



Tweet Like a Pro



What's a Twitter?

- Twitter is a free, online social networking service that allows users to send and read super short, 140 character messages called ‘tweets’. This is also sometimes referred to as ‘microblogging’
- Founded in 2006, Twitter now has more than 300 million active users sending over 500 million tweets a day

Why Use It?

- To keep up with current events
- To connect with interesting people from around the world and participate in the ‘global conversation’
- To cyberstalk your favorite celebs.... Just kidding.... Kind of.
- To give your creative urges an outlet. Twitter can be an excellent platform for sharing poetry, short fiction and photography

Sign Me Up!

- Go to <https://twitter.com/signup> or download the free app on your mobile device
- Choose a snappy user name, or as they say in ‘Tweet Speak’, ‘Twitter Handle’
- Select your interests
- Pick a couple of interesting users to follow
- Choose a flattering picture of yourself for your profile
- Find a cool image to use as your Header
- Fill out your bio. Feel free to be funny, but try not to be snarky
- Before you compose your first tweet, figure out why you’re tweeting, what you want to say, and how you want to say it. Finding a consistent ‘voice’ is important if you want to attract and maintain the interest of other twitterers
- Introduce yourself to the ‘Twitterverse’ with your very first tweet

Tweetspeak & Tags

- Due to the strict 140 character limit, Twitter users have developed their own jargon, often called 'Tweetspeak'
- Hashtags (#) are used to make it easier to search for specific topics and the people talking about them

Example: 'Hanging out at #SantaMonica Public #Library. Love this place'

'In honor of #NationalBaconDay I'm eating #BaconPancakes'

- Clicking on a hashtag will bring up all tweets associated with that term
- The @ symbol is used to 'tag' other twitterers and shouldn't be used to replace the word "at". To tag other users in a tweet, use the @ symbol immediately followed by their name

Example. 'Libraries Rock! @SantaMonicaLibr has everything I ever wanted'

'Listening to the new @KanyeWest album with @KimKardashian!'

****If you start a tweet with @twitteruserx, it becomes a direct message, and will only be visible to @twitteruserx.*

- 'RT' means 'retweet' and is used to share another twitterer's tweet with your followers. To share someone else's tweet, use the retweet button



- 'MT' means 'mention tweet' and is usually used when you want to modify someone else's tweet, while still giving them credit for it.

Example:



Selena Larson
 @selenalarson



Follow

Teen probs MT @laureninspace: Flight
attendant tried to reseat me because
"people younger than 16 aren't allowed to
sit in the exit row"

Pro Tips

- If you want people to retweet or favorite your tweets, you need to favorite and retweet theirs!
- Monitor your feed to stay on top of trends, keep tabs on your frenemies and find interesting content to share with your followers
- Be consistent with your output. If you don't tweet often enough, your followers will lose interest. Too much and they'll tune out. It may take a while to find your happy place, but when you do, just chill there
**it's better to have a few stellar posts, than a constant stream of mediocrity*
- Timing is everything, according to studies, the best times to tweet are between Noon-1pm and 5pm-6pm, though this will vary depending on your followers
- Less is more, the optimal length for a tweet is between 120-130 characters
- Use persuasive language to sell the stuff out of your posts! For excellent online writing tips see: <http://bit.ly/1M6K9EP>
- Want people to notice your tweets? Add images! A picture is worth a thousand words and an animated gif is priceless!
- Images should be sized 440 x 220 dpi to display properly in the Twitter feed. Use pixlr or other free online image editing services to resize your images
- Work the tags, a smartly placed #Hashtag can make the difference between a #Winning post and an #EpicFail.
- If you're going to place a link in your tweet, and you often will, the best place for it is ¼ of the way in
- Be creative, and have fun!