

## The Beginners Guide to Getting Started on Twitter.....

### Setting up your account

Go to [www.twitter.com](http://www.twitter.com) and follow the step-by-step sign-up process. As you go through signing up, Twitter will suggest a username for you – you don't have to follow their suggestion, but do choose something simple and memorable. Try not to make your username too long, as it will use up characters when you are tweeting or people are tweeting you.

Always include a photograph on your Twitter account. When you first set up an account, if you don't upload a photo then Twitter will automatically give you a photo that looks like an egg. And no one likes to follow an egghead!

When you have set up your account, the next step is to find some people to follow. Twitter will give you some suggestions to begin with, but try searching for people that you know who are already tweeting or even a few celebrities just to get you started.

Once you are set up – all you need to do is send your first tweet!

But before you do, you might want to familiarise yourself with the.....

### Twitter Lingo!

Twitter has its own language that some people find hard to understand at first. Here is our guide to the top terminology you need to know.

#### Tweet

A tweet is essentially a message that can be a maximum of 140 characters long. It can contain text, pictures, links to video, blogs, other internet sites... anything really. You can check out our tweets [@workconsultancy](#).

#### Bio

This is your biography. You get 160 characters to say something about yourself, and let people know what sort of stuff you will be tweeting about. You can include a website or blog link if you have one.

#### Timeline

All the tweets of the people you are following, that is constantly updating as people tweet away.

## Terminology

When you begin tweeting, you may see some symbols or abbreviations that are new to you. Here is our handy guide to a few of them...

Symbol or abbreviation	What it stands for...	What it means and when to use it....
RT	Re- Tweet	Reposting someone else's tweet. Like forwarding an email.
#	Hashtag	Used to categorise a topic. Hashtags make it easy to search for content. For example, you could search #telecare and find other peoples tweets about telecare.
DM	Direct Message	Sending someone a direct message via Twitter that no one else can see. You can only DM people who follow you. So you can't DM your fave celeb (unless they are following you!)
HT	Hat Tip	An acknowledgement to someone who either provided the source of what you are tweeting or perhaps inspired your tweet.
IMO / IMHO	In my opinion / In my humble opinion	Clarifying that this is your personal view.
TBH	To be honest	An acknowledgement of your own opinion.
ICYMI	In case you missed it	Often used to repost something a second or third time to highlight it again.
#FF	Follow Friday	Recommendations (on a Friday!) of other people to follow.
	Followers	People that are following you and will see your tweets in their timeline
MT	Modified Tweet	Acknowledging you have modified or shortened someone else's tweet.
	Twitter Handle	Your twitter name, e.g. @TimScottHR, @theworkconsultancy or @HR_Gem

### So, now you know what it all means, back to that first tweet....

Type your tweet and press the tweet button. It's as easy as that. If you want to include another person in that tweet, then you need to include an @ and their Twitter handle.

### What to say

The short answer is – anything you like! People often worry about what to tweet or whether people will find it interesting. Our advice is.... Dive in!

### An example

Here's a tweet we sent recently from an event:



You can see:

- Our avatar in the top left, plus our name and handle. The 23h tells you this was tweeted 23 hours earlier (at the time we took the screenshot)
- The tweet contains the general text (in black), then includes @HR\_Gem (in blue) as she was speaking. It also includes the venue @Launch22Liv so they could (hopefully!) retweet it and then the hashtag #IWD2017 (in blue) as Gem was speaking for International Womens Day. You'll notice there's an extra symbol to the right of the hashtag on this tweet – that's because for very popular hashtags, Twitter sometimes creates a symbol like an emoji, such as this one or a football for the World Cup etc.
- If you saw this tweet and wanted to see what else was being tweeted with the #IWD2017 hashtag, you could just click (or tap) on it – this is why hashtags are so valuable!

#### Other useful stuff...

- You might find it useful to download the Twitter app for your phone, so you can tweet or check your timeline on the go.
- If you follow someone and decide you don't enjoy their tweets, you can unfollow them at any time. Just go into their profile and click 'unfollow'.
- You can amend your bio or profile at any time, along with your privacy settings, by just going into the settings menu (it looks like a cog wheel on the top right hand side of the page).
- If you see a tweet you like, you can 'like' it – and it will stay in your list of likes (available on your profile page) so you can return to it.

*If you want any more help in using Twitter for yourself or your organisation, then contact us at [info@theworkconsultancy.com](mailto:info@theworkconsultancy.com)*