

Twitter



The Basics



What is Twitter?

A social network used to post, **or tweet**, short, public messages to friends

Tweets are:

- 140 characters or less
- Quick to follow and view updates
- Used to share links, photos, videos, music, hot topics – all in real-time



Sign-up!



- Create an @username [keep it short and clear]
- Write your bio. [160 characters or less. Use them wisely.]
- Include a link to your website, blog, or other social profile
- Include a picture or people will think you're spam!

A screenshot of a Twitter profile settings page for a user named 'GreenePCC'. The page has a light blue header with navigation tabs: Account, Password, Mobile, Notices, Profile (selected), Design, and Connections. The main content area is divided into two columns. The left column contains settings for Picture, Name, Location, Web, and Bio. The right column contains a 'Profile' section with explanatory text and a 'Tips' section. The bio field is a text area with a character count of 42/160.

GreenePCC's settings

Account Password Mobile Notices **Profile** Design Connections

Picture  [Change image](#)
[Delete this image](#)

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Web
Have a homepage or a blog? Put the address here.
(You can also add [Twitter](#) to your site here)

Bio
About yourself in fewer than 160 chars

Profile
This information appears on your public profile, search results, and beyond.
It helps instantly identify you to those following you, and tells those who aren't more about you.

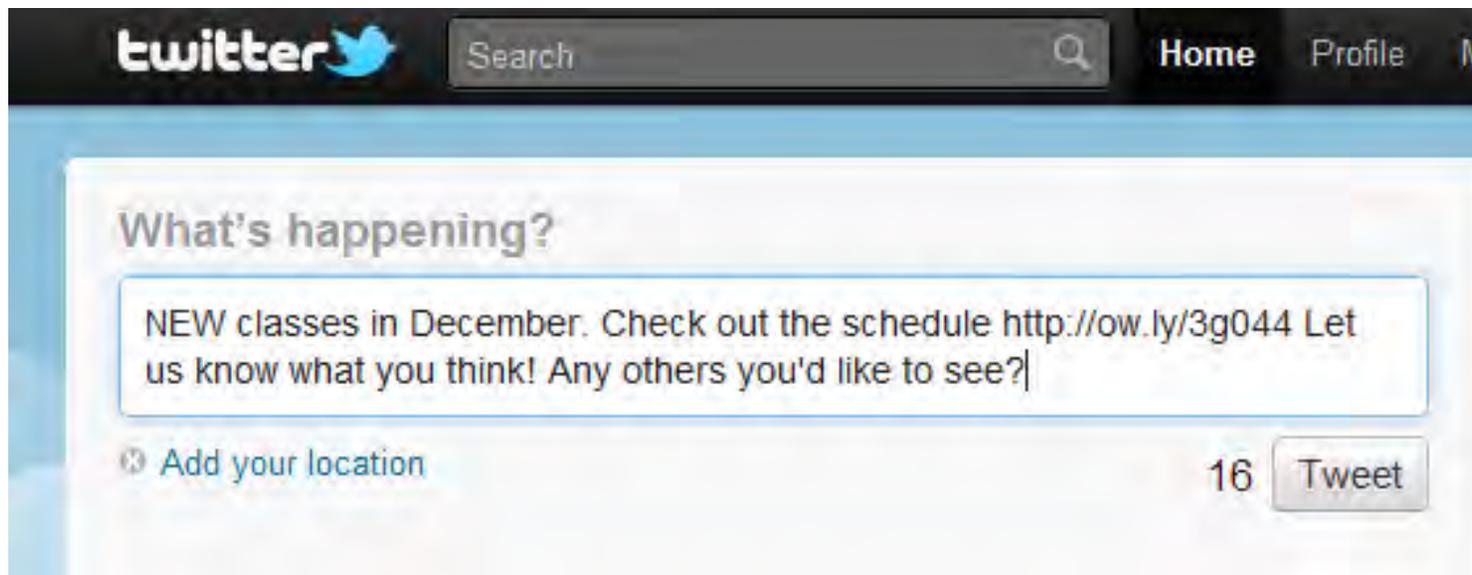
Tips
Filling in your profile information will help people find you on Twitter. For example, you'll be more likely to turn up in a Twitter search if you've added your location or your real name.
Your Twitter profile picture helps instantly identify you to those following you – and tells those who aren't more about you.



Tweet, Tweet



- Tweets are your updates - post photos, videos, links to share. These are public.
- Use a URL shortener and get the most out of those 140 characters [try <http://bit.ly>]



Twitter Vocab

- direct message (DM): the only version of the tweet that is private, between yourself and another user
- retweet: repost content that someone has already tweeted, giving them credit. (eg. RT @hootwatch: This a fun interview)
- reply: responding to someone's tweet, starting a conversation
- mention: someone may retweet or include you in a tweet



working on an email newsletter for your business? check out @mailchimp + free HTML email templates <http://ow.ly/3d1rI> via @campaignmonitor

20 Nov via HootSuite ☆ Favorite ↩ Reply 🗑 Delete



Follow us



- People, friends, groups you choose to follow show up on your timeline. Followers are those who follow you!
- Find people you already know.
- Follow someone interesting, that you may have a few things in common with.
- Using a twitter directory might help.

[try wefollow.com]



Trend Topics



- Hot topics and keywords that are most tweeted and searched
- hashtag: Include the “#” before a word (eg. #immigration). Your tweet will join the stack of tweets saved under that hashtag .
- Anyone can start a hashtag but they only become widely used when they start getting passed around successfully.
[try search.twitter.com to find topics]

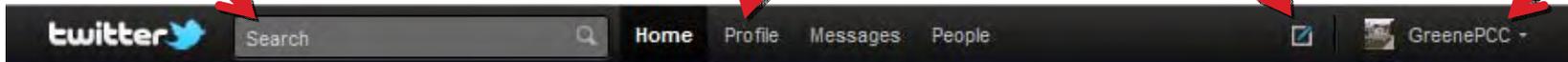


Search twitter for people and trends

View your profile

Click to write a new tweet

Change your profile settings



What's happening?

..or enter a new tweet

Timeline @Mentions Retweets Searches Lists

mashable Pete Cashmore
Typekit Lets You Customize the Web With Your Own Fonts - <http://on.mash.to/gbRCpG>
11 minutes ago

mashable Pete Cashmore
Surprise! Central Park Wedding Proposal Viral Video Was a Hoax - <http://on.mash.to/hGREZv>
35 minutes ago

mashable Pete Cashmore
European Commission Opens Antitrust Investigation Against Google - <http://on.mash.to/gMG3lx>
1 hour ago

mashable Pete Cashmore
The 12 Days of Holiday Revenue Maximization for Your Online Store - <http://on.mash.to/emxmgv>
1 hour ago

mashable Pete Cashmore
Winamp Is Back With Powerful Android Media Player - <http://on.mash.to/i1VqY8>
2 hours ago

Your Tweets 22

27 Nov: Just added to the <http://wefollow.com> twitter directory under: #greene_nv

Following 7 Followers 4

Find accounts to follow: Browse interests · Find friends

What's Next? · hide next steps

1. Get Twitter on your phone
 - Set up mobile notifications
2. Set up your profile
 - Upload a profile picture
 - Write a short bio

Trends

Worldwide · change

#HowDoYouKnow Promoted

#ytsertanejolive

#why90srocked

World AIDS

#frasesdecaricaturas

Elano

Rafinha

Who to follow

Suggestions for you · view all

sergiobrotos · Follow
Sergio Brotos

alongtin · Follow
Audrée Longtin

KimsTweets · Follow
Kimberly Cooper

danieldoherly · Follow

Your timeline, mentions, and retweets

shortened url

hashtags and trending topics

who you're following & your followers

