Twitter How-To Guide

Current Users:

- On a computer, sign in to your Twitter login page at: www.twitter.com.
- Write your custom post into the "What's Happening?" text box at the top of your timeline
  - You can also click on the blue "Tweet" button on the top right corner of the page to compose a new tweet.
- To post the tweet, click on the blue Tweet button.
- To delete a tweet, click on the drop-down menu at the top right-hand corner of that specific tweet.
- You can download the Twitter app from the app store on your mobile device

Twitter Tips and Best Practices Q&A:

- **How long can a tweet be?** Tweets can contain 280 characters of text and can include photos, videos, GIFs, and other forms of media.
- **Who can see my tweets?** All tweets are public unless your profile is saved as private.
  - To make your page private, go to Settings and Privacy.
- **I want to include a link in a tweet, how can I make the link shorter?** If a tweet contains a link to a website, you can shorten the link using Bitly.com. Note: links do not count against the character limit, but shorter links look better visually.
  - Copy the Bitly link and paste it into your twitter text box.
- **What does the # symbol mean?** A # is called a hashtag; it's a keyword or phrase used to describe a topic or theme and is used in tweets to categorize them – thus making it easier for Twitter users to find and follow your tweets by searching that topic or theme.
  - Example from the @bankstreetedu Twitter account: #BankStreet is often used in tweets. If a user types in #BankStreet in the Twitter search box, an archive of other tweets using that hashtag will appear.
- **Can I send private messages?** Direct Messages (DM) can be sent to other users that you follow and are following you. These messages can only be seen by you and the other party. These messages will be seen in your "Messages."
  - To send a DM:
  1. Click on "Messages" on the top navigation and click on the blue "New Message" button at the top right corner of the pop-up box.
  2. Type in the Twitter handle of the person you want to send a message to (Example: @bankstreetedu) and click "Next."
  3. Type your message in the text box at the bottom of the pop-up box.
  4. Click "Send."
  - You can also send a DM by clicking on the envelope symbol at the bottom of a user's tweet on your Twitter feed.
- **My tweet is still relevant, is there a way to keep it in the forefront?** You can repost your own tweets or pin them to your profile page. If pinned to your page, this means it is the first tweet that users will see if they click on your profile.
  - To pin a tweet, click on the drop-down menu at the top right-hand corner of that specific tweet.

Twitter Engagement:

- Liking a tweet shows a user that you are interested in their content.
    - To like a tweet, click on the heart button on the bottom of a tweet on your Twitter feed.
- When possible, respond to questions, inquiries, or comments on your posts.
    - If a comment doesn't necessarily require a response, liking their comment is a good way to let the user know that their comment is appreciated.
- To reply or to send a tweet to a specific user(s), you must include their Twitter handle in the tweet. The user will be notified of your tweet and it will show up on their Twitter feed. If someone includes your Twitter handle in a tweet, those tweets will show up in your Notifications as "Mentions."
    - Example: If someone wants to send you a tweet they must include your Twitter handle (i.e., @shaelsuransky) in their tweet.
    - When you begin a tweet with a Twitter handle, this indicates that you are sending a tweet directly to that user and it will not show up on your followers' Twitter feeds, unless that user is following both you AND the user whose handle you're mentioning. To avoid this, begin that tweet with a period directly before the handle. (Example ".@bankstreetedu hosted its Annual Dinner today.")
- To find the twitter handle for a person or organization, type in their name or the organization in the search box at the top navigation.
    - Twitter handles for organizations or people are also searchable through search engines like Google (search example: "Bank Street Twitter")
- To retweet (RT) or share a tweet from another user to your followers' feeds, click on the rotating arrows beneath the tweet. You can retweet the message as is or you can include your own comment before the RT.
- Trending topics are shown in the "Trends for You" section on the left-hand navigation of your home screen. These are topics that are most popular on Twitter in real time. This can be worldwide or specific to location.
- Accounts that show a blue circle with a check mark inside symbolizes a verified account, which lets people know that an account of public interest is authentic.