



“Twitter is an information network made up of 140-character messages called Tweets”

Benefits & Uses:

- Quick and easy real-time information and news.
- Connect to your students outside of email and office.
- Connect to other universities, departments, local businesses, non-profits, publications, organizations, journals, academic sources, etc.
- Find jobs, internships and volunteer opportunities relevant to your department.
- Short, attention grabbing posts such as for posting reminders and deadlines.
- Share links to relevant websites, events, articles, and quotes. Post pictures and flyers.
- Ask and answer questions, and engage in conversations with the @reply feature.
- Ability to create private posts, and invite others to view and contribute to private posts.
- Accessible on smart phones

Create an Account:

- 1 Go to: <https://twitter.com/> Enter your name, email, and create a password.
- 2 On the next page create a recognizable username. See social media guidelines: <http://www.ucsc.edu/identity/web/social-media-guidelines.html>
 - Examples of user names:
 - <https://twitter.com/ucsc>
 - https://twitter.com/ucsc_admission
 - <https://twitter.com/UCSCLibrary>
 - <https://twitter.com/UCSCHistory>
- 3 Click Create My Account. A confirmation email will be sent.

Customize: Customize your account with a profile picture, a header picture, link to your website, and a brief bio by clicking on the settings drop down menu in the upper right hand corner of your home page.

Follow Other Users: To receive a user’s tweets in your news feed click on the “Follow” button on their page. Tweets appear on your homepage chronologically. To unfollow, click on the same button.

Posting Basics:

- 1 **Tweet:** From your Home page compose a new tweet (or message) with no more than 140 characters, click tweet, and your post will appear on your Home and Profile/Me page. Other users who Follow you will have your tweet appear in their home timeline.
- 2 **“#” or Hashtags:** keywords used in tweets to categorize topics. For example:
 - “Resume & Cover Letter Workshop next Wednesday #careercenter #ucsc”
 - Clicking on the “#keyword” will take you to a list with other tweets tagged with the same keyword. Others can find these lists by typing the “#keyword” in the search field.
 - The “# Discover” page helps you find users similar to those you currently follow
- 3 **Mention & @reply:** A tweet containing another user’s Twitter username, preceded by the “@” symbol. **@reply** is a type of mention but is a response another user’s tweet.
 - To reply to a tweet, hover over the tweet, click on the “Reply” icon. Write your reply after “@username” in the message box and click “Tweet”.
 - Any tweet that is an @reply to you begins with your username and will show up in your Mentions tab on the **Connect** page
- 4 **Retweet:** A re-posting of someone else’s tweet.
 - Hover over another user’s tweet and click on the “retweet” icon.
 - The tweet will post to your home and profile page, viewable by your followers.