

Twitter tutorial

Whether you're new to Twitter or just curious to know more, this tutorial will give you the basics of how Twitter works.

When posting and running a social media site for extension, please be sure to follow our guidelines, which can be found at http://extension.missouri.edu/staff/communications/social_media.aspx.

Creating a Twitter account

1. On <http://www.twitter.com>, click the **Get Started** button under the “New to Twitter?” heading.
2. Enter your office or organization name in the **Full name** box. You might have to abbreviate the name if it's a long organization name. This is NOT your username; however, this name can be used to find your account through a search, so make sure not to over-abbreviate.
3. Use an official office or organization email and password for the account instead of signing up with your personal email. This ensures that others within your office can access the account.
4. Click **Sign up for Twitter**.
5. On this page, Twitter confirms your account information and allows you to select a username. The username becomes your handle or what people will tweet you at.
6. Double check your information, and click **Sign up**. You might be asked to fill out a captcha so Twitter can confirm you are a real person setting up the account.
7. Go to the email inbox for the account used to sign up, and click the link that Twitter emails to confirm your account.

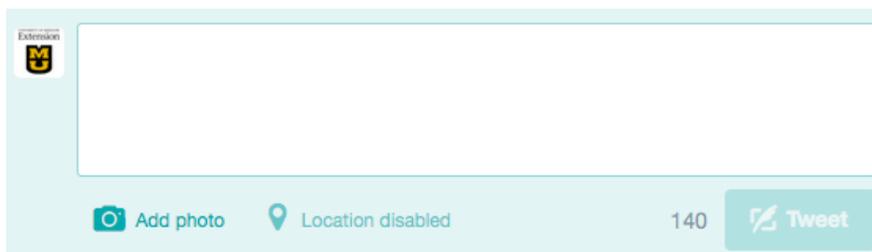
Editing your Twitter profile

1. Extension Communications and Marketing provides profile and header photos. Contact Amanda Dahling at dahlingak@missouri.edu for a profile picture and header photo for your site.
 - a. When you have your photos, click the camera image in the profile photo box where it says, **Change your profile photo**. A drop-down menu appears. Select **Upload photo**, and choose the designated profile picture saved on your computer.

- **Home button:** Redirects to main timeline (MU Extension timeline pictured above) from any page.
- **Notifications:** Shows when people retweet, favorite or respond to your content. Also, shows when someone mentions you or posts content that includes your handle. Clicking the button will pull up all of your notifications.
- **Messages:** Provides access to private messages. Messages on Twitter can only be sent between people and or organizations that follow each other.
- **#Discover:** Provides information on trending topics, related people and pages as well as people you might know. These items are selected based upon mutual followers or content topics.
- **Posting boxes:** To compose a tweet, click in the **What's happening?** box or the **Tweet** button. When selected, the boxes open and show an **Add Photo** and **Location** option and a 140-character countdown that decreases as you post.
- **Posts from people you follow:** As your followers tweet content, it populates on your timeline. When the timeline is up-to-date, you will see the latest tweet at the top. If the timeline needs updating, a link showing "View XX new tweets" will show informing you of the amount of new tweets since you last updated. Clicking the link will automatically update your timeline.
- **Trending topics:** Shows a listing of the hashtags and topics that are currently trending or are the most popular at that moment on Twitter. You can change the types of trending topics you see to include your location, which will help you connect with the things people in your region are talking about. To do so, click the **Change** link and enter your location. Click **Done**.
- **Your profile information:** Shows your profile picture, header photo, name, handle, amount of tweets you've posted, number of people you follow and the number of people who follow you.

Posting content

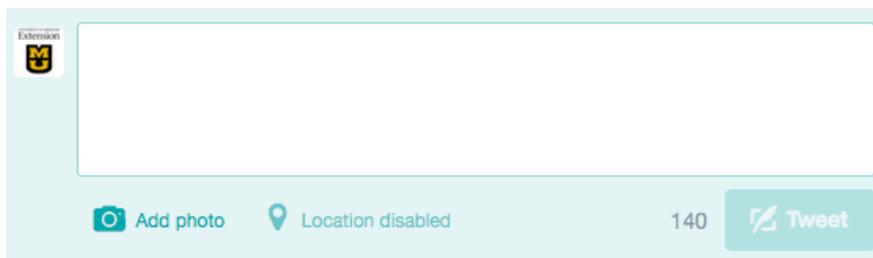
Basic text content



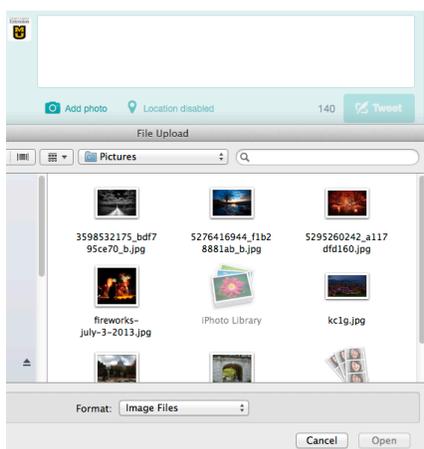
1. From your timeline, click inside the **What's happening?** box or click the **Tweet** button. From your profile, click the **Tweet** button.
2. A text box (shown above) is activated. Enter your content within the box.

3. Notice as you type that the 140 next to the **Tweet** button changes with each character. Twitter only allows 140 characters per post. Once you reach your limit, a pink highlight will show the text that is beyond the limit. You will not be able to enter your content if the post is not within 140 characters.
4. Links will create a hyperlink when posted – however, they do take away from your 140 characters, so it's good to use short links. Extension has its own shortened links for publications and news. For publications, you can use extension.missouri.edu/p/PUBNUMBER (e.g. <http://extension.missouri.edu/p/G6910>). For news stories, there is a similar shortened link. For example, <http://extension.missouri.edu/n/2534>. If linking to non-extension content or content that is not a publication or news, you can use <http://bitly.com> to shorten links.
5. If you just have a video link, such as a YouTube video, post it as a link. See below for more information on posting your own videos directly to Twitter.
6. Once the text is in the box and you've spell checked and doubled check it for style and any possible errors, click **Tweet**.

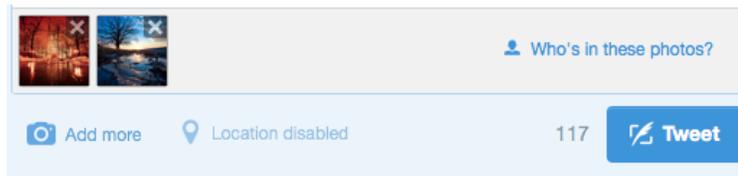
Photos and videos



1. From your timeline, click within the **What's happening?** box or click the **Tweet** button. From your profile, click the **Tweet** button.
2. A text box (shown above) is activated. Enter your content within the box.
3. To add a photo or video from your computer, click **Add photo**.
4. A File window will pull up and allow you to select the image or video from your computer.



5. Click the image you want, and click **OK** on the File box. (Click **Open** on a Mac.)
6. To add more than one photo, repeat steps 3 through 5 as many times as necessary.
7. Once added, photos show up in a bar beneath the text box, and an option to tag the photos appears to the right with the **Who's in these photos?** link. Also, notice that photos do take characters away from the 140-limit, so plan text accordingly when including photos.



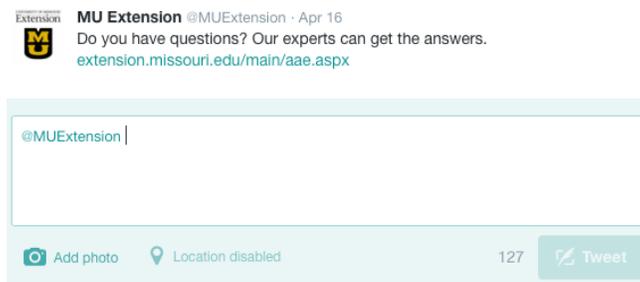
8. After double-checking the text for style, grammar and any errors, click **Tweet**.

Replying, retweeting and favoriting

A great way to support other extension pages and add content to your own pages is to reply to, retweet and favorite content from others.



- **Reply:** A text box, the same as when you post a tweet, appears and lets you tweet a reply. The original poster's handle remains in the field, so the reply is tweeted at them. To reply, click the **reply arrow**, enter your response and click the **Tweet** button.



- **Retweet:** Reposts the content of someone else's message to your timeline and out to your followers. To retweet, click the **retweet double-arrow** image on the post.



- You can choose to retweet the message directly with no commentary. If you do so, simply click **Retweet** and the post will show on your timeline and be sent to your followers. If you do not add any content to it, it will show directly from the original poster with small gray text above it saying that you retweeted the content.
- You can also add your own comment. To do so, start typing in the **Add a comment** box. Once you're done adding your content, click **Retweet**. Now the post will show on your timeline and be sent to your followers, and it will come from you with your additional comment showing first.
- **Favorite:** Favoriting a post on Twitter is similar to liking a post on Facebook; it's a way of engaging with posts without responding to them or retweeting them on your own timeline. To favorite a post, click the **star favorite** button on the post. The star will then turn orange to confirm your favorite. To unfavorite a post, simply click the star again. When you favorite a post, it will notify the original poster and the post will be saved in your favorites list, which can be found on your profile. Others viewing your profile can see your favorites if they view your favorites list.