Tip Sheet for
TWITTER

Twitter is an online social networking service that enables users to send and read short 140-character messages called 'tweets'. Registered users can read and post tweets, but those who are unregistered can only read them.

TABLE OF CONTENTS

CREATING AN ACCOUNT

Download the Twitter app for IOS Apple from the App store, Android from Google Play Store or Windows Phone from the Windows Phone Store. Mobile Device:

Once the app is installed, tap the icon to open it

1. Tap '**Sign Up**'
2. Twitter will ask you to enter your **Full Name**. This is not your username. Click '**Next**'.
3. On the next page, enter your **Phone Number**, and click **'Next'**.
4. After entering your **Phone Number**, Twitter will send you a **code** via text to verify that it is you.
5. Enter that **code** on the next page.
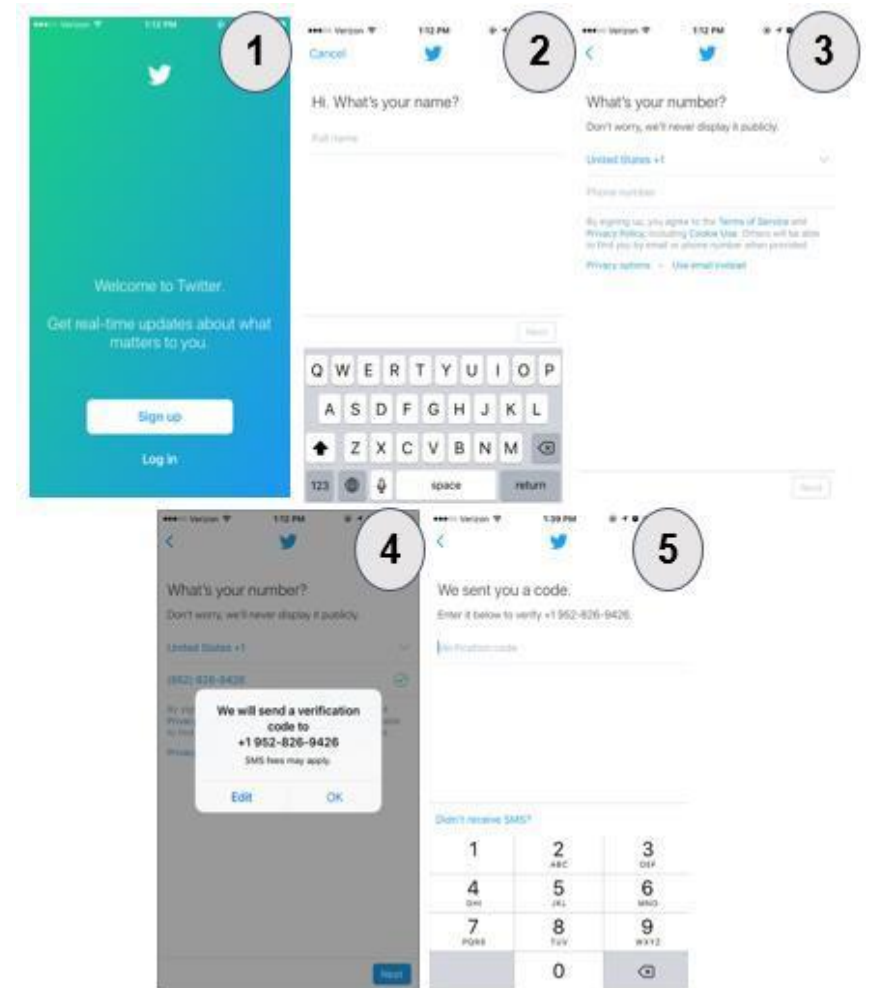
Adding Profile Information:

1. **Password**: Create a Password 6 characters or more. Try to use a combination of Uppercase Letters, Numbers, and Symbols.

2. **Email**: Enter an Email Address that you would like notifications from Twitter to be sent to.

3. **Username**: Create a Username for your Twitter account. If this is not a personal account, use a name that others will recognize as your business.
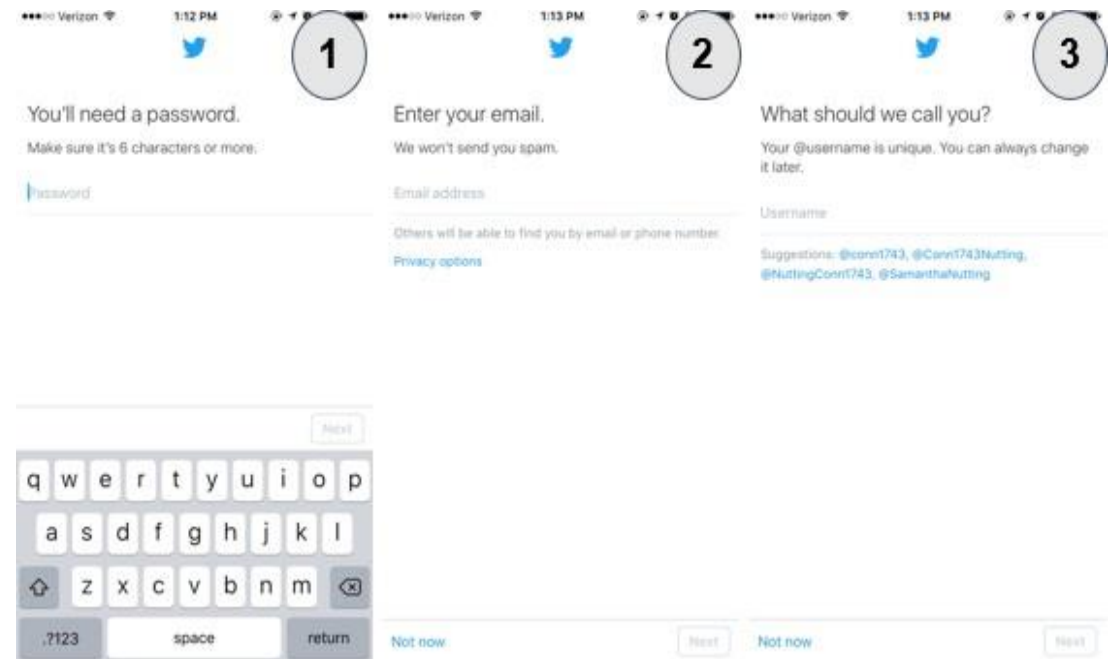
Click '**Next**' after these 3 steps!

CREATING AN ACCOUNT

Connect Contacts & Interests

1. The '**What are you Interested in?**' page allows you to select your interests from a variety of categories.

2. **Connecting Contacts**: You may select 'Yes, Import Contacts' to find contacts in your phone that already have a Twitter account. You may choose to follow, or not follow, the accounts that this import discovers.

3. The '**Make your Timeline yours**' page will come up with a variety of Twitter accounts that match your interests (selected in step #1). You may choose to follow, or not follow, any of these suggested accounts.
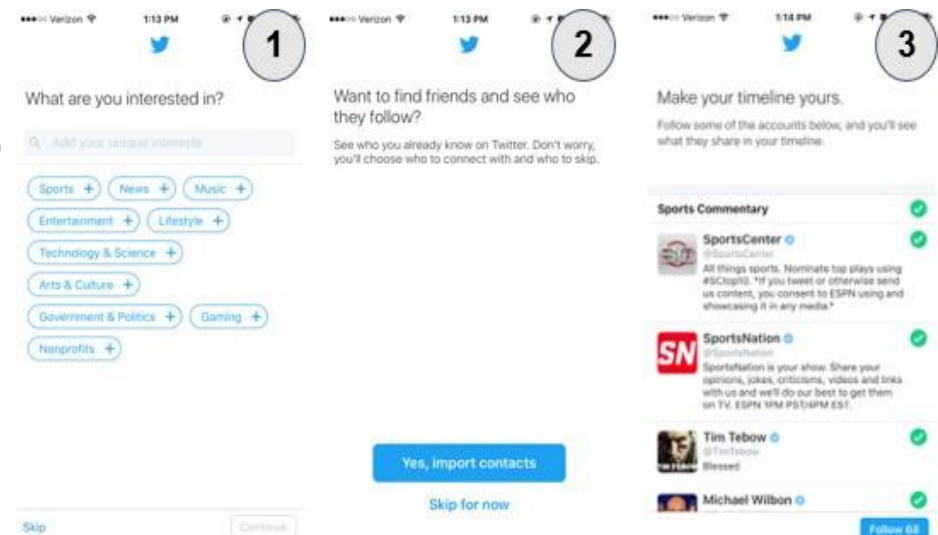
CREATING AN ACCOUNT

Privacy Settings:

1. Click on the '**Me**' icon in the bottom right and
2. On your Home Page, click on the '**Settings**' icon (wheel), located towards the top-middle of your page.
3. Click on '**Privacy and Safety'.**
4. At the top there is an option to '**Protect my Tweets.**' If you turn this setting on, only people you approve to be your follower can see your posts on Twitter. We recommend keeping this setting off, as your content with a Public account is searchable by keywords and #hashtags.
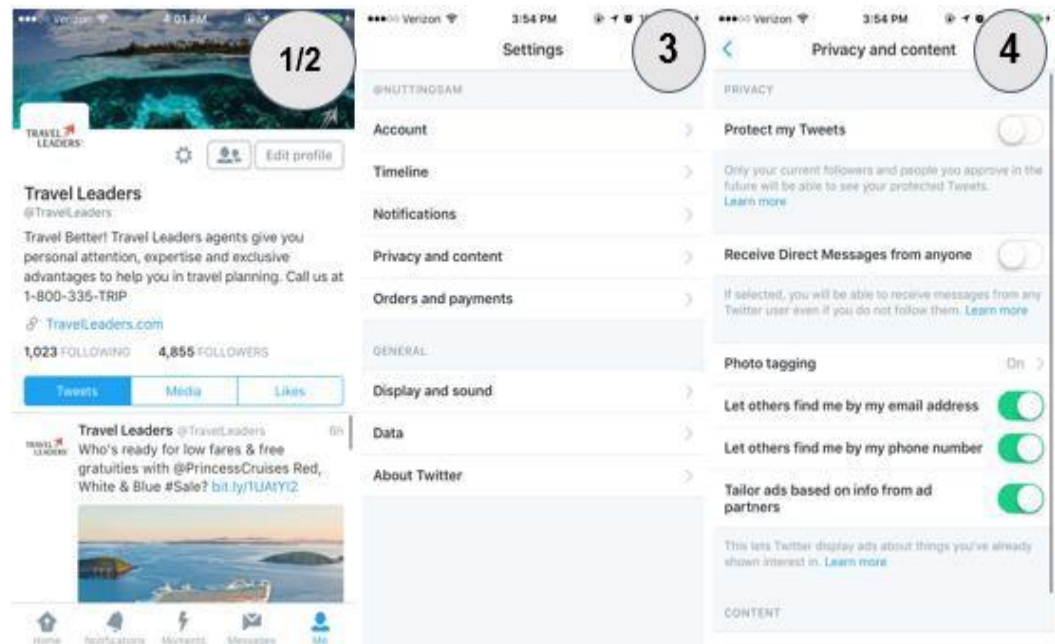
NAVIGATING AROUND YOUR ACCOUNT

You can easily navigate Twitter using the **5 menu icons** along the bottom.

1. **Home**: Displays the tweets of people you follow, as well as your own.
2. **Notifications**: Displays the most recent **activity** on your Tweets. This page also notifies you when you gain a new **Follower**, or when you are **Mentioned/Tagged** in a tweet.
3. **Moments**: Displays the most talked about stories from around the world.
4. **Messages**: Allows you to send **Direct Messages** between anyone on Twitter that follows you.
5. **Me**: Displays your Profile. This page shows your **Profile Picture** and **Cover Photo**, the number of **Followers/Following**, your history of tweets and media, as well as your **likes**.
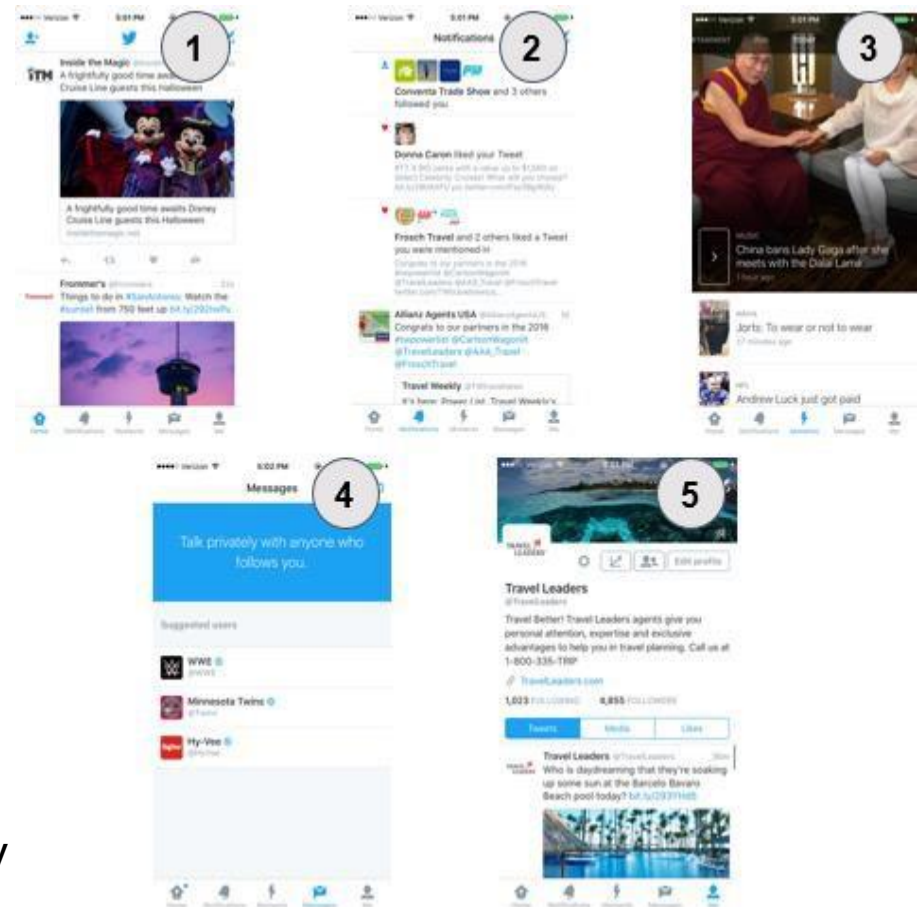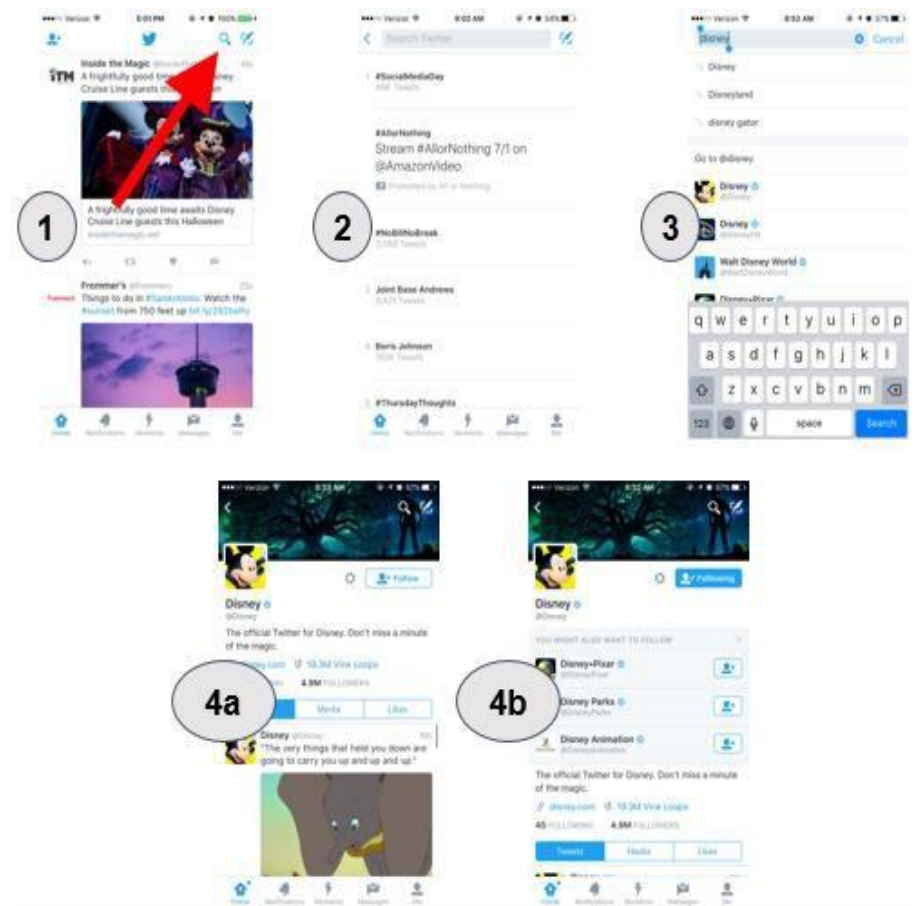
CREATING A FOLLOWING

Privacy Settings:
From the previous steps you may have chosen to create a following from your contact list. You also have the option to search for certain suppliers.

1. Click the '**Search**' icon (Magnify Glass), located in the upper-right corner of your **Home**, **Notifications**, and **Profile** page.
2. In the '**Search Twitter**' bar, you may search users, #hashtags, keywords, and places. The most popular topics and #hashtags will be displayed below.
3. Once you type in who/what you're looking for, multiple relevant accounts will display.
4. Click on an account and click **'Follow'**. When you have followed a new account, it will turn blue and display a checkmark.

✓

CREATING A FOLLOWING

Recommended Suppliers to Follow:

To stay up-to-date on all the latest news related to travel, we suggest that you follow these accounts:

- @TravelLeaders
- @GlobusFamily
- @FunjetVacations
- @PrincessCruises
- @RoyalCaribbean
- @RIUHoteles

CREATING A POST

1. Click the '**Compose'** icon, located in the upper-right corner of your **Home**, **Notifications**, and **Profile** page.

2. Type your tweet in the '**What's Happening?**' text box.

3. Add a photo or video by clicking the **camera** icon.

4. Insert a GIF image by clicking the '**GIF**' icon and searching for a relevant animation.

5. Create a poll for your followers to take by clicking the **Bar-Chart** icon.

6. The **Character Count**, located at the bottom-right of the 'What's happening?' box, will show how many more characters you are able to use in your tweet.
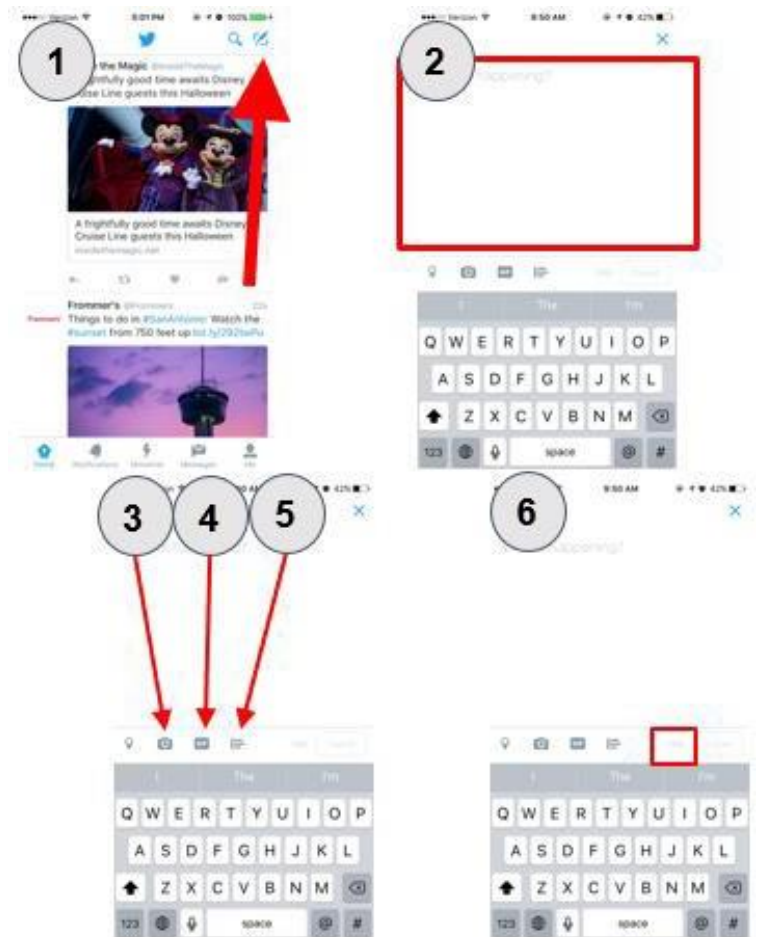
CREATING A POST (cont.)

Character Count:
There are a couple of important things to know about the Character Count, as it places restrictions on what you may tweet. Twitter limits each post to 140 characters.

1. As you type, the Character Count will count down from 140.

2. If you go over 140 characters, the Character Count will turn red, and display how many characters you have gone over the limit, behind a minus sign (-).

If your tweet is too long, try taking out insignificant words or rephrasing your message.
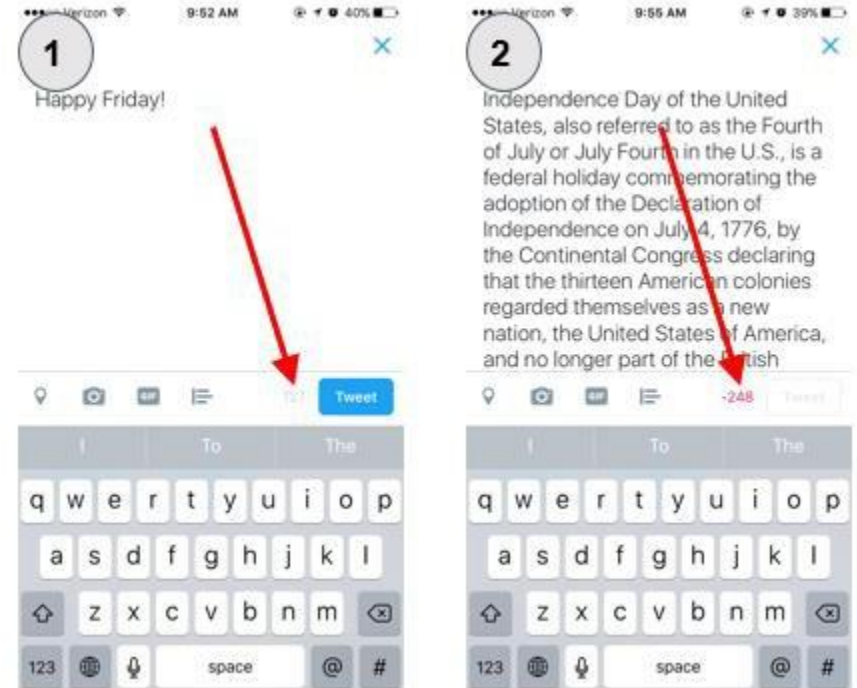
TWITTER - SOCIAL MEDIA TERMS

- **App**: A program designed to run on a mobile device.
- **Hashtag**: On, Twitter, Facebook, and Instagram the # symbol, called a hashtag, is used to mark keywords on topics in a post. It was created as a way to categorize messages.
- **Retweet**: A reposting of someone else's tweet.
- **Like**: An action that indicates positive feedback to another user's post
- **Feed**: A term that describes how a user can see updates of friends.
- **Mention**: A term to describe a link from a photo to another member.
- **Direct Message**: A message sent directly from another user to you, can only be viewed by the people who are included in the message group.
- **#FollowFriday**: A Twitter practice of suggesting people to follow. As the name implies, it happens on Fridays.
- **#TravelTuesday**: A Twitter hashtag for users to share recommendations about travel. The shorter #TT hashtag is commonly used.
- **Tweetup**: An organized or impromptu gathering of people who use Twitter.
- **Twitter Chat**: An online conversation taking place publicly on Twitter. Users gather at a designated time and post answers to questions using a predetermined hashtag.