Twitter: 280 COHERENT CHARACTERS

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Contents

• What is Twitter?
• Ready to join Twitter?
• Terminology
• Crafting a great tweet
• Building your following
• Twitter Tips
• Hashtag Tips
What is Twitter?

- Twitter is a global platform for users to share thoughts, news, ideas, jokes in 280 characters or less
- 330 million users globally (Statista)
- A typical tweet answers the question “What’s happening?”
- Everything on Twitter is public unless you “protect” your tweets
Are you ready to join Twitter?

Getting set-up:

• Your handle is your calling card – use the name of your organization

• Use your bio to provoke interest. Let people know what you’re going to bring to their “Twitter feeds”.

• Make yourself easy recognizable in your profile picture (e.g. Logo)

• Header photos are like Facebook cover photos – use a landscape oriented picture

• Find out who are other interesting stakeholders on Twitter and follow them. Then, check out who they are following.
Terminology

• Handle: User name (e.g. Energy_ZA)
  - User names are preceded with an @ symbol (@Energy_ZA)

• Tweet: short message published on Twitter
  - Can contain a photo, video or link
  - Up to 280 characters of text

• Retweet (RT, for short): A way to pass along another user’s message

• Timeline: real-time feed of tweets

• Following: subscribing to see updates in your timeline
Terminology

• **Mention**: A tweet that has “@username” anywhere in the message. Appears in the user’s “Mentions” section

• **Direct Message (DM)**: A private tweet sent to a certain user (like an email). You can only send direct messages to people who follow you

• **#Hashtag**: A way of denoting a topic on Twitter, done by preceding the topic with a “#” symbol. This hyperlinks the topic, and reveals a list of all tweets with the “#” mentioned, so you can follow the conversation

• **Thread**: Series of connected tweets from one account. It helps you to connect multiple Tweets together.

• **Tweeps**: Users
Crafting a great tweet

• Determine your objective for each Tweet
  - What’s the goal?
    • Get people to subscribe to something?
    • Promote an event?
    • Educating people about something?

• What is necessary to achieve your goal?
  - Link to website or event
  - Message that motivates a click
  - Picture or video

▪ Use the unique hashtag “#”
Crafting a great tweet

• Results:
  - increased awareness of event
  - increased number of followers
  - Increased number of engagements
Building your following

• Conversations go both ways! If someone responds to your tweet, respond to them

• Encourage followers to interact with you by tweeting questions or using specific hashtags

• As you become more active, Twitter’s “Who to Follow” suggestions will become more tailored to your interests.

• If a follower retweets you, acknowledge them! By clicking the favorite button as a “like”
Twitter Tips

Keep tweets to around 110 characters

• Avoid too many abbreviations

• Shorten links by using a service like bit.ly

• Add pictures where you can

• Don’t just push out information - join a larger conversation
  - See what hashtags are trending and add your insight
  - If you’re at an event, use that event’s hashtag to connect
    with other attendees
Tips

• Decide what the hashtag is for (event? Or an ongoing campaign). That matters because the latter might require a hashtag that's a little easier to figure out in a glance.

• Keep it short. You’ve only got 280 characters. Hashtag eats into your available space.

• Check to see if anyone else out there is using your hashtag and how. You don't want your message getting lost in the noise or associated with the wrong messages.”

• Be specific. If you pick a hashtag too vague or broad, you will not get in on the right conversation, and you'll have a hard time bringing new people in”. 

THANK YOU!!!