

Creating an Account

- Choose your Twitter “handle” (your username) and account name (which can be your real name). For example, my username is @cfnigrelli, @CaitieNigrelli while my account name is Caitie Nigrelli.
 - There are character limits for both your username and your real name. User names are limited to 15 characters. Real names are limited to 20.
 - Be prepared with multiple options to try, in case your 1st choice is taken.
 - **Most common is to use your name or initials**
- Set Up Your Profile
 - Go to twitter.com and use the “Sign up” button.
 - Go through the prompts to decide on your username and set up your profile, which will include:
 - A photo
 - Profile write up. (160 character limit)
 - Page background, and profile header. (Download your own or use preset Twitter templates)

Who to Follow

- Twitter will suggest accounts for you to follow.
- You may want to identify a few people or organizations that you already know are on Twitter.
- Do a search to find trusted partners or individuals, and follow who they follow.
- **Too much? Skip it for now or just follow a few here and there.**

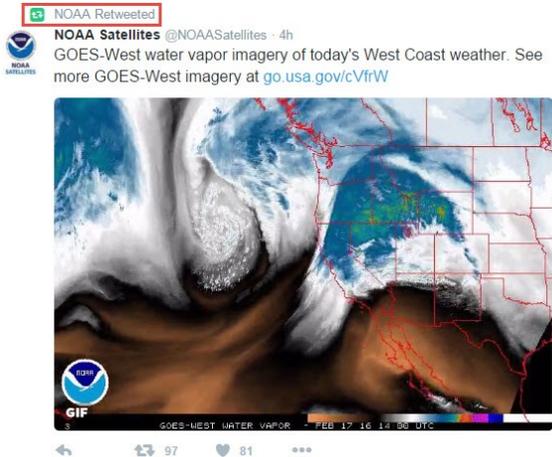
Getting Started

- **Tweets**
 - **Must be 140 characters or less (NOT words!).** This includes spaces, punctuation, and links. Twitter has a handy counter to help you keep track.
 - It’s tempting to Tweet in texting language (“ur” instead of “your”). **Keep it to a minimum** or only when you’re struggling to keep the tweet within 140 characters.
 - Write about anything you want (make sure to check with employee guidelines for your job first).
- **Hashtags:** These are simply the # sign before a word or phrase to help with Twitter searches for a particular topic.
 - Examples: #CaitieNigrelli, #CaitieNigrelli, #CaitieNigrelli, #CaitieNigrelli, #CaitieNigrelli

- Do a search to make sure it's being used the way you want. (i.e. #hazard is frequently used when posting humorous anecdotes about clumsiness)
- Do not include symbols and punctuation in hashtags. Apostrophes, dashes, exclamations and other punctuations will not be included in the hashtag.
 - #Level-headed would end up being #Level
 - #IDon'tKnow would end up being #IDon
- Mentions
 - To support people or organizations, or try to get their attention you mention them in a Tweet.
 - Type their Twitter handle (*the @ symbol followed by their username*) into the Tweet.
 - Put a word or character (period is common) before using their handle in the Tweet. Examples:
 - *.@Gr8LakesLady is a great resource for sediment cleanup info*
 - *Check out @Gr8LakesLady for updates on #greatlakes sediment cleanups*
- Retweets: When you share someone else's Tweet or someone shares yours.
 - Commonly referred to in Tweets as RT
 - Easiest way to RT is to click the Retweet option under the Tweet (see example below)



- You'll have the option to retweet as is or add a comment to the front of it.



- **Tips to get retweeted.**
 - Use hashtags (#) so users can find your posts easily.
 - Post when people are online, typically early morning, lunchtime, and late afternoon.

Additional Resources:

- <https://support.twitter.com/>
- <http://mistersugar.com/article/4731/your-5-minute-5-day-orientation-to-twitter>
- <http://www.tweriod.com> - to analyze when your followers are active
- <http://www.hootsuite.com> or <http://www.tweetdeck.com> - to manage your twitter account and schedule posts