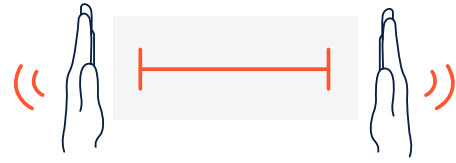


2.1 TECHNIQUE - CURATE DON'T AUTOMATE

Character constrain your updates



Keep it short. Character constrain your updates, so key information is highlighted and not buried.

How to set it up

Step 1. Spend some time reviewing what the team has achieved throughout the week. Project owners might do this by reflecting on the teams backlog, shared calendars, common tools or chat or email conversations.

Step 2. For larger projects you may want to group the activity into common themes.

Step 3. Reflect on key outputs, decisions, outcomes or milestones you think it's important for project followers to know about.

Step 4. Use a character counter tool to draft an update. We recommend (and research shows), 280 characters is the sweet spot for optimal reader consumption. Be sure to use screenshots, videos, emojis and images to liven up your update and compensate for the limited characters!