Twitter Basics
at the Deerfield Public Library

Class Outline:
1) What is Twitter?
2) Setting up an account and profile
3) Terms you should know & examples
4) How do I decide what to write?
5) Q & A

Expected Outcomes:
1) Familiarity with Twitter
2) Ability to create and maintain activity

Get Tweeting!

Twitter is a micro-blogging network of real-time posts that are limited to 140 characters or less.

According to the Pew Research Center’s study. Mobile Messaging and Social Media 2015:

“Some 23% of all online adults use Twitter, a proportion that is identical to the 23% of online adults who did so in September 2014. Internet users living in urban areas are more likely than their suburban or rural counterparts to use Twitter. Three-in-ten online urban residents use the site, compared with 21% of suburbanites and 15% of those living in rural areas. Twitter is more popular among younger adults — 30% of online adults under 50 use Twitter, compared with 11% of online adults ages 50 and older.”
Setting Up a Twitter Account

Twitter collects basic info from each user. You’ll need to put in a name, email address and password.

Think about whether or not you want to tailor Twitter based on the websites you visit and be sure to check under “Advanced options” and decide how you’d like people to be able to find you.

When you’re choosing your Username, remember that that will be your “twitter handle.” When you’re choosing that, be sure to make it something that you wouldn’t mind being associated with professionally. Twitter accounts are not only public, but they are archived by the Library of Congress. That means that what you put out there will be very difficult to separate yourself from some day.
Twitter will then help you build up your account by making suggestions of who you might be interested in following based on your preferences.

Once you’ve established your account, you will want to have people that you follow as well as people who follow you. Through this activity, you’re connecting with users, businesses and information outlets that are important to your tastes. This is a great way to network on Twitter and get the full user experience.

Once you’ve selected your topics, there will be accounts suggested. Keep the ones that you are most interested in by clicking the blue “Follow and Continue” Button in the upper right hand corner.

Eliminate accounts you are not interested in following by clicking the grey X in the corner of that account.
Notice that these steps are optional! If you so choose, you can give Twitter access to your email address book and they will connect you with accounts registered to those email addresses.

Twitter will send you an email to the address you’ve provided to make sure that you are really the person interested in setting up the account. Click the link and return to twitter.

You are then taken to the page that will be what you will see every time you log into twitter from your computer.

Let’s Tour the Page:
Twitter Landing Page

Quick Access to Moments, your Notifications tab, and Direct Messages

Search box, access to your profile and settings. Log out from here as well!

User Info
Tweets to Date
Followers
Following

Trending Topics

Who to Follow

Twitter Feed
Your Personal Twitter Page

- **Profile picture**: Make sure the profile picture you use represents exactly who you want to be on Twitter. For example, if your motivation for using Twitter is for networking with other professionals, then a photo of you partying at Mardi Gras isn’t appropriate. If protecting your privacy is important, then you may want to use a graphic avatar in place of a personal photo. However, you should keep in mind that Twitter is about relationships, and some people might not feel as connected to company logos and graphics.

- **Profile bio**: Your bio can include a quick, one- or two-line description of who you are. Because space is at a premium, descriptive text that uses powerful imagery can paint a unique picture of who you are. Some people create bios with contradictory words in order to be humorous, informational, and memorable with very little said. If you are promoting yourself or a business, you may want to include your web address or other contact information, but keep in mind that this information is public to everyone on the Web.

- **Header Picture and Background**: Images that you can upload to make your account more reflective of your personality and twitter goals.

**Who you follow and lists**: Others can also see who you follow and the lists you create, so you may want to be selective about who you choose to follow. Twitter feeds that are racist, sexist, inappropriate, or otherwise polarizing can reflect poorly on you. Avoiding controversial feeds is especially important if you are networking professionally or looking for a job.
# Terms You Should Know

**#** The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages. People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search. Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword. Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end. Hashtagged words that become very popular are often Trending Topics.

**Using hashtags correctly:** If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet. Don't #spam #with #hashtags. Don't over-tag a single Tweet. (Best practices recommend using no more than 2 hashtags per Tweet.) Use hashtags only on Tweets relevant to the topic.

**@** The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile. See also Replies and Mentions.

**Things to note:**

Visiting another user’s profile page on Twitter will not display Tweets that mention them. However, you can search for all Tweets mentioning their username in the search box. Search for "@username" to view results. People will only see others' @replies in their home timeline if they are following both the sender and recipient of the @reply.

People will see any mentions posted by someone they follow (all mentions are treated like regular Tweets).

People with protected Tweets can only send @replies to their approved followers.

If someone sends you an @reply and you are not following the user, the reply will not appear on your Twitter Feed. Instead, the reply will appear in your Notification tab. You can click “People you follow” at the top of the Notification timeline to only display mentions from users you are following.

**Block:** you can block users who are spam accounts or people who you do not want to interact with. You do this in Account Settings.

**Like:** To like a Tweet means to mark it as one of your favorites by clicking the heart next to the message.
**FF:** #FF stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

**Follow:** To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

**Mention:** Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention". Also refers to Tweets in which your username was included. We collect these messages, as well as all your @replies, in the Mentions tab on the Notifications page. If you include more than one person's name in your Tweet and you use the @username format, all of those people will see the Tweet in their Mentions tab.

**Parody:** To spoof or to make fun of something in jest. Twitter users are allowed to create parody Twitter accounts, as well as commentary and fan accounts.

**Phishing:** Tricking a user to give up their username and password. This can happen by sending the user to a fake login page, a page promising to get you more followers, or just simply asking for the username and password via a DM or email.

**Promoted Tweets:** Tweets that selected businesses have paid to promote at the top of search results on Twitter.

**Protected/Private Tweets:** Twitter accounts are public by default. Choosing to protect your account means that your Tweets will only be seen by approved followers and will not appear in search.

**Quote:** When you retweet a tweet but add a comment, you will be “quoting” that tweet. It will appear below your comment in a smaller box.

**Reply:** A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

**Retweet (noun):** A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.

**Retweet (verb):** To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to all of your followers.

**Spam:** Unwanted messaging or following on Twitter.

**Top Tweets:** Tweets determined by a Twitter search algorithm to be the most popular or resonant on Twitter at any given time.

**Trends:** A subject algorithmically determined to be one of the most popular on Twitter at the moment.

**Unfollow:** To cease following another Twitter user. Their Tweets no longer show up in your home timeline.

**URL Shortener:** URL shorteners are used to turn long URLs into shorter URLs. Twitter does this automatically.

**Verification:** A process whereby a user's Twitter account is stamped to show that a legitimate source is authoring the account's Tweets. Sometimes used for accounts who experience identity confusion on Twitter.
# Guide to Twitter Lingo

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Meaning</th>
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<tbody>
<tr>
<td>@</td>
<td>at (mention)</td>
</tr>
<tr>
<td>#</td>
<td>hashtag</td>
</tr>
<tr>
<td>^</td>
<td>caret/hat sign</td>
</tr>
<tr>
<td>$</td>
<td>financial hashtag</td>
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<tr>
<td>AFAIK</td>
<td>as far as I know</td>
</tr>
<tr>
<td>CC</td>
<td>carbon copy</td>
</tr>
<tr>
<td>CX</td>
<td>correction</td>
</tr>
<tr>
<td>DM</td>
<td>direct message</td>
</tr>
<tr>
<td>FF</td>
<td>Follow Friday</td>
</tr>
<tr>
<td>HT</td>
<td>hat tip/heard through</td>
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<tr>
<td>ICYMI</td>
<td>in case you missed it</td>
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<tr>
<td>MM</td>
<td>Music Monday</td>
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<tr>
<td>MT</td>
<td>modified tweet</td>
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<tr>
<td>NSFW</td>
<td>not safe for work</td>
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<tr>
<td>OH</td>
<td>overheard</td>
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<tr>
<td>PRT</td>
<td>partial retweet</td>
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<tr>
<td>RLRT</td>
<td>real life retweet</td>
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<tr>
<td>RT</td>
<td>retweet</td>
</tr>
<tr>
<td>SMH</td>
<td>shaking my head</td>
</tr>
<tr>
<td>TFTF</td>
<td>thanks for the follow</td>
</tr>
<tr>
<td>TIL</td>
<td>today I learned...</td>
</tr>
<tr>
<td>TL;DR</td>
<td>too long; didn’t read</td>
</tr>
<tr>
<td>TMB</td>
<td>tweet me back</td>
</tr>
<tr>
<td>TQRT</td>
<td>thanks for the retweet</td>
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<tr>
<td>TT</td>
<td>translated tweet</td>
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<td>W/</td>
<td>with</td>
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1. **Ditch Small Talk**
   A simple pleasantry such as asking “How are you today?” over and over again to new and existing followers is actually not good manners at all on Twitter. It rarely comes off as genuine and won’t lead to any real conversations.

2. **Stop Talking About Yourself**
   This may come as a surprise to you but people are not interested in you or what you offer. They only care about themselves and finding solutions to their problems so focus your efforts on talking about that instead!

3. **Avoid Complaining**
   There is something about complaining that always manages to rub people the wrong way, even when it’s justified. People like to hear about news on Twitter and sadly, the world being a challenging and unfair place is very, very old news.

4. **Engage in Conversations**
   Lack of success on Twitter can always be correlated with trying to start conversations more often than you join them. Become known in other circles and engage with other people’s content more than you share your own. It sounds counter-intuitive but it WORKS!

5. **Don’t Try to Seem Like an Expert**
   You don’t want to be perceived as a Jack of all trades on Twitter. Those who aim to cover everything master nothing...at least that is the message you send to fellow tweeters.

6. **Personalize Your Name**
   Do your best to respond to messages and address people with their first name. This is separate from the Twitter ID and will be shown on their profile as their display name, unless they are using their business name.

7. **Do Not Follow and Unfollow**
   This is not a good way to get on someone’s radar. You may get their attention but not in the way you are hoping for. Unless you want to appear like a creepy stalker. In which case, be my guest!

8. **Don’t Overpromote**
   Always aim to overdeliver on value or else you will find more people hitting the unfollow and block button.

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