

PART 8c: Twitter 101

Twitter is a micro-blogging social media tool that allows its users to communicate in 140 characters or less.

Twitter Glossary

@username: A username (aka, your **handle**) is how you're identified on Twitter and is always preceded immediately by the @ symbol. (There is no space between the @ symbol and the username.)

Example: @spiritandplace is Spirit & Place's username



Follow: Subscribing to a Twitter account is called "following." To start following, click the Follow button next to the user name or on their profile page to see their Tweets as soon as they post something new.

Followers: Other Twitter users who have followed you to receive your Tweets in their Home stream.

Hashtag: A hashtag is any word or phrase immediately preceded by the # symbol. When you click on a hashtag, you'll see other Tweets containing the same keyword or topic. Use Spirit & Place's hashtag and create one for your event as well.

Example: Spirit & Place's hashtag is #SPIndy.

Home: Home is your real-time stream of Tweets from those you follow.

Reply: A response to another user's Tweet that begins with the @username of the person you're replying to is known as a reply. Reply by clicking the "reply" button next to the Tweet you'd like to respond to.

Retweet: This is when you share another user's tweet by giving them credit for it by clicking the Retweet button.

Adapted from Twitter's Help Center Glossary
<https://support.twitter.com/articles/166337>

Twitter Tips

- You only have 140 characters. It's okay to shorten words and to be informal.
- Make it personal.
- Ask your followers questions.
- Follow people back unless they are obvious spam accounts or aren't related to your audience.
- Engage in the conversation—respond to other people and re-tweet posts that are noteworthy.
- Use bit.ly to shorten long links that take up too much space.
- Use images.

Developed by Bohlsen Group