

# Twitter Social Posting Process

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## This guide is going to help you

- Generate over 28 tweets and posts per blog
- Create a bulk upload document that means you only have to upload content once a week (or even a month)
- Easily find and write 7 - 10 individual and unique tweets per blog post
- Generate traffic on automation with relatively little effort
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## • Key takeaways

- We try not to create too much content from scratch.
- If we've got a post, we've got the tweets already written
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## • How to generate 28 tweets from one post.

- We can copy and paste copy from the blog post itself to write and build our tweets. It's unlikely that we ever need to write our own content just for the sake of posting.
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- We can post the same content multiple times a day on Twitter because it's got a shorter attention span.

## • Where do we get the tweet content from?

- Every post we create needs to use the lightning post structure .
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- At a high level, the lightning post structure gives us a title, 3 key takeaways, 3 summary points a quote and 3 lessons titles.
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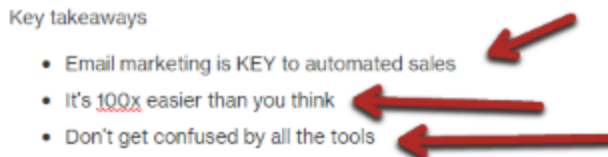
We'll use "Email Marketing Blog Post" as an example.

- Post title
- The blog post will have its own title. If it's good enough for a title, to get people in to read, it's good enough to be a tweet to drive traffic to a post.



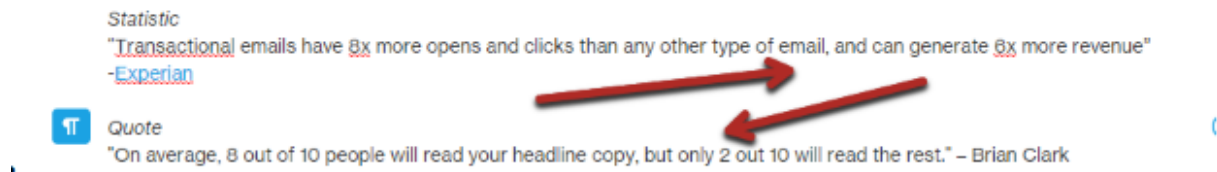
- 3 key takeaways

- At the start of the post we give 3 bullet points. Each one can be a tweet for the post by itself.



- A quote and statistic

- We also get a quote from the source blog post, which can also be a tweet. As well as using a statistic.







Now we just enter the link/url and upload to our social posting platform (we use Postcron).

## Next Steps

Put all of the above into motion. It really will help your business grow.

Need more information?

[Get our “Find more customers and Make more Sales” Course for a free here.](#) It is a short course that fills in more details on how you put your Traffic plan together. Step by step and simple to understand. You will not find a more useful course for the money.

## Would you like help doing this?

We can help you set up and manage your traffic plan for a lot less than an employee you have to pay every week. [Get in touch with us here.](#)

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