

# Twitter Thread by Toby ■■

Toby ■■  
[@tobydoyhowell](#)



1/ Creating content on Twitter can be difficult. A thread on the stack of tools I use to make my life easier

2/ Thread writing

Chirr app

Price: Free

What I like: has a nice blank space for drafting and a good auto-numbering feature

What I don't: have to copy and paste tweets into Twitter after thread is drafted and can't add pics

<https://t.co/YlIjnF5eNd>

The screenshot displays the Chirr App interface. At the top, there's a navigation bar with options like 'Compose', 'Drafts', 'Schedule', 'Blitz', 'History', 'Analytics', 'Upgrade', 'Follow updates', 'Support & feedback', and the user's profile '@tobydoyhowell'. Below the navigation bar, there are several utility buttons: 'Reply to a tweet', 'Disable numbering', 'Upload', 'Split', and 'Tips & tricks'. The main content area shows a draft of a Twitter thread with the following text:

My current stack of tools I use to create Twitter content

[...]Threads

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<https://getchirrapp.com/>

Videos

At the bottom of the screen, there are buttons for 'Save draft', 'Publish', 'Schedule publish', and 'Add to queue'. A small inset image shows a preview of the Chirr App interface, highlighting its text-splitting and auto-posting features.

### 3/ Video editing

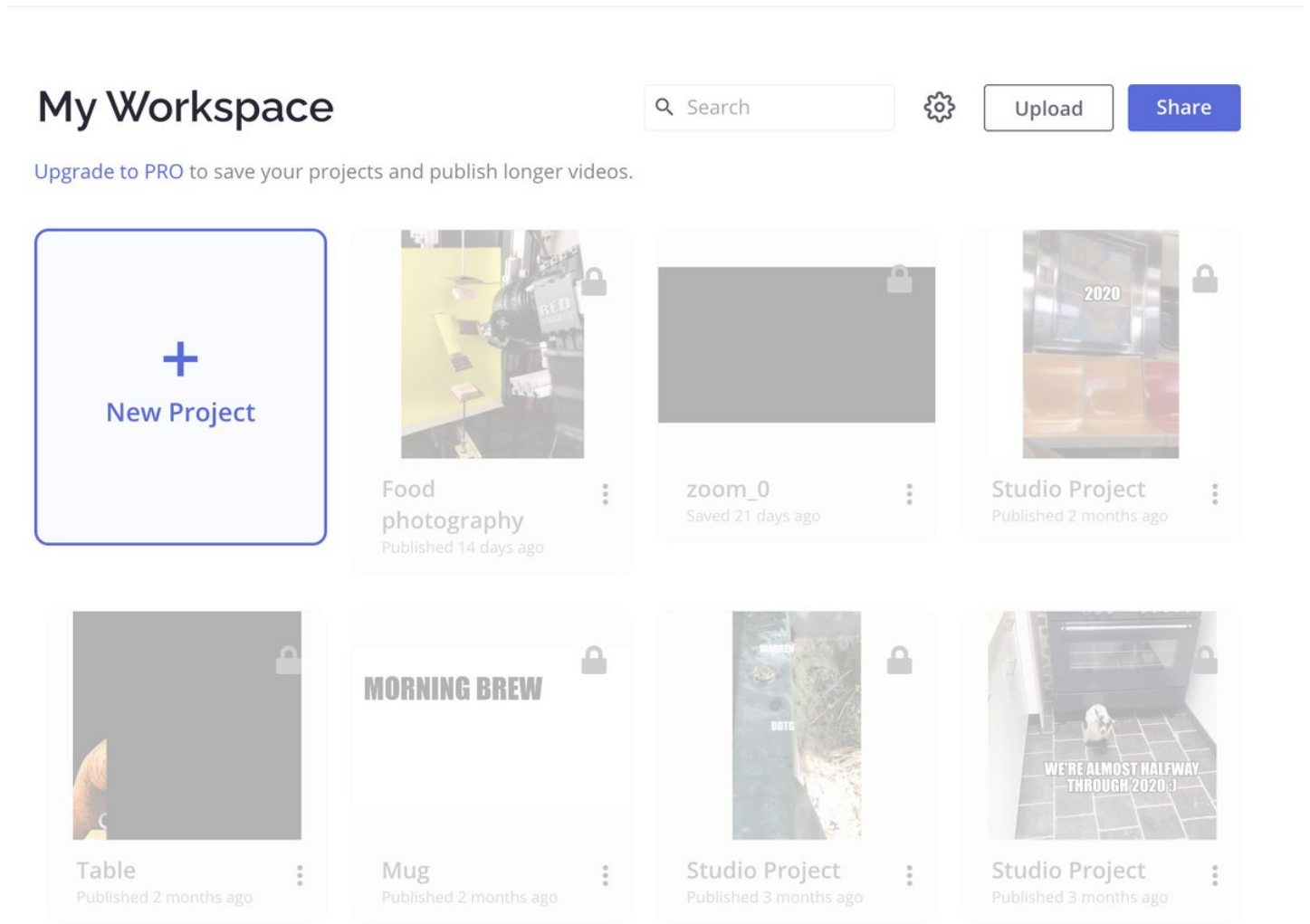
Kapwing

Price: Free

What I like: great at pulling vids from youtube/twitter and overlaying captions + different audio on them

What I don't: Can't edit content older than 2 days on the free plan

<https://t.co/bREsREkCSJ>



### 4/ Meme making

Imgflip

Price: Free

What I like: easiest way to caption existing meme formats, quickly


What I don't: limited fonts

<https://t.co/sUj13VIPiO>

Spacing Add Image Draw

Upload new template Search all memes

Sad Pablo Escobar My Popular



Text #1

Text #2

Text #3

More Options ▾ Add Text

*Pro-tip: If you [Login](#) or [Join Imgflip](#), your captioned memes will be saved in your account*

Private (must download image to save or share)

Remove "imgflip.com" watermark

Generate Meme Reset

5/ Inspiration

iPhone notes app

Price: Free

What I like: no frills & easily accessible. every thread i write starts as an idea in notes

What I don't: difficult to organize



# How to live tweet a debate

1/ Don't make the obvious jokes

Low hanging fruit was making fun of the individual candidates

In order to separate ourselves from the noise, and maintain the Brew's voice

we only made fun of the debate itself

6/ Inspiration cont.

Roam research

Price: \$15/month

What I like: helps me flesh out ideas. works like my brain works

What I don't: no mobile app

<https://t.co/kPPdIsLFe8>

# creative process thread

- A thread about the creative process
- we'll go through ideation, obsession, iteration
- and how to make the "secret sauce"
- to start, watch this video from a Hershey's chocolate ad [...]
- It undoubtedly has the secret sauce

7/ Higher lift visual content

Adobe Photoshop

Price: \$10/month

What I like: been using since high school so very natural

What I don't: makes computer sound like 747 taking off

<https://t.co/cKt1CPcJx9>



8/ Tab overload

OneTab chrome extension

Price: Free

What I like: makes computer 10x faster

What I don't: sometimes it runs a little slow when its in the process of working its magic

<https://t.co/7DZtd6Uc1k>

17 tabs

Created 10/15/2020, 4:22:04 PM

Restore all Delete all Share as web page More...

- College Enrollment Update: Undergraduate Numbers Now Down 4% Nationwide
- COVID-19: Stay Informed - National Student Clearinghouse Research Center
- College Enrollment Slid This Fall, With First-Year Populations Down 16% - WSJ
- Looking for a job? Why 9am is the best time to email a recruiter - toby@morningbrew.com - Morning Brew Mail
- Superhuman
- Happysad - Album by Kiefer | Spotify
- College Enrollment Update: Undergraduate Numbers Now Down 4% Nationwide
- Cannabis companies, betting on a Biden win, ready IPOs | Reuters
- Untitled document - Google Docs
- This Marijuana Stock Might Just Be the Biggest Winner on Election Day
- Liked / Twitter
- Movie Recs - Google Sheets
- Land Mine Clearing Rat Wins Britain's Highest Animal Honor
- Morning Brew - Calendar - Week of October 11, 2020
- does not equal sign - Google Search
- Weed stocks surge as Kamala Harris vows to decriminalize pot in debate | Reuters
- when is election day - Google Search

16 tabs

Created 10/15/2020, 1:08:50 PM

Restore all Delete all Share as web page More...

- All Personal Feeds
- Shopify

9/ Playlists for thread writing

Flow State newsletter

Price: Free

What I like: sends new Spotify playlists every day with great focus music

What I don't: not a whole lot!

<https://t.co/zGQzyjwnwA>



# Theo Parrish

October 16, 2020

Oct 16   

**Good morning.**

**It's Friday so we're listening to something more upbeat. Today we're listening to Theo Parrish, a dance music producer from Detroit. Parrish's music carries on the legacy of deep house pioneered by artists like Ron Trent and Frankie Knuckles. His latest album, *Wuddaji*, out a couple weeks ago, fits the jazz samples and progressions of deep house into broken beats and techo patterns. But first we're playing his 2014 album *American Intelligence*, which traverses the spectrum of dance genres over four-on-the-floor rhythms.**

***American Intelligence* by Theo Parrish (120m, some vocals)  
[Spotify](#) / [Apple Music](#) / [YouTube](#) / [Amazon Music](#) / [Tidal](#)**

***Wuddaji* by Theo Parrish (60m, vocals on "This Is For You")**

**[Spotify](#) / [Apple Music](#) / [YouTube Music](#) / [Amazon Music](#) / [Soundcloud](#) / [Tidal](#)**

10/ Final thoughts on tools

-paid doesn't necessarily mean better

-find the RIGHT tool for the specific task you need to complete, not the buzziest

-constantly search for ways to make your life easier

What tools do you use?