

Twitter is an online news and Social Networking service where users post and interact with messages, known as “tweets”. Twitter was created in March 2006 and rapidly gained worldwide popularity. It has been described as “the SMS of the Internet”.

Please note you have to be 13 years old and over to create an account on Twitter. If you are not old enough, you can still complete this badge to learn for the future

KEY FEATURES



Tweets

Tweets are 280 character posts and updates. A character is each and every letter, number or emoji. The 280 character limit includes spaces with each space counted as one character. You'll also see there is an archive of every Tweet you've ever created.

You can see both your own Tweets and other users' Tweets. Scanning through another user's recent Tweets will give you a good sense of what they spend their time doing and what they value.



Home or Feed

A chronological collection of Tweets made by Twitter users you follow. Catch up on the day and see what people are saying.

Find interesting, timely conversations and jump in.



Notifications

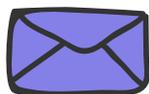
A list of activity related to your Twitter account including mentions, newest followers, retweets, likes, and additions to public lists. See who is listening to what you have to say. Say hi, acknowledge them, and keep them in mind when you're deciding on relevant content for your followers.



Retweets

A retweet is a reshare of the original Tweet. Clicking the small circle icon will re-share that tweet to your followers. This is a great way to endorse another user's idea or message. It pretty much says: "I agree and I think more people should see this".

This feature is the power behind Twitter's ability to spread information around the world in seconds. If you're operating as a brand, keep in mind that anything you endorse or retweet will (forever) be associated with your brand.



Messages

This is your inbox for direct messages. Direct messages are 280 characters long and can be sent privately to Twitter users who are following your account. Think of them as private Tweets. It's a great way to follow up with someone if they have a question or concern about your company that can be handled simply between you both.



Followers

This is the list of people who follow you. While your Tweets are public for everyone to find, your followers will see your Tweets in their feed. This is your core Twitter audience. If they like what they see from you, they'll engage and retweet you spreading your messages and brand.

KEY FEATURES



Likes

This shows all the Tweets you have liked. You like a Tweet by clicking the small heart icon. Liking a Tweet is a great way to acknowledge another user's message. It's also a great way to get noticed by potential followers. If you frequently like their Tweets, they'll notice and may take an interest in learning more about you.



Following

This is the list of Twitter users you follow. Clicking the Follow button on another user's profile is a bit like subscribing. Every time they Tweet, you'll see it in your Feed. Find influential people in your industry and keep tabs on what they have to say.

When you follow them, they might be interested in following you too.



Pinned Tweets

Pin one of your Tweets to the top of your profile so it stays visible, even as you post new Tweets. Pin the Tweets that people need to see. Maybe it's a time-sensitive offer, maybe it's a link to your latest blog post, maybe it's just a great thought you want to share.



About verified accounts

The blue verified badge on Twitter lets people know that an account of public interest is authentic.

The badge appears next to the name on an account's profile and next to the account name in search results. It is always the same color and placed in the same location, regardless of profile or theme color customizations.

Accounts that don't have the badge next to their name but that display it somewhere else, for example in the profile photo, header photo, or bio, are not verified accounts.

Verified badges must be applied by Twitter, and accounts that use a badge as a part of profile photos, background photos, or in any other way that implies verified status, are subject to permanent account suspension

An account may be verified if it is determined to be an account of public interest. Typically this includes accounts maintained by users in music, acting, fashion, government, politics, religion, journalism, media, sports, business, and other key interest areas. A verified badge does not imply an endorsement by Twitter.

CREATE AN ACCOUNT

To create a twitter account go to:

twitter.com

In order to create an account you will need to provide:

The screenshot shows the Twitter sign-up page with the following fields and callouts:

- Full name:** Callout: "The name you go by in everyday life"
- Phone or Email:** Callout: "Email address or mobile number"
- password:** Callout: "A password"

The form also includes a "Sign up" button, a "Have an account? Log in" link, and a "Language: English" dropdown.

Once you've clicked **Sign up**, you can select a **username** (usernames are unique identifiers on Twitter) – type your own or choose one we've suggested. Twitter will tell you if the username you want is available

Double-check your name, phone number or email address, password, and username and click **Create My Account**. You may be asked to complete a Captcha to let Twitter know that you're human.

Picking a username

Your username is the name your followers use when sending replies, mentions, and Direct Messages. It will also form the URL of your Twitter profile page.

You can change your username in your account settings at any time, as long as the new username is not already in use.

Twitter will provide a few available suggestions when you sign up, but you can choose your own.

Usernames must be fewer than 15 characters in length and cannot contain "admin" or "Twitter", in order to avoid brand confusion.

Tips about signing up

An email address can only be associated with one Twitter account at a time.

Twitter use the email address you enter to confirm your new Twitter account. Be sure to enter an email address that you actively use and have access to. Check your inbox for a confirmation email to make sure you signed up for your account correctly.

In order to verify your phone number, Twitter will send you an SMS text message with a code. You may also request a voice call to verify your phone number. Enter the verification code in the box provided.

The email address you use on your Twitter account is not publicly visible to others on Twitter.

FINDING PEOPLE

By name

Type the person's name or username into the search box at the top of your twitter.com

Home timeline, or tap the Explore tab through your Twitter for iOS or Android app to access the search box. Your results will be filtered by Top, Latest, People, Photos, Videos, News, and Broadcasts (Periscopes on iOS and Android). Click or tap People to view search results by username.

Suggestions by email

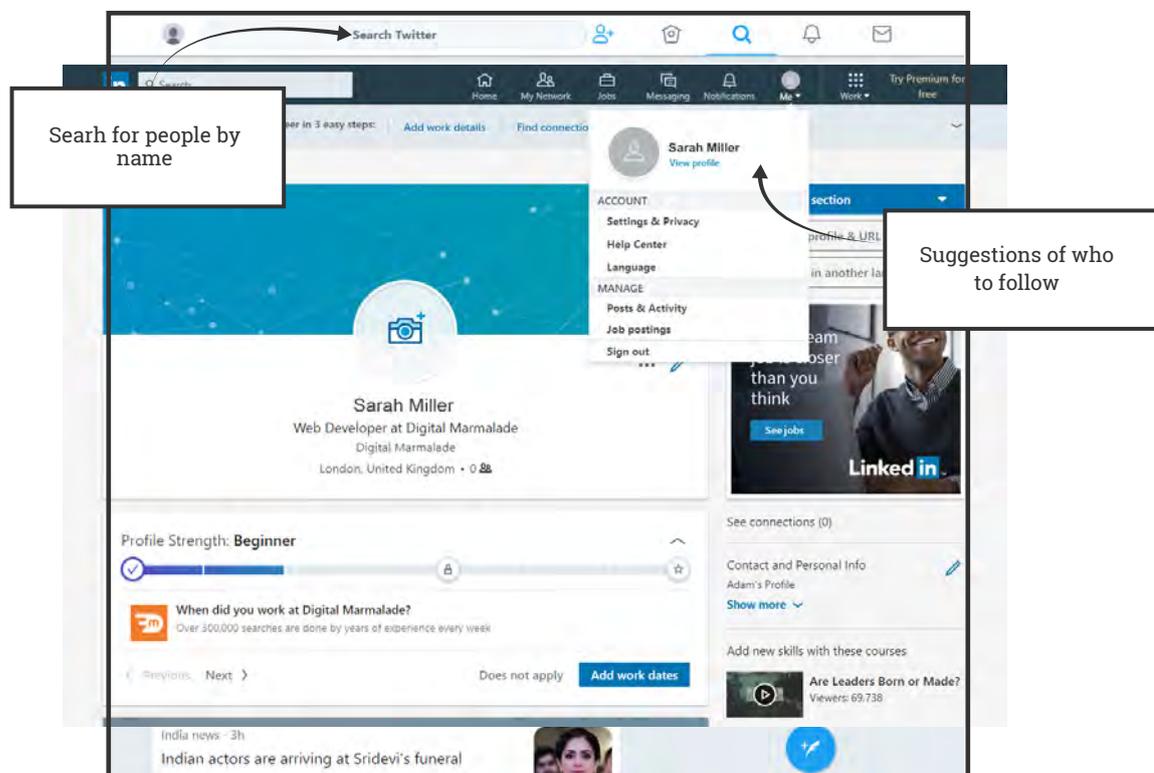
Twitter will suggest accounts as "follow suggestions" via email notification. You can control when and how often Twitter sends you emails in your notifications settings.

Phone address book

If you wish, you can find people you know on Twitter by uploading contacts from your device's address book. Please note this is

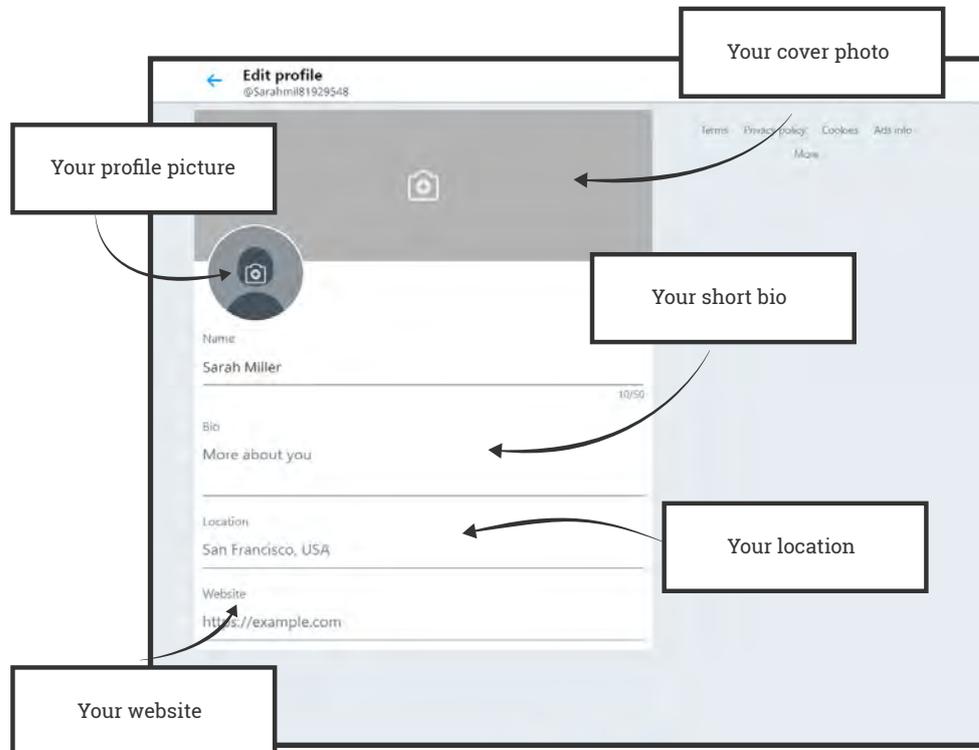
Twitter's suggestions

Personalised account recommendations connect you with accounts Twitter thinks you'll want to follow. When you log in to twitter.com, "Who to follow" suggestions will appear next to your Home timeline, the Notifications tab, profile and search results pages, as well as other places on Twitter. When you dismiss a suggestion (by clicking the X next to it) a new suggestion will automatically appear.

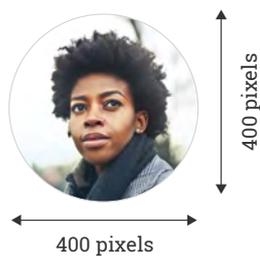


YOUR PROFILE

Your Twitter bio is very minimal in comparison to networks like Facebook and LinkedIn. You can customise your profile by selecting unique profile and header images, adding a name, bio, location and website.



Your profile photo



Your Twitter profile photo is the circular image that appears on the top-left side your profile. Your photo should be clear and recognisable whether small or large, since the same photo you choose for your profile image will be used within other people's streams, and in Twitter's Who to Follow section on the right side of your feed.

The recommended dimensions for your profile picture are 400x400 pixels. Photos can be in any of the following formats: JPG, GIF, or PNG. (Twitter does not support animated GIFs for profile or header images). To change your profile photo click or tap the camera icon and select 'Upload photo' or 'Remove'.

Your header photo



Just like on Facebook, your Twitter header image is the much larger, rectangular photo that appears behind your profile photo and across the top of your profile page. To change your header photo click or tap the camera icon and select Upload photo or Remove.

This large photo is a great asset. It's the first thing most people will notice when they visit your profile, and should therefore serve the purpose of piquing their interest right from the get-go.

Your bio

In true Twitter fashion, your bio is limited to 160 characters, so you can't go into much detail. Instead, focus on sharing insight into what you'll be talking about on Twitter. This saves visitors the trouble of scrolling through your Tweets to see what they can expect from you. If you manage the Twitter account of a bank, you might want to state in your bio "Tweets about personal finance, insurance and investing". No gimmicks, but a strong incentive for people to follow who are after that information.

The bio writing process will be a test of your editing skills. If you're having trouble, ask yourself "does this really need to be in here?" and work to trim the fat. Take your time to get this right. And if you're stuck, look to the accounts of other industry leaders for inspiration.

You don't have to fill all 160 characters and you don't have to feel bad talking about yourself. That's sort of the idea of a bio. Use whatever style you feel best matches your brand or the image you want to portray. You can write anything you like providing it fits the space.

It may take a few tries before you feel like you've nailed it. That's okay. You're allowed to change your Twitter description as often as you like. In fact, it's probably a good idea to do so. With every change, hopefully you'll get closer to perfection.

Make sure your bio is connected by using **hashtags**, **@s**, or **links**. For example:

Hashtags: If you are a "CEO" for example, you can add "#CEO" to connect your bio to mentions of #CEO on Twitter.

@s: If you work at a company, have started business, or are otherwise connected to some other Twitter accounts, link to them.

Links: You can add outbound links to your Twitter profile, too.

SEVEN SIGNS OF A GREAT TWITTER BIO

1

It's accurate
One professional
description.

2

It's exciting
One word that is
not boring.

3

It's targeted
One niche
descriptor.

4

It's flattering
One
accomplishment.

5

It's humanizing
One hobby.

6

It's intriguing
One interesting
fact or feature
about yourself.

7

It's connected
To your company
or another social
profile.