



## 4 Creative Strategies You Can Use on Twitter

*This is an extra resource to go along with the original article:*

[7 Unusual Ways to Use Twitter to Grow Your Traffic](#)

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- Create a weekly photo contest where followers send in photos of themselves using your product. Select a branded hashtag for this contest, also. The winner is the post with the most retweets (which is also a clever way to build exposure for your brand).
- Instead of a still image, add an animated gif to each tweet. Create your own with the help of a tool like [MakeAGif](#) or [ImgFlip](#), or you choose a premade gif from a site like [Giphy](#) (not always suitable for work-- proceed with caution).
- Do a weekly or monthly Q&A on Twitter where followers can ask anything they want (no question off-limits). This is a fun way to build community and exposure, while keeping your answers brief.
- Include video testimonials right in your Twitter stream. Don't just direct followers to your site-- show them in Twitter and encourage them back to your site with a call to action at the end of the post.