The Twitter Guide

What is Twitter?

Twitter is an online news and social networking service where users post and interact with messages, "tweets", restricted to 140 characters. It's great for keeping up to date with news from partners / colleagues etc.

Due to the fast-moving nature of the platform, there' a constant stream of new content which can make it quite addictive. (You've been warned!)

Some facts!

- There are 500 million Tweets sent each day. That's 6,000 Tweets every second
- 80% of active users access the site via mobile
- Katy Perry has the most followers on twitter, with over 100million!
- Journalists make up 24.6% of verified accounts

Jargon buster…

Twitter Feed: The main place where the steady stream of updates and information from other users is presented to you. It's like your 'homepage.'

Handle: Your Twitter handle is another way of saying your account name. SPECIFIC's handle is @info_specific, for example.

Mention: The act of tagging another user's handle (or account name) in a tweet. Mentions trigger a notification for that user and are a key part of what makes social media "social."

Retweet: A Tweet that is re-shared to the followers of another user's Twitter account.

Hashtag: # A hashtag is used to draw attention to word(s) in a tweet. They also make it easier for people to find, follow, and contribute to a conversation by searching for the relevant #

Types of Interactions on Twitter:

General tweets:

- **Definition:**
Any message posted to Twitter containing up to 140 characters.
- **Where it appears for the sender:**
On the sender's profile page and Home timeline.
- **Where it appears for the recipient:**
In the Home timeline of anyone who is following the sender.
- **Who else sees it?**
Anyone following the sender

Mentions:

- **Definition:**
A Tweet containing another account's Twitter username, preceded by the "@" symbol. E.g. "Hello @Support!"
- **Where it appears for the sender:**
On the sender's profile page of public Tweets.
- **Where it appears for the recipient:**
In the recipient's Notifications tabs, which is accessible only by them.
- **Who else sees it?**
Followers of the sender will see the tweet in their feed

Replies:

- **Definition:**
A reply is when you respond to another person's Tweet.
- **Where it appears for the sender:**
On the sender's profile page.
- **Where it appears for the recipient:**
In the recipient's Notifications tab. Like mentions, replies will also appear in the recipient's Home timeline if they are following the sender.
- **Who else sees it?**
Anyone following the sender and the recipient of a reply will see it in their Home timeline.

Direct Message:

- **Definition:**
A direct message (DM) is a private Twitter message sent to one of your followers.
- **Where it appears for the sender:**
In the senders private outbox
- **Where it appears for the recipient:**
In the recipients private inbox
- **Who else sees it?**
Nobody - only you and the recipient. Direct messages can only be sent to a Twitter user who is already following you, and you can only receive direct messages from users you follow

Note: When you post a Tweet beginning with an @username, only people who follow both you and the account you are mentioning will see the the Tweet in their Home timeline.

t
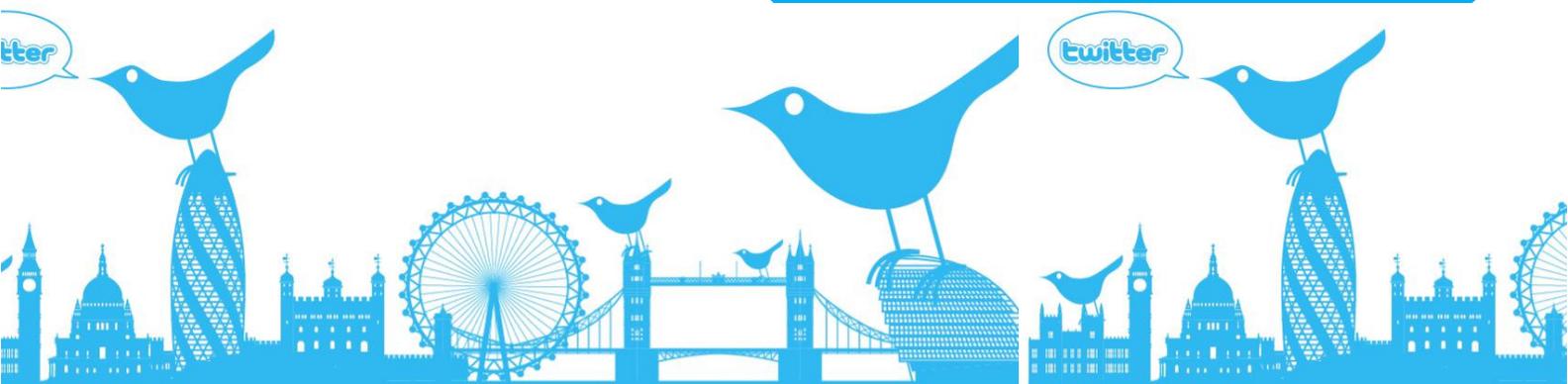
TOP TiPS
for Tweeting!
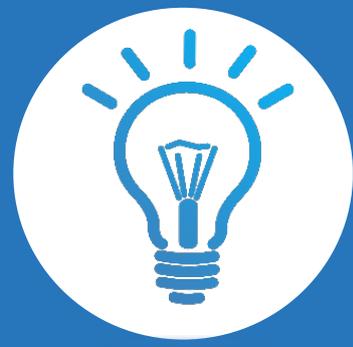
1 use keywords

In order to attract a specific audience, include discoverable keywords, with links to highly valuable content, in your Tweets.

2 Target influencers

It's a smart idea to follow companies, influencers and like-minded individuals that you plan to engage with in the future on Twitter. 'Tag' twitter accounts in images to encourage retweets as this will not count towards your 140 characters.

3 give credit

If you see content that adds value, give credit where it is due. Share the love. Favourite, quote, and retweet Tweets that you find helpful to gain potential followers and build online relationships.

4 use hashtags

Hashtags are a no-brainer as they ensure that your content is as discoverable as possible, and enable you to connect with like-minded users

5 optimize your profile

Your Twitter profile is where other users get their first impressions of you, so it's important that you take advantage of this part of your online presence. Ensure your Twitter profile has a good image / description that's consistent with what you are using on other social networks.

6 use images

It's a fact that Tweets including images receive more engagement (313% more!), which is reason enough to make sharing images and videos on Twitter a priority.

7 shorten your URLs

You only have 140 characters in each tweet so make them count! Use APP's such as Bitly to shorten long URLs into short/snappy links.

The DO'S and DON'T'S of Hashtags

You can turn any word into a hashtag #. However, DO NOT include any of the following:
- spaces
- punctuation
- special characters

In the example below, #don accidentally becomes the hashtag

Compose new Tweet   ✕

An example of a broken tweet would be something like:
#Don'tUsePunctuation

☺

66 **Tweet**

- Capitalization only matters for readability. #KnowWhatIMean?
- Tweets with hashtags receive twice as much engagement as those that don't. However, don't use more than 2 x hashtags otherwise the tweet can look 'spammy.' Plus, there'll be less room for actual content!

Examples of ...successful tweets:

Featured in @SwanseaUni Inspiring Women 2017 is SPECIFIC's own Joanna Morgan #inspiringwomen #IWD2017 @SUEngineering bit.ly/2mLNvrS pic.twitter.com/pcFrBlOCGM

Re-introducing 'The POD': bit.ly/2saIxc5 Our first complete 'building as a power station'...
@WG_innovation @innovateuk @EPSRC pic.twitter.com/PYqRfVaZ2B

↻14 ♥21

↻8 ♥15

Example One Used trending hashtags and tagged in big social accounts to encourage RT (retweets) Plus, an image was added to increase engagement.

Example Two Again, added an image to the tweet as well as linking to 'more information' (using bitly to shorten the URL) and tagged in relevant accounts to increase reach.

NB Example 1 had 6 x more retweets but example 2 gained much more reach as the accounts that did retweet have more followers / influence on twitter.

Sending a Tweet via Email:

This feature is only available when using the twitter APP from your mobile – it's not available from desktop.
1. Click the drop-down arrow on the tweet you'd like to share (top right-hand side
2. Select 'share tweet via...'
3. Select 'mail'
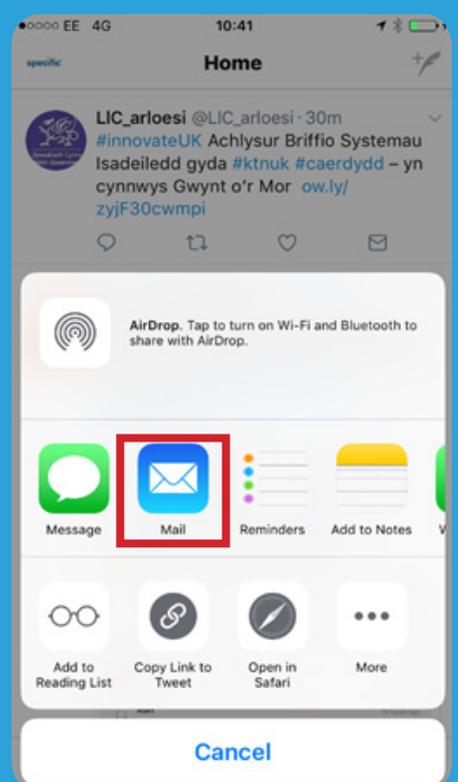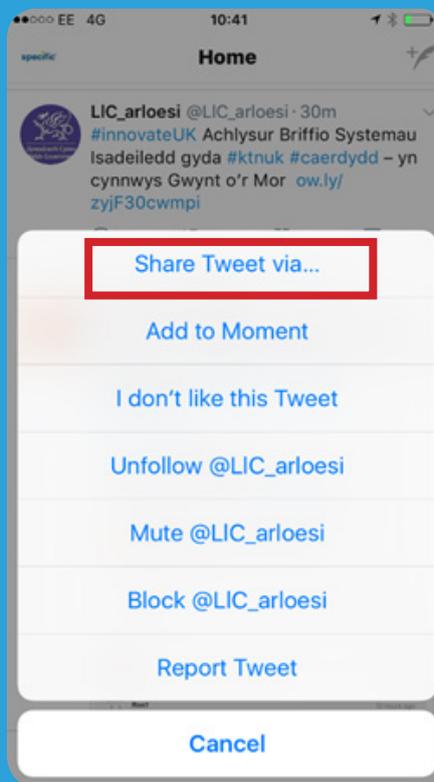
Using Twitter Search:

You can search areas of interest in order to engage in conversation and find new accounts to follow. Example below: #solarenergy

1. Enter your search term into the box on the top right of the page
2. Your results will show a combination of Tweets, photos, accounts, and more.
3. Filter your results by clicking Top, Latest, People, Photos etc. (in orange box)
4. Click the Search filters drop-down to filter your results 'From anyone' or 'People you follow' plus other advanced options.