



## SAMPLE TWEETS

- These are sample tweets posted from my secondary twitter account. If Tula was to use these tweets, the wording would be much different. For example, instead of saying “check out *their* new arrivals”, it would say “check out *our* new arrivals”. If Tula was to tweet these out on their own account, the lingo would look much more like the first example below: “have you had a chance to visit the store??? Come take a visit to Old Town and check out what we have!”



Aleah Wilson ✨  
@AleahW\_JTC210

Have you had a chance to visit the store??? Come take a visit to Old Town and check out what we have! #tula #shopping



Aleah Wilson ✨  
@AleahW\_JTC210

Meet Madeline, Tula's lead stylist and merchandiser! She is one of the employees that'll be judging at the competition! “I can't wait to be a part of this event, I'm excited to see what the contestants come up with!” - Madeline.



Aleah Wilson ✨  
@AleahW\_JTC210

Check out the new arrivals in store or online at [shoptula.com](http://shoptula.com) !!! #clothing #springseason



Aleah Wilson ✨  
@AleahW\_JTC210

Tula can't wait to show its support for CSU! The winner of the event will win a \$500 GIFT CARD to the boutique!! Let's see who wins!! #winner #Competition #tula



Aleah Wilson ✨  
@AleahW\_JTC210

Tula is a family owned boutique in Fort Collins! They are excited to show their support for the CSU fashion majors participating in the competition!! #tula #companionship #april2020





Aleah Wilson @AleahW\_JTC210

Final reminder!!! The competition is tonight at 7:30!! We hope to see you all there supporting the students!



Aleah Wilson @AleahW\_JTC210

We're excited to see all the creativity from the CSU fashion majors!! Who will win the competition...?  
[#CSUFASHION](#)



Aleah Wilson @AleahW\_JTC210

Take a look at the new blog post by Tula!!! Visit their website for the link!!! Don't you want to find out what's in style? [#shopping](#) [#blog](#) [#Tula](#)



Aleah Wilson @AleahW\_JTC210

Show your support for the CSU fashion majors competing in Tula's competition on April 20th at 7:30!! All they can use are the items in the store...best of luck!



Aleah Wilson @AleahW\_JTC210

Remember...always be fashion forward!!!! [#tula](#) [#shopping](#)



Aleah Wilson @AleahW\_JTC210

5 days until Tula's competition!!! Seven students will create three outfits out of items found in the store...in under...20...minutes!!! Can they do it??? [#Competition](#) [#5daysleft](#)



Aleah Wilson @AleahW\_JTC210

Calling all CSU Fashion majors!! We have an event coming up in April to challenge your style skills! Visit the website for more information. [#tula](#) [#fashion](#)

