

Social Media: Twitter



What is Twitter?

Twitter (www.twitter.com) is a series of short online announcements called 'tweets'. Twitter happens in real time, 24 hours a day and can be a useful way of letting people know something quickly.

You can share useful links, pictures and it is a great way to keep people updated or remind them of something.

Tweets can only be 140 characters (including spaces in between text) so it is important to remember to be succinct and not repeat yourself.

What is a Handle?

Your username on Twitter is known as a Handle. This is the @ symbol followed by your username. The Diocese of Norwich's Twitter Handle is @DioceseNorwich.

By including Twitter Handles in your tweets you widen your audience. You can guarantee that the person's handle you included will now see your tweet. They may then re-tweet or like your tweet which means that anyone who follows them will also see your tweet and may start following you.

Including someone's Twitter Handle in your tweet is called a 'mention'.

What is a re-tweet?



A re-tweet is a way of sharing somebody else's tweet with people that follow you. It is the equivalent of sharing a post on Facebook. To re-tweet someone else's tweet click the symbol shown above.

What is a reply?



You can reply to tweets by clicking the button shown above. Remember by clicking this button your reply is not private. When you click reply Twitter automatically puts the person/organisation you want to reply to's handle at the beginning of the tweet so it replies directly to that person.

What is the difference between a reply and a mention?

When you hit the **reply** button or start a tweet with @username, the only people who will see that tweet in their timeline (other than the sender and the recipient) are those who follow both the sender and the recipient.

Any of your tweets with an @username at the beginning of a tweet appear in the feeds of the specific person you are replying to, and the anyone who follows both you and the person being mentioned. It does not appear in the feeds of anyone who is only following you.

Mentions will feature on a sender's profile page of public tweets and in the recipient's home timeline - but not on their public profile - if they are following the sender.

What is a Hashtag?

Hashtags are short links preceded by the # sign. On Twitter, the # sign turns any word or group of words that directly follows it into a searchable link. This allows you to organise content and track discussions based on those keywords.

For example, if you wanted to tweet about Easter, you could include #Easter in your tweet to join the conversation. You can then click on #Easter and see all posts that mention that subject.

An important thing to remember about hashtags is that they become direct searchable links - this means that if you tweet something with #Easter and then someone searches #Easter they will then see any tweet worldwide which includes that hashtag.

Further help

For further help and information please visit: www.support.twitter.com