

Twitter: getting started

What is Twitter?

Bite-sized (140 character) bursts of the latest information from the people and organisations you have an interest in.

You don't have to tweet to get value from twitter.

Why Tweet?

- Communicate with a potentially wide audience
- Keep up-to-date
- Not time consuming
- Free
- More professional image than Facebook – good for networking and sharing experiences/information
- Simple to use

Use Twitter to share and discover:

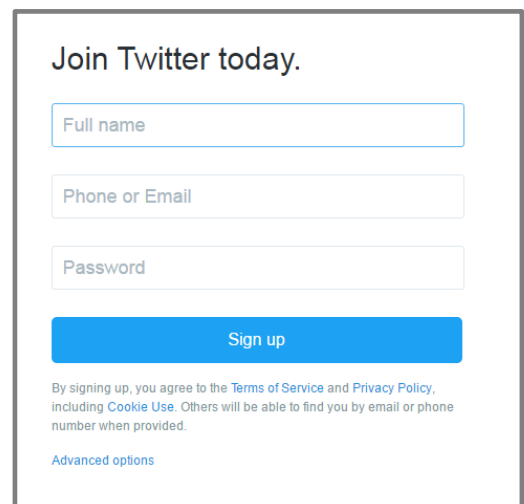
- Useful links
- News
- Opinions
- Events
- Latest publications

Sign up at:

<https://twitter.com/signup>

Once you've created your account:

- Add a short bio (160 characters) which defines your interests/reason for using Twitter
- Add a picture
- Follow some tweeters



Join Twitter today.

Full name

Phone or Email

Password

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#). Others will be able to find you by email or phone number when provided.

[Advanced options](#)

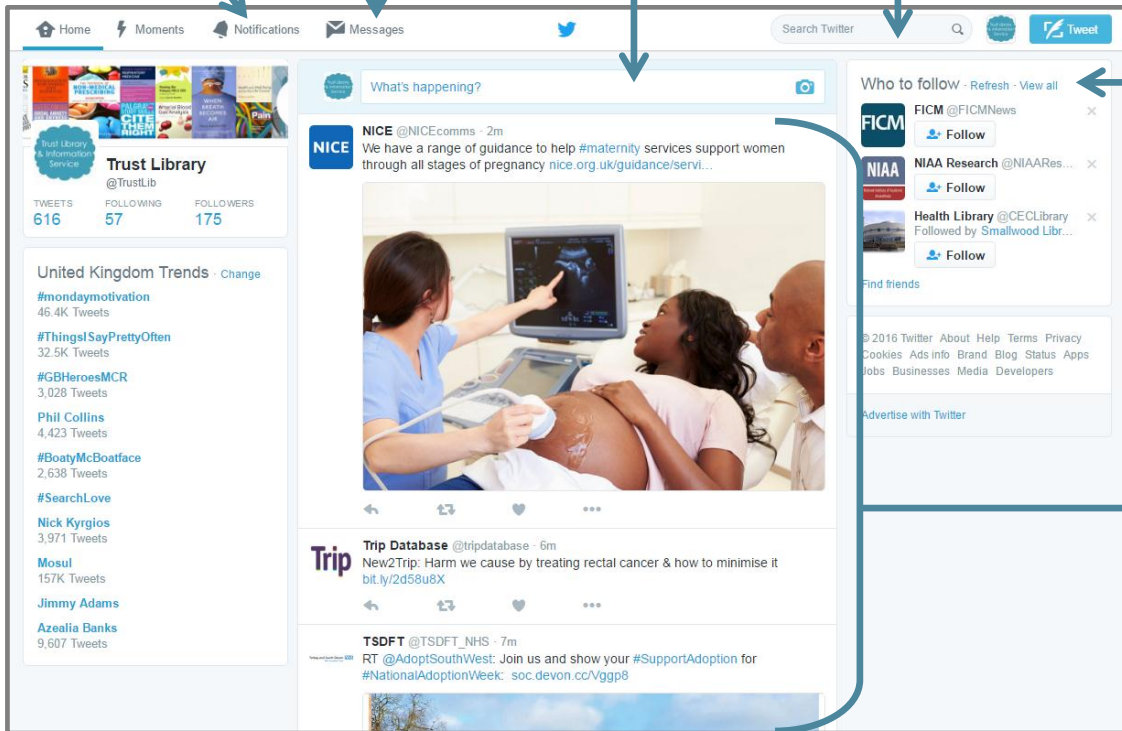
Your Twitter Home Page:

See details of any mentions or RTs you have received.

Read any DMs directly sent to you here.

Enter your tweet text here.

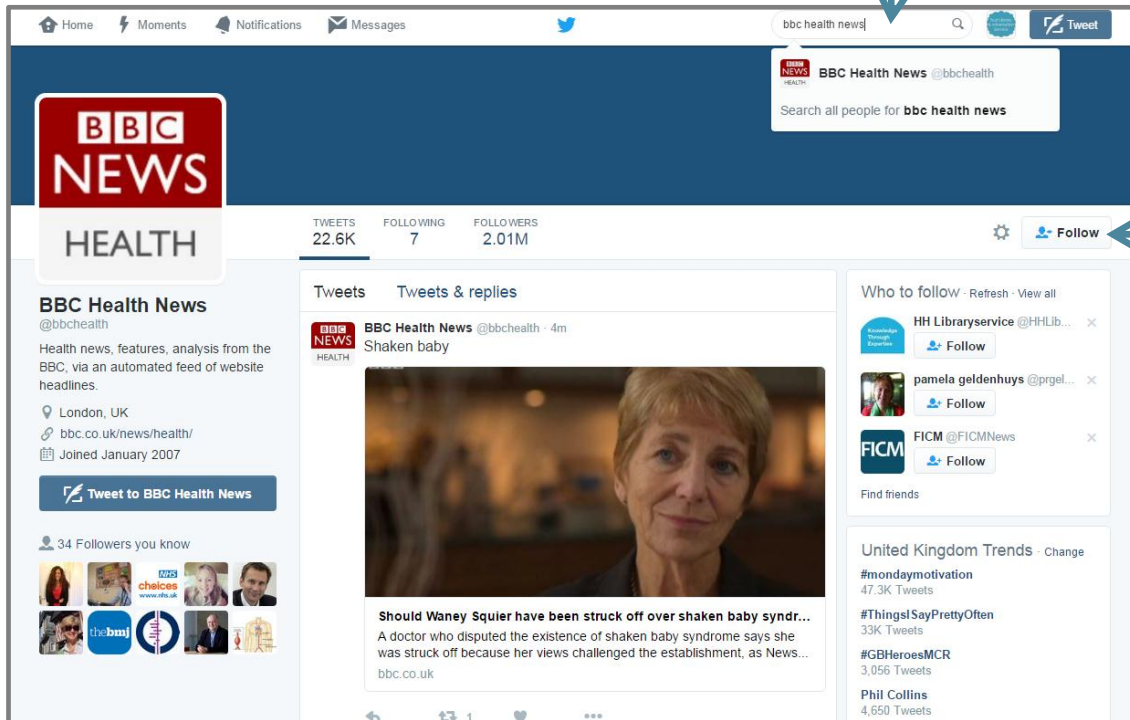
Search for other tweeters to follow.



Suggested tweeters to follow (based on who you're currently following).

Your twitter feed – the latest tweets from the people/orgs that you follow.

Following:



Search for the person or organisation you want to follow.

Click the follow button for their tweets to show up in your twitter feed.

Terminology:

- **@** Used in tweets when you want to mention another user. E.g. @TrustLib
- **DM** These are private messages (direct messages) that you can send to other Twitter users. Click messages in the top white bar to view.

NB: You can only send DMs to twitter users if you are following them and they are following you.

- **RT** Used to share somebody else's tweet that you have seen in your feed with your followers.
- **Hashtag** Used to categorise tweets. E.g. #NHS

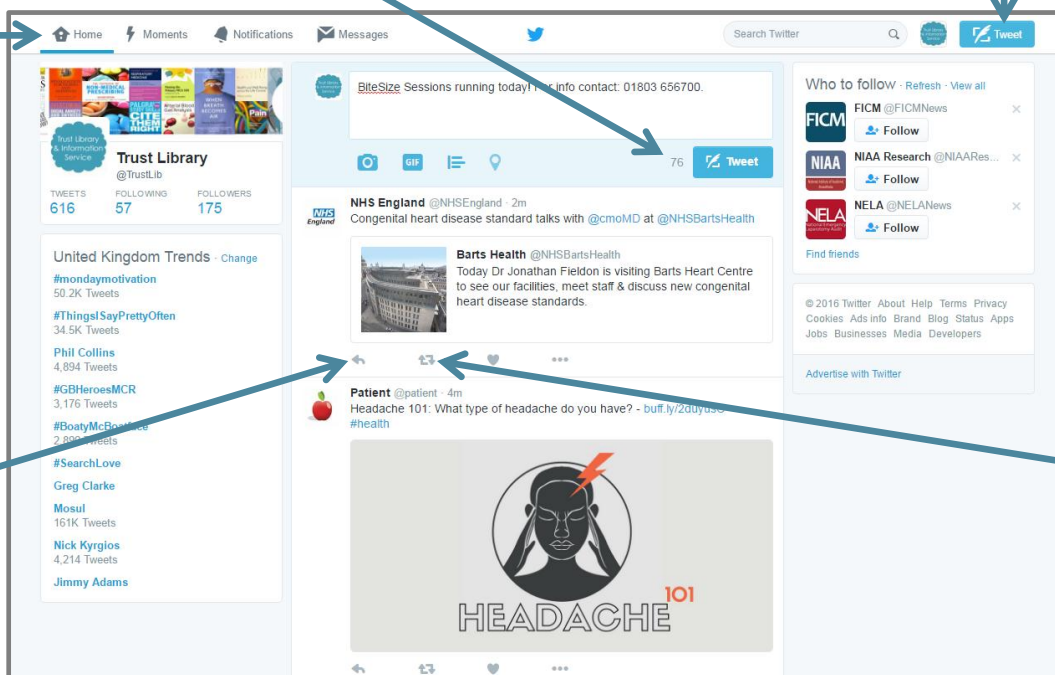
Click on a hashtag to view all other tweets also using that specific hashtag. You can make up your own hashtag simply by typing #anyword.

Tweeting:

Count down of how many characters are left.

Click to compose a tweet regardless of which twitter page you are currently on.

For this page view select the home tab.



To reply to a tweet click on the arrow. A textbox will then appear.

To retweet a tweet click on the two arrows.

Link shortening:

When sharing links, make the most of your 140 characters by using a link shortener such as bitly.com (<https://bitly.com/>). A link shortener transforms long urls into much shorter urls e.g:

Turn:

65 Characters

<http://www.sdhl.nhs.uk/assets/docs/Current%20training%20dates.pdf>

To:

20 Characters

<http://bit.ly/RjEZhs>

Lists:

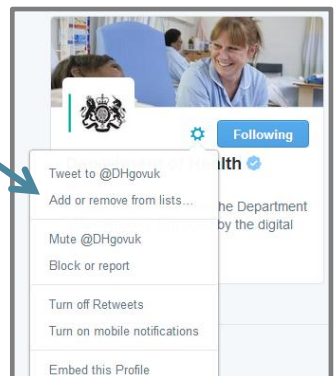
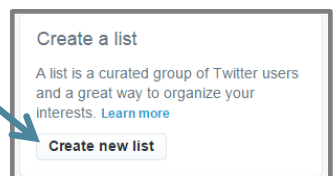
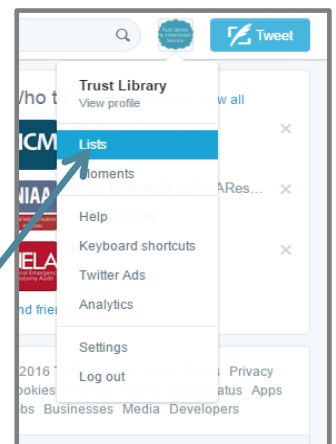
The lists function allows you to organise the tweeters you follow into groups (e.g. colleagues, friends, family). This allows you to easily manage how you view tweets. You can create your own lists or alternatively you can subscribe to lists created by others.

To start creating your lists click on your profile picture (top right) and select Lists from the drop down menu.

To create a list click the “create new list” button. You can then enter a name and description for your new list.

To add tweeters to your list go to your twitter homepage and click on your “following” list. From the list select the setting option (small cog icon) of a tweeter you would like to add to your created list. Then select the “add or remove from lists...” option from the drop down menu.

To view the lists you have created click on your profile image (top right) and select lists from the drop down menu. Clicking on a list title will then only display tweets from tweeters you have added to that particular list.



Hootsuite:

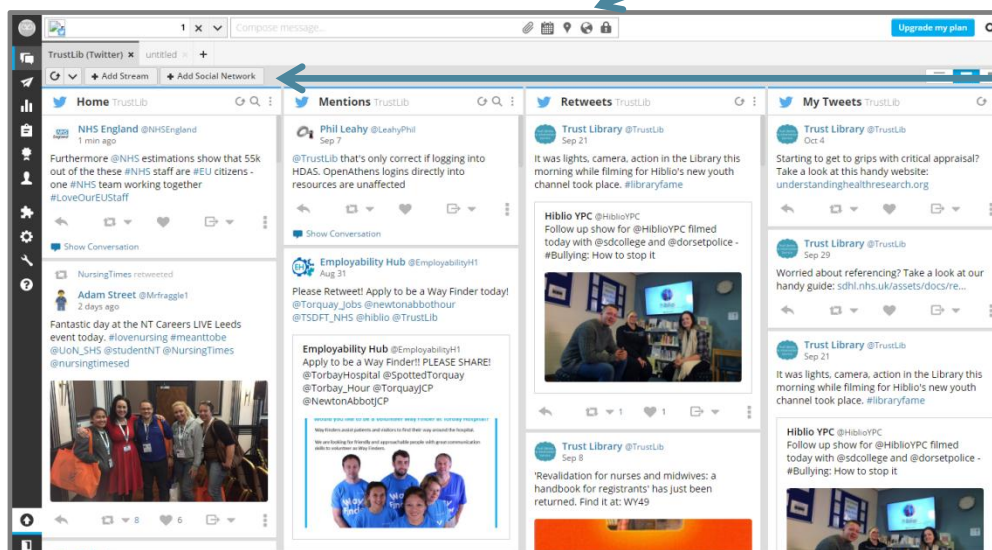
Hootsuite is an online system which can help you manage your social media networks. It allows you to access all of your social networks from one website. Hootsuite contains a handy built in link shortening function. It also allows you to schedule tweets for future posting.

To access go to: <https://hootsuite.com/>

You can create an account for free or alternatively you can log in with your twitter account details.

Example dashboard:

Compose and schedule tweets from within your dashboard.



Add other social networks to your dashboard.

Different columns for different twitter streams e.g. home feed, mentions RTs etc.

Top tips:

- Keep username as short as possible – make it easy for other tweeters to message you
- Follow some useful tweeters - retweet
- Include your Twitter feed on your website/blog
- Tweet regularly but don't over tweet
- Don't always follow your followers – only follow twitter users that interest you
- Read the Trust's Social Media Policy

Finally.....

“It is best not to tweet if you're feeling ratty, late at night and never when drunk!”

Source: <http://blogs.lse.ac.uk/impactofsocialsciences/2011/09/29/twitter-guide/>