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On the day this post was published, the number of tweets on Twitter reached 10,000 per second. With only 140 characters to work with, every word counts. This is why it's important to know how to tweet effectively so that your words are received by the right audience and have the most impact possible.

**The Difference Between Effective and Ineffective Tweets** There are numerous studies that show how reading and writing can be crucial to learning and memory retention. The same goes for Twitter. If you want to be an effective tweeter, you need to know how to write effective tweets. This means choosing your words carefully and crafting your messages with the reader in mind, because just like any other type of writing, there is a certain structure and style that works well on Twitter as opposed to one that doesn't.

The following tips can help you become an exceptional tweeter:

**Use Short, Simple Statements:** When it comes to your tweets, shorter is better. The goal is to be snappy, precise, and to the point. Your goal is to get your message across and move on. Don't bog down your tweets with text that doesn't add any value and causes the reader to waste valuable screen space. **Write in a conversational tone:** As we talked about in the previous tip, what makes an effective tweet is that it sounds like you are personally speaking with the reader. The idea is not to write academic or dryly formal tweets; instead, think of tweeting as a casual conversation between author and audience members. If you read your tweets and find yourself thinking, "I wouldn't want to talk to this person," go back and rewrite them. **Keep it brief:** This is not the place for lengthy paragraphs or for you to give a blow-by-blow account of whatever it is you are writing about. Again, the idea is to tweet in a conversational tone, so keep your sentences short and your paragraphs fewer than three lines. **Don't include personal info:** The whole idea of Twitter is to be brief and to the point, so there is no need to include unnecessary information, such as your age or where you live. **Focus on the topic at hand.** Make it relevant: Be sure that whatever you tweet relates directly (or indirectly) to the topic of your blog. Don't force anything; you never want to give your readers the impression that you are trying too hard, which will turn them off right away. Give them something they can relate to. It also helps to watch how many times you use hashtags per tweet (only one or two is ideal).

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