

WHAT IS TWITTER?

- **Twitter is a social media platform. Users publish short messages and photographs which are known as 'TWEETS'**
- **Twitter users 'follow' each other**
 - Your followers can read everything that you publish – and vice versa
- **You can use Twitter to:**
 - Share information
 - Search for information
 - Get involved with discussions
 - Find out what people are discussing (in real time)

HOW TO GET STARTED

- **To use Twitter, you will first need to create a PROFILE (This is your Twitter 'identity')**
 - To do this, go to www.twitter.com
 - SIGN UP using the box on the homepage
 - Follow all the steps on the screen until your profile is complete
- **You will be able to start 'following' people at this stage. You can follow anybody who you think would be worthwhile – be they useful or simply entertaining!**

HOW TO TWEET

- **You will see a 'quill' icon at the top of the page.** This is the bar where you write your Tweet (you have a 140-character limit for your short message)
- **Your Tweet can be comprised of the following:**
 - Text only (no more than 140 characters allowed)
 - An image
 - A link to a webpage
 - Somebody else's Tweet (this is a RE-TWEET)
 - All of the above! – A Tweet is basically anything that you publish using Twitter
- **N.B. If you are including a link to a webpage, please note that this will come out of your 140-character limit (please see the WEBLINK section at the bottom to find out how to make this easier!)**

The purpose of twitter is to share your tweets with as many people as possible.

Although you technically now know HOW to Tweet, here is some extra information which should help you get to grips with Twitter and its terminology.

TWITTER WALL

- **This is your Twitter 'homepage'**
- **This displays:**
 - Your username, name and photo
 - The amount of 'followers' you have
 - The amount of other Twitter users that you follow
 - Your Tweets (including all re-tweets, photographs etc)
- **Most Twitter users have public profiles – they can be viewed by anyone. However, you can have a private profile if you wish to (but you won't get any followers, unless you privately request them)**

RE-TWEET

- **This is just like forwarding an email.** You can re-tweet anything that another user has uploaded, (you can also add comments to this – as you would when forwarding a normal email).
- The Tweets that you send can also be re-tweeted by your followers.

REPLY

- Exactly as it sounds. You can reply to anyone's Tweet as and when you like – **please note however that this is PUBLIC so can be seen by any Twitter user.**

DIRECT MESSAGES

- This is where you can privately contact other Twitter users. Please note that the person you wish to send a message to **must be following YOU**. This stops users from receiving unsolicited emails (in the same way that you can be bombarded by spam on Facebook).

FOLLOWERS

THOSE YOU FOLLOW

- You are at liberty to follow anyone you wish to on Twitter. Users can, if they wish, set up **private Twitter accounts** – so that they can vet each and every follower, however this defeats the point of Twitter as a marketing and social media tool!
- When you start following a new Twitter user, they will be notified. In many cases (particularly if both users have a common interest) when you follow someone, they follow you back – although much larger organisations are less likely to do this.

THOSE THAT FOLLOW YOU

- Unless you have set up a private account (as mentioned above) – anybody has the ability to follow you on Twitter. If you ARE getting nuisance Tweets (spam etc) then you can block users as and when they try to follow or contact you.

FAVOURITES

- If you see a Tweet that you like or deem very important, you can mark this as a 'favourite' by use of a star. Your followers will see the Tweets you have as favourites (there is no limit to the amount you choose) – and like getting a new follower, the composer of the 'favourite' Tweet will be notified when you mark it so.
- If you 'favourite' somebody's Tweet, this is also a good way to try and gain them as a follower (it's basically an endorsement, so other users will deem your patronage useful!).

USERNAMES AND THE @ SYMBOL

- **Your Twitter profile is your username - ALWAYS preceded by the @ symbol**
- The @ symbol is solely used on Twitter to identify a Twitter user, when listing their Twitter profile in your tweet.
- If you wanted to talk about a particular organisation or individual on Twitter, as a rule of thumb you should write:

'I'm in a meeting with @Succinct_Alex' rather than 'I'm in a meeting with Alex from Succinct'

- If anybody searches for @NIVAS_tweets on Twitter, they can then see the following:
 - All Tweets @NIVAS_tweets has sent
 - All Tweets where @NIVAS_tweets has been used, which could be:
 - A reply to another Tweet
 - A re-tweet of a @NIVAS_tweet entry
 - A mention of NIVAS as an organisation

HASHTAGS

- **Hashtags and Hashtagging is a function whereby you can include keywords in your Tweet, preceding by the hash symbol (#). This is similar to the '@' symbol usage listed above – however, instead of including other **USERS** in your tweet, you are including **content**.**
- By using Hashtags, **this allows Tweets to be 'grouped' together** –this is used primarily when Twitter users wish to join in a discussion.
- To use a Hashtag, you simply have to list your Hashtag next to the message/comment/photograph in your Tweet (usually at the end, although you may insert your Hashtag anywhere if you wish).
- You can create a Hashtag, but in many cases (for instance large events) a Hashtag will already be in circulation. For example, during the NIVAS Conference, the live Twitter feed might have users' Tweets containing the 'official' Hashtag of **#NIVAS2015** – but could also include related words such as **#vascularaccess** (or even **#nursing**) alongside whatever they have written.

E.g. I'm at **#NIVAS2015**

Or perhaps: I'm at the **#NIVAS2015** conference. **#vascularaccess #nursing**

Or even: I'm at the **#NIVAS2015** conference with **@Succinct_Alex #vascularaccess #nursing**

- If you decide to join in a discussion, always use a Hashtag where possible - this will automatically link your Tweet to thousands of other users that you otherwise would not come into contact with, as your tweet will be included in a worldwide discussion

TWITTER TIMELINE – AN IDEAL SCENARIO!

YOU SEND A TWEET



All of your followers (23 in total) read your Tweet



2 of your followers decide to RE-TWEET your Tweet (let's say that these 2 followers have 150 followers each)



A further 323 Twitter users have now read your Tweet



5 of these 323 followers decide to re-tweet your tweet (the 5 in question each have over 1,000 followers each)



5,323 TWITTER USERS HAVE NOW READ YOUR TWEET

****The above can take as little as 1 minute to occur****