

# GETTING STARTED WITH TWITTER:

## TWITTER BEST PRACTICE:

**280 characters.** But aim for less. Short tweets get retweeted more often.

**Add links** to the article you just read, or to your website... Just copy-and-paste.

**Add pictures.** A screenshot of the chart/image in the thing you're linking to, or an original pic from your phone... Embrace the selfie! Particularly if you're at a special event or with notable people.

**Mention people by using their 'Twitter handle'** ie @jessiemawson (If you're already following the person, their handle should auto-complete).

**Be timely.** Tweet as-it-happens. People love to be in the know and up-to-the-minute tweets win.

**Use relevant hashtags** when you want to be part of a bigger conversation, but don't go crazy. 1-2 hashtags max per tweet.

**Add a comment to your retweets** to give them your own spin, or explain why you're sharing them.

## WHO CAN SEE WHAT?

*Everything* you tweet (with the exception of Direct Messages) is visible to any member of the public who looks at your Twitter profile. In addition to this...

**Regular tweets:** All your followers will see in their feed.

**Mentions:** All your followers will see in their feed. PLUS the person you've mentioned (by using their Twitter handle) will be notified. *Example: Saw an amazing doco about Arms Trade with @ClaireMallinson this afternoon.*

**Tweeting at someone:** By using their Twitter handle *at the very beginning* of your tweet, the person you've mentioned will be notified PLUS anyone who follows *both* of you will see in their feed. *Example: @JessieMawson thanks so much for the Twitter tips. I'm getting the hang of it now!*

**Replying to a tweet:** The person you're replying to will be notified PLUS anyone who follows both of you will see in their feed.

**Direct Message (DM):** Only the person you're DM-ing can see. You can only DM a person who's already following you. This method of communication shouldn't be used for confidential information due to the risk of mistakes.