



Digital Innovation Exercise 1 – Bad Tweet vs Good Tweet

Below is an example of a ‘bad’ tweet. Can you:

- Identify what is ‘bad’ about it?
- Improve it?

Once you’re done look at the following page on how the tweet was rewritten!

We’re hosting our next BRICK Workshop for those running a heritage project at The Bar Convent in York on 5 December.

BRICK

Relate it to something trending (if possible)!

When this tweet was posted Historic England had just released their latest Heritage at Risk regional reports. By adding the # the tweet could reach a bigger and more relevant audience.

Include a picture!

Your tweet will be more noticeable. But make sure it's relevant - this picture was from a previous BRICK workshop.



Prince's Regen Trust @PrincesRegen · Nov 28

There are 475 #HeritageatRisk buildings in Yorkshire & Humber. Are you a community group in the area looking for advice?

Experts from the sector will be on hand to discuss funding, business planning, new use options & more on 5 Dec in York: bit.ly/2yL7OA1



HLF Yorkshire&Humber, Purcell, themiltonrooms and The Bar Convent



Ask a question!

This engages the audience with your tweet in a more personal way. It also helps get across the purpose of your tweet and identifies your target audience.

Add a link!

Direct people clearly and instantly to further information.

Tag people!

By tagging relevant organisations you increase the likelihood of retweets and likes. For this tweet, it was also an easy way of indicating who was going to be involved – without the need to use up characters!