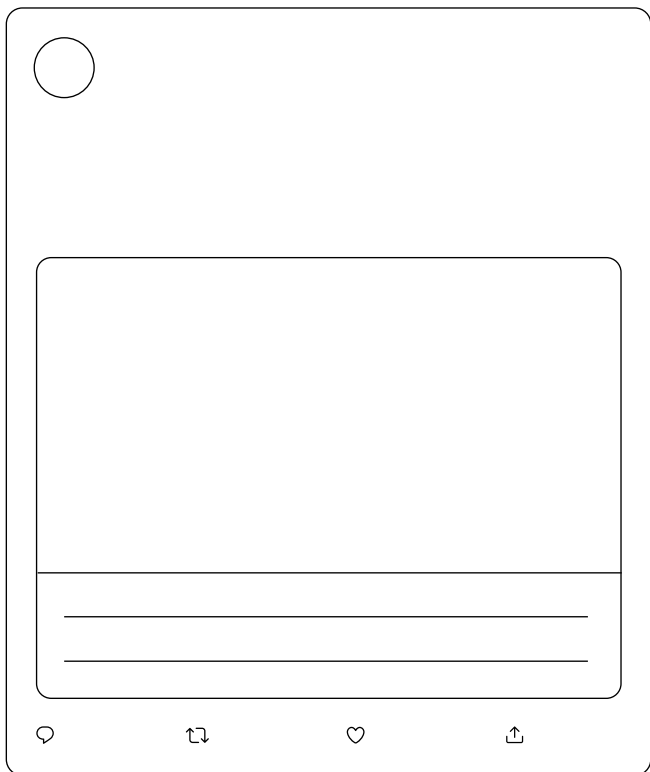
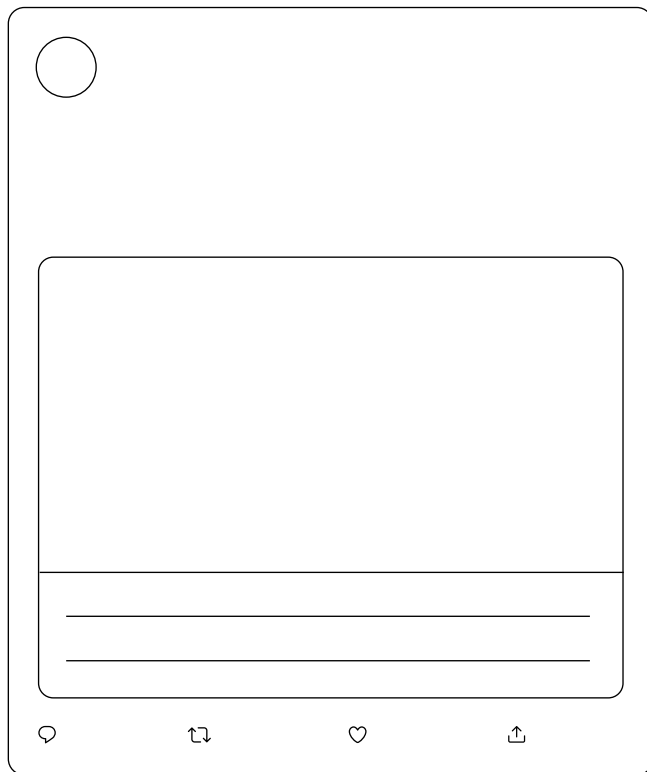
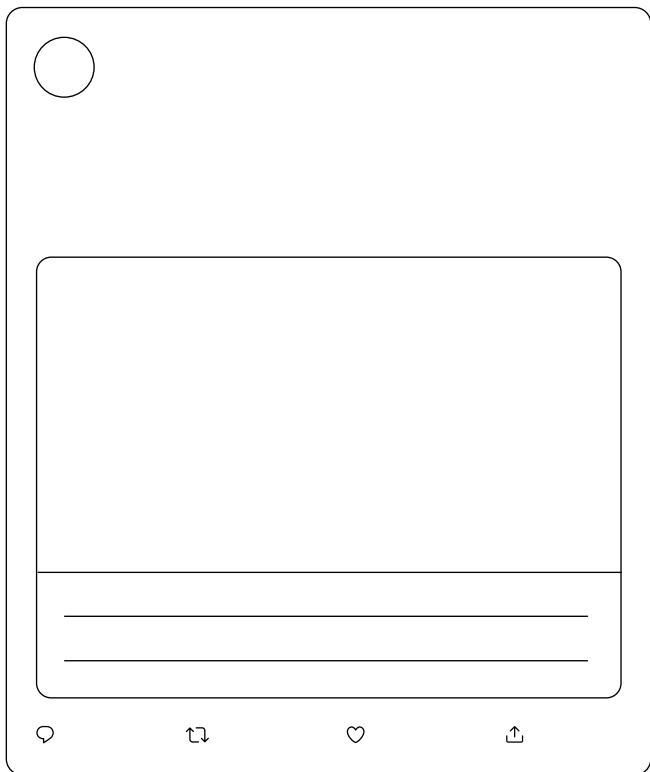
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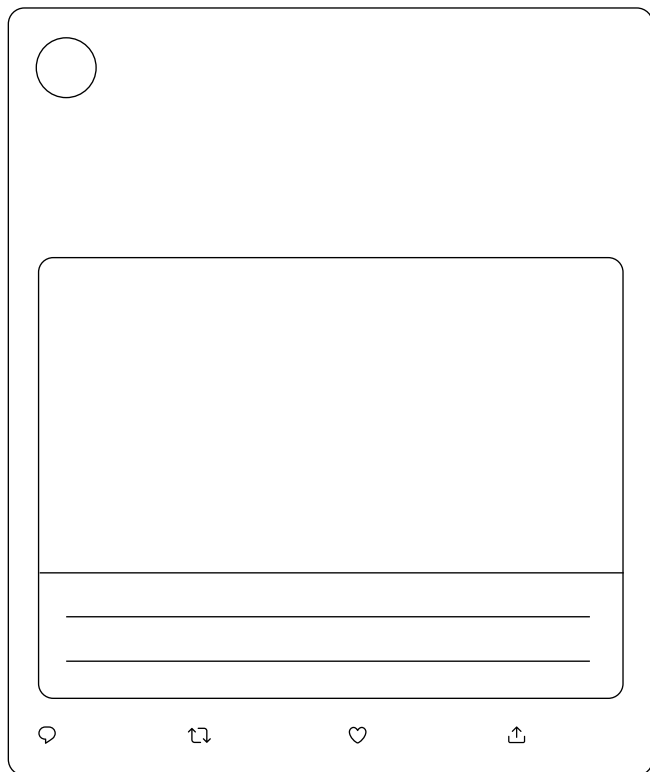
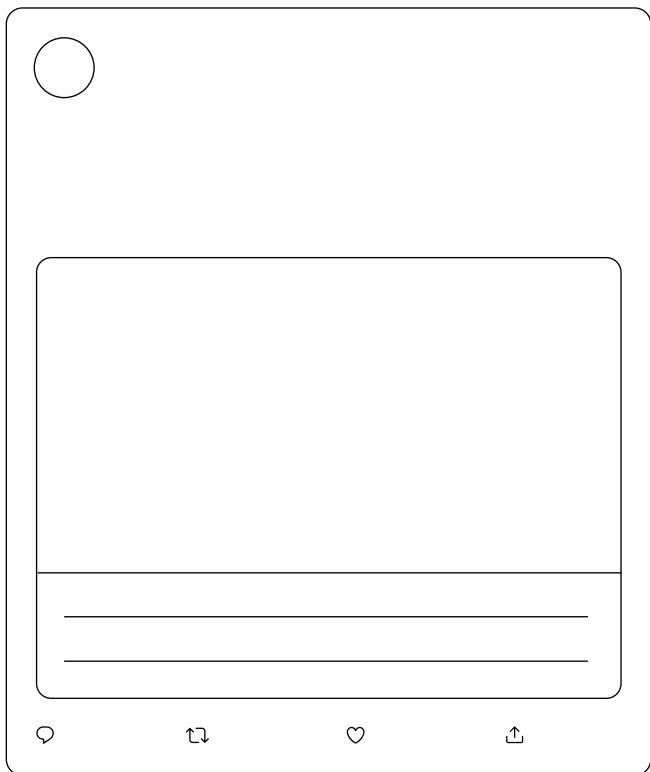
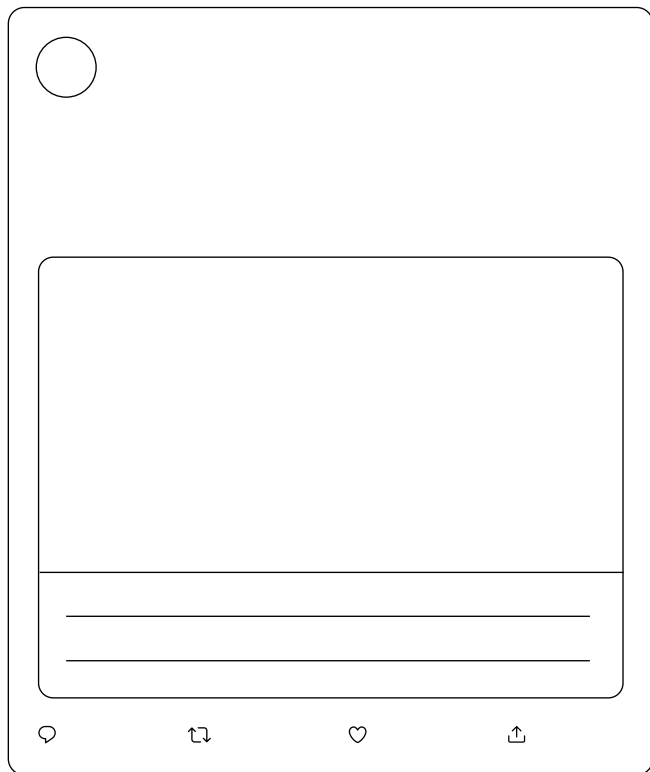
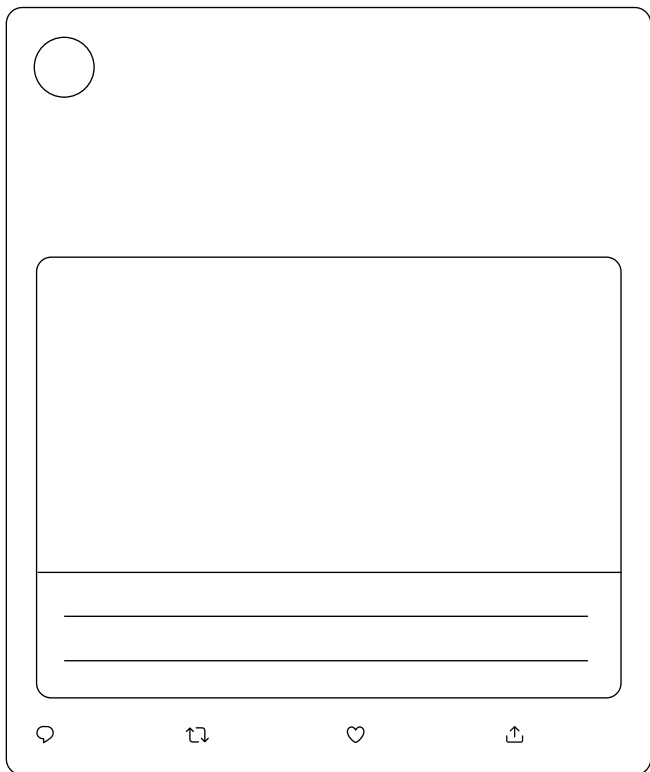
   

# Ideias de Website Card





# Ideias de Website Card



# Ideias de Tweets para o Carrossel

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