

Twitter Personal Account

Username (Twitter handle):

This is how people refer to you on Twitter. It can be as simple as your name, a variation, or something fun. Once you create a username you want to avoid changing it. Be sure to choose something that will represent you well in the long term.



Power Tip: Avoid numbers and/or dashes to eliminate confusion and make searching for you easier.



Photo and Header Image:

Your photo should be an easy to recognize picture of yourself with a clear view of your face. Use a photo according to how you want to use your Twitter account – if it's a professional Twitter account, choose a professional head shot.

Your header image is the space behind your profile photo that is customizable. You can change this photo more often so use it as a space to be creative and give your page personality.



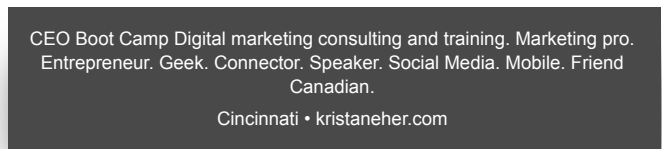
Power Tip: Choose a close-up picture of your face for your profile photo.

Bio:

Your bio gives you 160 characters to describe yourself. Whether you keep it professional or for fun, remember, your bio is viewable by anyone – even if your tweets are private. If you have a personal website, you can add the link and it will appear under your bio. You can also link to your LinkedIn, Facebook, or other social media outlets.



Power Tip: Think about the words in your bio – people may search Twitter for “photographer” for example. If you want to be found, choose these words carefully.



Navigating Twitter:

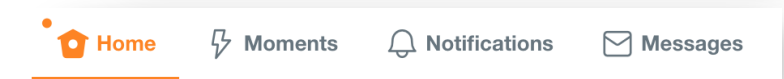
In the top left corner, you'll find four options to navigate through Twitter:

Home – Displays your home feed of tweets from people, organizations, and brands you follow.

Moments – Follow content curated by brands, influencers, groups and individuals you follow, or create your own moments in this tab.

Notifications – Updates to show when someone favorites, likes, or mentions you in a post as well as new followers.

Messages – Archives all communication sent through direct messages.



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Twitter Lingo:

DM (Direct Message): A private message to another Twitter user. DM's are not publicly viewable.

(Hashtag): Followed by a word or acronym and used to tag a tweet relating to a specific topic or part of an event.

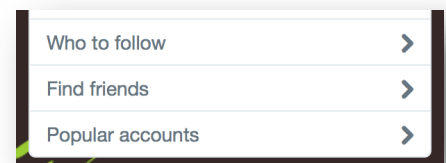
@: A way to publicly reference or reply to another person on Twitter.

RT (Re-Tweet): If you want to share a tweet from someone else on your network.

#socialmedia

Finding and Following People:

Start slow – it looks bad if you follow 400 people and only 10 follow you. Twitter will also limit you if you follow too many people too fast. You can upload your address book and start following the people you already know.



Click on “Find Friends” in the #Discover section to search for friends that you might want to follow. The “Who to Follow” tab shows you who Twitter suggests based on who you already follow. You can search for keywords in tweets by using www.search.twitter.com.

You can use K scores www.klout.com as a way to understand how influential people are on Twitter – a K score tries to approximate how influential a person is on Twitter by looking at number of followers, how many people tweet to them, etc.



Tweeting:

Tweets are character-limited and an opportunity to show your expertise, share your thoughts, and build an audience. Your tweets can include interesting articles, expert advice, personal updates, self-promotion, and more.

Lists:

Use lists to control the tweets you see on your feed – they're useful if you want to create lists of influencers you want to connect with or if you follow a wide variety of people, brands, or groups.

Participate:

A key part of Twitter is interacting with your followers. You can start or join other conversations to engage with others to build your presence and your credibility.

If you're at an event where there is a specific hashtag, participating by tweeting with the hashtag will increase your visibility. The left side of your home feed shows trending topics and hashtags tailored to you – you can also change these according to your location.

