



# 5 Facts You Should Know About Twitter Contents

## Images perform better than videos

- Users on Twitter tweet images 361% more than they tweet videos.
- Images tend to get 128% more retweets than videos, but videos get favorited 49% more than images.
- 62% are humor-based while 38% were other types.
- If you want to maximize your branding efforts, you'll have to come up with creative ways to infuse your corporate brand with humor.

## Text performs better than images

- Ninety-three percent of all the tweets are text-based. In other words, they doesn't contain any images or videos.
- 65% of those text-based tweets contain a link.
- Tweets with links get [retweeted 86% more often](#). Plus, if you can keep the tweet under 100 characters, you'll also get 17% more engagement.

**Note:** The best way to drive traffic to your website is to tweet with a link.

## Focus on list-based or how-to type of content

On average, how-to or list-based articles received 3 times more retweets than any other type of text-based content.

## Quotes outperform questions

- Quotes tend to get 847% more retweets than questions.
- Users who tweeted quotes can get 43% more followers.
- On the flip side, questions contain more replies than quotes.

**Note:** If you want to create a conversation with your followers, consider asking them a question. If you want to brand yourself through the use of quotes, you can always create image-based quotes.

## Twitter users aren't big fans of memes

If you want to generate traffic or increase your branding, you should consider staying away from memes. As a business, it doesn't make sense for you to focus your marketing efforts on memes because even if the meme does well, the quality of traffic it produces is so poor that you won't see many conversions.