

## Twitter Assignment

Find a business that interests you on Twitter. You are going to act as that company's social media manager. Scroll through the company's feed to become familiar with the type of content the company posts as you prepare to drive some tweets. Be sure to maintain the brand's voice when you create the following four tweets:

1. The business you've chosen is about to launch a new product. Announce the new product on Twitter. Be sure to include any associated hashtags.



2. Your business wants a clever yet memorable hashtag to use for branding purposes. Give an example of a hashtag the company could use that incorporates the company's name.

**#hottessiesummer**

3. Create a poll that is suited to the brand. You want to drive engagement. Make sure to use fun emojis.



4. Create a contest or promotion to get customers to engage with the brand. Make sure to include relevant hashtags and images.

