

Getting Started With Twitter

A Guide to Event Social Media from SHARE

Why Twitter?



Inform

Access the latest news in real-time.



Filter

Customize your experience through a personalized feed tailored to your interests.



Connect

Start or join topical conversations and build online connections.

How to Use Twitter: The Basics

1. **Discover Sources:** Find and follow others!
2. **Check Your Timeline:** This readable stream pulls in all the sources you follow and shows “Trending Topics” for even more discovery. On your timeline, view the “Trends” section on the left-hand side for a series of trending hashtags that indicate hot topics.
3. **Take It with You:** Connect Twitter to your mobile device for news in your pocket.

Hashtags 101

Hashtags enhance your content and allow you to join larger conversations. Clicking on a hashtag keyword allows you to view all Tweets about that topic.

- The SHARE Providence hashtag is [#SHAREpvd](#)
 - Other popular industry hashtags include: [#Mainframe](#), [#EnterpriseIT](#), [#zEnterprise](#), [#MainframeDebate](#), [#IBM](#), [#DevOps](#), [#Blockchain](#), [#IoT](#)

Tweeting: What You Need to Know

1. **Establish Your Voice:** Interact with the online community and make yourself known — Retweet, reply, and react to others.
2. **Mention:** Get in the habit of tagging others in your content by using “@” when mentioning them. This notifies them that you are talking to them on Twitter!
3. **Get Fancy:** Explore advanced features like lists, direct messages, favorites or including images and videos with your Tweets.

Dos and Don'ts

DO use Twitter monitoring software

DO listen to your audience

DO prepare Tweets in advance when possible

DO follow the rules of engagement

DO maintain conversations post-event

DO use Twitter to evaluate

DO have fun with it!

DON'T leave people hanging

DON'T Tweet just to Tweet

DON'T come unprepared

DON'T forget to follow

SHARE's Twitter “Rules of Engagement”

- Use [#SHAREpvd](#) in every Tweet
- Use other appropriate hashtags relevant to your content
- Be social!
- Show the love with Retweets and favorites
- Join the conversation
- Be funny, fun and creative
- Say “thank you”