**Twitter Tells TV Marketers How to Compose a Winning Tweet**

Twitter says it has discovered the formula behind a successful tweet about a prime-time reality TV show: Include the show's name and mention a cast member appended with the word "team," then describe events from the show in 15 to 17 characters. The advice is based on a study of tweets posted by eight U.S. prime-time reality-TV shows in 2014.

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<http://www.thedrum.com/news/2015/05/04/twitter-reveals-science-behind-perfect-hashtag>