

TWITTER FOR TRTA MEMBERS

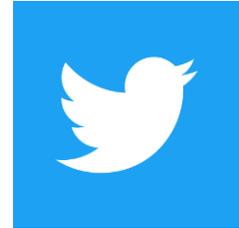
TWITTER USES, TIPS AND TRICKS

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Key Differences Between Twitter and Facebook:

- On Twitter, your posts, also known as “tweets,” are public. On Facebook, you can alter your posts to only be shown to people who are your friends.
- On Twitter, you can follow anyone, but you can only direct message someone if they follow you too.
- On Twitter, you are limited to 280 characters per tweet.



Why Use Twitter:

Twitter is a great resource for following breaking news and interacting with legislators. It is an amazing communication tool, and, most importantly, is free to use.

How to Get Started:

Go to www.twitter.com and sign up. Start following people and organizations you’re interested in. Your goal in following people is to create a feed that is constantly updated with user-generated content that is of interest for you. For the purposes of TRTA members, this often means following a lot of political news reporters and legislators.

Hashtags:

Hashtags tag tweets with words and phrases. Hashtags start with a # sign and contain no spaces. If you click on a hashtag, you can see all other tweets using the hashtag. Hashtags are a great way to follow conversations and events, like conventions.

Retweeting:

Retweets occur when you want to either show support for someone’s tweet or raise awareness of a tweet. Many people put a disclaimer on their profile that their retweets are not endorsements.

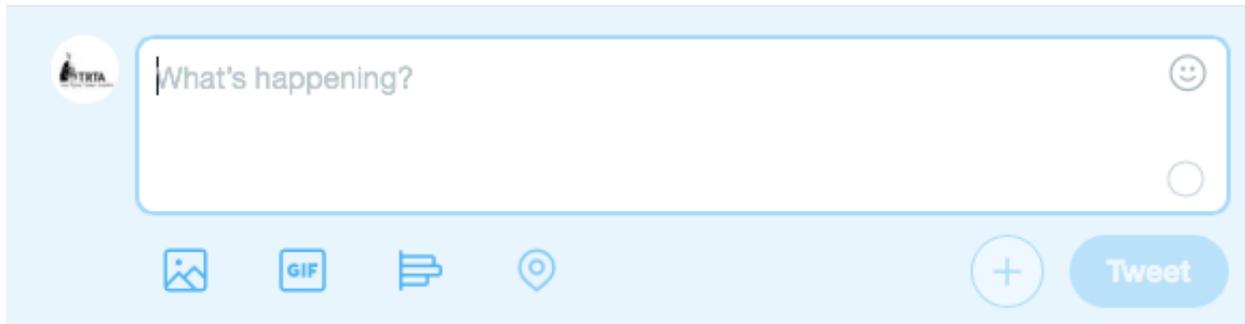
Anatomy of a Tweet:

The first icon below a tweet allows you to reply to the tweet. The second icon allows you to retweet the tweet. The third icon allows you to like the tweet. The fourth icon allows you to direct message the person.



Types of Tweets:

Most tweets consist of text, but tweets can also include images, videos, gifs (which are animated images) and polls. When composing a tweet, you can select to add one of these items by selecting the corresponding icon in the box below. Additionally, you can add your location to a tweet by using the location icon.



Trending on Twitter:

Twitter has an area where you can view the most popular tweets and stories. You can view this in the moments section.



Notifications on Twitter:

Notifications are where you see updates about people tweeting at you, replying to your tweets, retweeting you and tagging you in tweets. You will also receive notifications when people you follow start following similar accounts.

Messages on Twitter:

The messages section is where you manage your direct message inbox.

Questions?

Contact me at roy@trta.org. I also recommend using Google to find answers to questions you may have about the Twitter platform, as it will be the most useful resource.