Social Media Monday: Twitter

Twitter is a social network comprised of short posts from individuals, organizations, and companies. Like other social networks, it is built on user-generated content. Your tweets populate the feeds of your followers and the tweets from the accounts you follow make up your feed. Unlike other social networks, you are not tethered to your connections. You can see tweets from anyone and interact with anyone on Twitter, regardless of whether you know them or are connected to them. Likewise, anyone can see your tweets or attempt to interact with you. People who do not have a Twitter account can also see tweets by searching online. You can choose to make your tweets visible only to people you designate in the privacy settings. Doing so would increase your privacy but limit your experience on Twitter.

To create an account, visit www.twitter.com. You will need an email address or phone number to sign up. When creating your account, you will have to create a username. This is also known as your handle. It has to be short. It will be what people use to tweet at you and will be displayed along with all of your tweets (as will your name, which does not have to be your real name.) The handle is an important choice, but it is something you can change later.
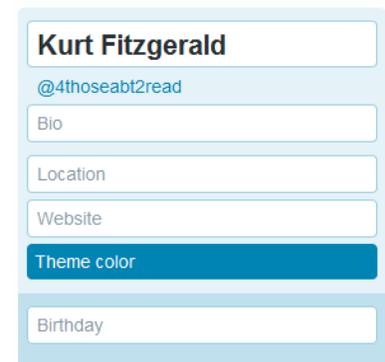
Your Profile

There is not a lot of room to add descriptions about yourself or your organization, so it is important to use the space well. Tell people the basics about yourself in the Bio section. Link to your website or another social media account. Your profile photo will appear along with all of your tweets. It will be small in most cases, so a close-up picture or a logo would work well here. You can use a larger photo for the header photo, which appears at the top of your profile.

Tweeting

Each tweet is limited to 140 characters. It is a good practice to keep your tweets even shorter than that. If someone shares one of your tweets with their followers, they may want to add a comment. They can only add a comment if there are characters remaining for them to do so. If your tweet includes a link, the link will count as 22 characters regardless of how long it is in reality.

Using a hashtag will file your tweet alongside other tweets using the same hashtag. This is an effective way to jump in and join the conversation on Twitter. To use a hashtag, simply include the # symbol in front of a word or phrase with no spaces. You may want to search for a hashtag before writing your tweet to determine what hashtag is commonly used for a subject or event. For example:

Elmwood Park Library @askEPPL · Oct 9
We're #homebrewing an ESB (Extra Special Bitter) on Saturday #DIY

Homebrewing Club: Brew Day
The Homebrewing Club will meet to brew an ESB (Extra Special Bitter). Patrons must attend the entire brew session to be able to attend the bottling in November ...
il.evanced.info

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The hashtag #DIY stands for do it yourself. Both hashtags are links to other tweets using the same hashtags. Searching for these subjects and reading other users' tweets helped determine the appropriate hashtags to use. Keep your tweet focused by using one or two hashtags. To tweet at someone, include their handle (@twitterhandleexample) in your tweet. For example:

Remember, this is not a private message. If you tweet at someone, everyone can see it just like every other tweet. You can only send a private message to people who follow you on Twitter.

A retweet is a way to share someone else's tweet with your

Devon Kolb @Pestis007 · 15h
.@backblaze by @samriegel! #CriticalRole #Critters #GNSLive @CriticalRole @GeekandSundry

GeekandSundry Playing Dungeons & Dragons - Twi...
Backblaze! - Clipped by Danoba
clips.twitch.tv

♡ 4   ♡ 23

own followers. To retweet, click the ⟲ button at the bottom of a tweet. The retweet can also be done manually. To do this, type RT followed by the person's Twitter handle, followed by the exact tweet. If you shorten the tweet at all, use MT (modified tweet) instead. Why retweet manually? This allows you to add a comment. It also more prominently signals to your followers that you are sharing this tweet with them.

Reply to a tweet by clicking the ◯ button at the bottom of the tweet. Click on the star icon at the bottom of a tweet to favorite it.

Wherever you are on Twitter, the navigation bar remains at the top of the page:

Click on the Home button to return to your feed. If you are already scrolling through your feed, click on the Home button again to refresh it. The Notifications button will light up when someone tweets at you, favorites one of your tweets or follows you. Click on Moments to browse through the big news topics of the day in an easier to find, more digestible fashion. Trending topics will also display along the side of your feed. This is another way to browse popular hashtags and topics. Click on the Messages icon to view any private messages. Use the search box to search tweets, hashtags and people. Click on your profile picture to go to your profile, change your settings or sign out. Click on the Tweet button to write a new tweet.

Twitterspeak: A Glossary

At (@): The @ symbol is used at the beginning of every Twitter user's handle (username.) Include someone's handle in a tweet to tweet at them. This is also referred to as a mention. Examples: @midnight @askeppl

DM or PM: Direct message or private message. When someone follows you, you will be able to privately message them.

Feed: The constantly updating scroll of tweets on your homepage, which is comprised of tweets from the accounts you follow.

Follower: Someone who follows you and thus sees your tweets in their feed.

Hashtag (#): The # symbol is used at the beginning of a term to make a tweet more easily findable for people searching that term. Examples: #mystery #TBT #allday

ICYMI: In case you missed it.

Modified Tweet (MT): Use MT at the beginning of your tweet to indicate that you are copying someone else's tweet and making a change to it, like making it shorter (include their handle to give them credit.) The change should not alter the meaning of the tweet. Example: MT @askeppl This is a sample tweet that was slightly changed.

Retweet (RT): Use RT at the beginning of your tweet to indicate that you are copying someone else's tweet exactly (include their handle to give them credit.) Example: RT @askeppl This is a sample tweet that was not changed at all.

SMH: Shaking my head.

#TBT: Throwback Thursday. Tweet an old photo or memory with #TBT.

Questions? Contact Adult Services at askref@elmwoodparklibrary.org or 708-395-1217.