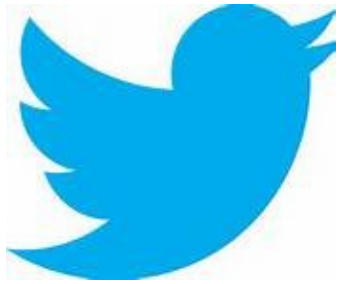


## Twitter Tips



**Index**  
(Click on links)



### **Types of Profile**

**Register on Twitter**

**Create your Account**

**Profile Photo**

**Bio** – short biography to describe the image you wish to convey

**Background design**

**Profile page**

**Home page**

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**Useful and informative tweets**

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**Trending**

**Spam**

**Social Media** – general information

## Twitter Tips

1. You do not need to tweet at all but it is useful to **follow** relevant accounts to see what local people are saying and the issues they raise.
2. **Types of Profile:** You can have more than one account: e.g. personal, professional (work role), community representative, public entity (e.g. councillor or MP).  
Make it clear in your profile the image you wish to convey – and, if using more than one profile, ensure you delineate clearly between them.

Examples:



[www.Twitter.com/MayofOfCroydon](http://www.Twitter.com/MayofOfCroydon)



[www.Twitter.com/CroydonNbrhoods](http://www.Twitter.com/CroydonNbrhoods)

(see more examples on next page)

# Twitter Tips



[www.Twitter.com/OrpingtonComm](http://www.Twitter.com/OrpingtonComm)



[www.Twitter.com/CROYDemocracy](http://www.Twitter.com/CROYDemocracy)



[www.Twitter.com/MargotRohan](http://www.Twitter.com/MargotRohan)



[www.Twitter.com/LondonYouth](http://www.Twitter.com/LondonYouth)



## Twitter Tips

3. **Register on Twitter** by clicking on this link: [www.Twitter.com](http://www.Twitter.com) – enter your name, an email address (you can create a special one for a new entity, such as ‘MyTownCommunity’ or ‘MyBusiness’) and create a password for logging into this Twitter account. Then go to ‘Settings’ and **Create your Account** - You can specify various properties for your account:

Twitter sign-up page. The 'New to Twitter? Sign up' section is circled in red. It contains fields for 'Full name', 'Email', and 'Password', and a 'Sign up for Twitter' button. Above it is a 'Sign in' section with a 'Password' field, a 'Remember me' checkbox, and a 'Sign in' button.

Twitter mobile app navigation menu. The 'Settings' option is circled in red. Other options include 'Orpington Community', 'Lists', 'Help', 'Keyboard shortcuts', 'Twitter Ads', 'Analytics', and 'Sign out'.

Account settings page. It shows fields for Username (CROYDemocracy), Email (margot.rohan@croydon.gov.uk), Language (English), and Time zone ((GMT) London). There are also checkboxes for 'Add a location to my Tweets', 'Display media that may contain sensitive content', and 'Protect my Tweets'.

Personalization settings page. It shows options for 'Tailor ads based on information shared by ad partners', 'Require personal information to reset my password', and 'Don't verify login requests'. There is also a 'Request your archive' button and a 'Save changes' button.

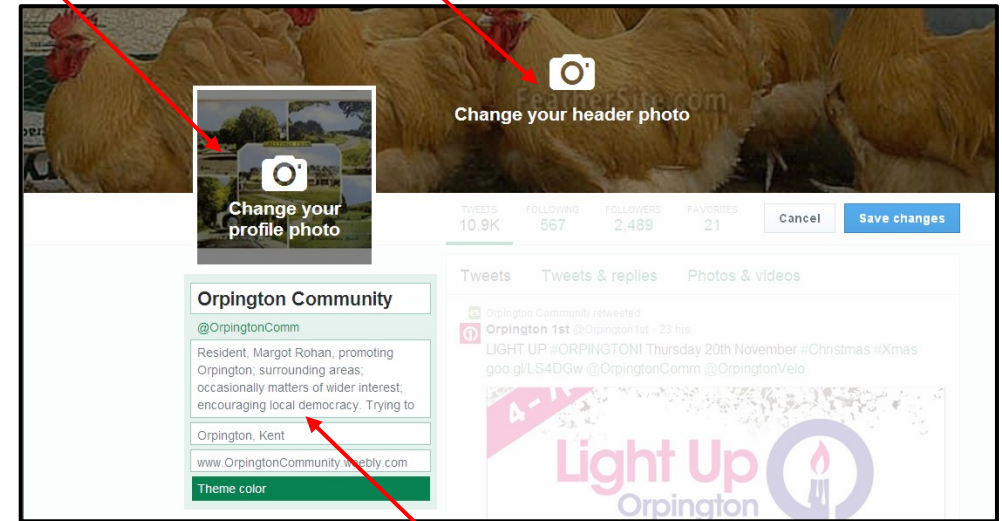
## Twitter Tips

4. **Creating a profile: Account** - You can specify when you receive emails (see 'Email notifications'). Next select Design

The screenshot shows the Twitter mobile app interface. At the top, there are navigation icons for Home, Notifications, Messages, Discover, and a search bar. Below this is a header for 'Email notifications' with a sub-header 'Control when and how often Twitter sends emails to you. Learn more.' and a 'Turn off' button. The main content area is titled 'Activity related to you and your Tweets' and contains several settings for email notifications, such as 'Email me when' with checkboxes for 'My Tweets are marked as favorites', 'Tweets I'm mentioned in are marked as favorites', 'My Tweets are retweeted', 'Tweets I'm mentioned in are retweeted', 'My Tweets get a reply or I'm mentioned in a Tweet', 'I'm followed by someone new', 'I'm sent a direct message', 'Someone shares a Tweet with me', and 'Someone from my address book joins Twitter'. Below this is another section titled 'Activity related to your Retweets' with similar settings. On the left side, a settings menu is open, listing options like 'Account', 'Security and privacy', 'Password', 'Cards and shipping', 'Order history', 'Mobile', 'Email notifications', 'Web notifications', 'Muted accounts', 'Design', 'Apps', and 'Widgets'. The 'Email notifications' and 'Design' options are circled in red, with red arrows pointing from the text above to them. At the bottom of the settings menu, there is a footer with copyright information: '© 2014 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers'.

## Twitter Tips

5. **Profile Photo:** Select 'View profile' and then 'Edit profile'. Change/add a photo here and change/add a header photo here:



6. **Bio:** Make this succinct but clear to convey the sort of tweets you will be posting – your bio is also on your profile page:



## Twitter Tips

7. You can also add a **Background design** to appear on your page. You can choose from a variety of designs or upload your own image. It can be shown as one picture or tiles across the page.

The screenshot shows the Twitter profile settings for 'Mayor of Croydon'. The 'Design' menu item is circled in red. Below it, a large red circle highlights the 'Customise your own' section, which includes a preview of the profile background and the 'Change background' button. The 'Design' section offers a grid of pre-made themes and a 'Check out Themeleon' link. The 'Customise your own' section includes a 'Background' image, a 'Change background' button, a 'Maximum file size of 2MB' note, a checked 'Tile background' option, and 'Background position' options: Left (selected), Centre, and Right.

This detailed view shows the 'Customise your own' settings. At the top, there is a link 'Check out Themeleon »' and a description: 'Thousands of background patterns & colour palettes available to customise your Twitter profile.' The 'Background' section features a preview image, a 'Change background' button, and a 'Maximum file size of 2MB' note. The 'Tile background' checkbox is checked. The 'Background position' section has radio buttons for 'Left' (selected), 'Centre', and 'Right'. The 'Background colour' section has a color picker and a text box containing '#C0DEED'. The 'Link colour' section has a color picker and a text box containing '#0084B4'. The 'Overlay' section has radio buttons for 'Black' and 'White' (selected). A 'Save changes' button is located at the bottom.

## Twitter Tips

8. This is your **Profile page**, which lists all the tweets and retweets you have posted – when you log in, this is the page which opens:

The screenshot shows the Twitter profile page for 'Orpington Community' (@OrpingtonComm). The profile picture is a large image of several golden-brown chickens. The header includes navigation icons for Home, Notifications, Messages, Discover, and a search bar. A dropdown menu is open, showing options like 'Orpington Community', 'Lists', 'Help', 'Keyboard shortcuts', 'Twitter Ads', 'Settings', and 'Sign out'. The profile statistics are: TWEETS 10.8K, FOLLOWING 563, FOLLOWERS 2,470, FAVORITES 21, and LISTS 2. The bio describes the community as a resident-led group promoting Orpington and surrounding areas. The recent tweets section shows three tweets, including a retweet by Deborah Goodman and two tweets about Halloween events in Orpington.

Home Notifications Messages # Discover Search Twitter

Orpington Community  
View profile

Lists  
Help  
Keyboard shortcuts  
Twitter Ads  
Settings  
Sign out

TWEETS 10.8K FOLLOWING 563 FOLLOWERS 2,470 FAVORITES 21 LISTS 2 Edit profile

Tweets Tweets & replies Photos & videos

Orpington Community retweeted  
Deborah Goodman @HummingbirdBook · Oct 30  
@OrpingtonComm @Orpington1st £10 off Natural Facials; no harmful chemicals, just nature at it's best! #BeckBromFL bit.ly/1FYCDMa

Orpington Community @OrpingtonComm · Oct 28  
Halloween at The Buff Orpington, Green Street Green 12-3pm Friday 31 October: fb.me/1mZIZKzT

Orpington Community @OrpingtonComm · Oct 28  
Halloween Party in Beckenham on Saturday 1 November - Gambado: fb.me/3gAGeOsQM



## Twitter Tips

9. This is your **Home** page, where all tweets appear from those you follow, as well as yours:

The screenshot shows the Twitter Home page. At the top, there is a navigation bar with icons for Home (circled in red), Notifications, Messages, Discover, and the Twitter logo. A search bar is also present. The main content area is divided into several sections:

- Profile Card:** For Orpington Commu... (@OrpingtonComm), showing 10.8K tweets, 563 following, and 2,470 followers. It includes a 'Compose new Tweet...' button.
- London Trends:** A list of trending topics including #alltheboss, #ScaryStoriesIn5Words, #jacobchat, #trickortreat, London, #CultureClash, Christmas, Xmas, and UKIP.
- Who to follow:** Recommendations for SmallBizSatUK, edwards flooring, and Dyslexiawise, each with a 'Follow' button.
- Tweets:** A vertical list of tweets from various accounts, including BBC Breaking News, The National Lottery, Mike Clarke, Bizitalk, NEBLINA, and Helen Gormley.



# Twitter Tips

10. This is your **Notifications** page, where you can see who has followed you, retweeted or favoured your tweets recently:

The screenshot shows the Twitter interface with the 'Notifications' tab selected. The top navigation bar includes 'Home', 'Notifications' (circled in red), 'Messages', 'Discover', and a search bar. The main content area is divided into two columns. The left column contains a 'Notifications' dropdown menu with options for 'Mentions' and 'London Trends' (with a 'Change' link). Below this is a 'Who to follow' section with three suggestions: 'FatherChristmasWorld @F...', 'edwards flooring @Floorin...', and 'Branching Out @Branching...'. At the bottom of this column are links for 'Find people you know' and 'Connect other address books'. The right column displays a list of notifications under the heading 'Notifications' and 'All / People you follow'. The notifications include: two mentions from 'CatherineC\_RMT' and 'CheekySpriteProjects' (2h), one new follower 'Dawn jurrjens' (3h), and three retweets from 'VanAllen' (4h). The background of the page features a collage of images related to a golf course.

# Twitter Tips

11. **Who to follow** is where you can find suggestions on who to follow, based on your own history + activity of your followers etc:

The screenshot displays the Twitter interface. At the top, there are navigation icons for Home, Moments, Notifications, and Messages, along with a search bar and a 'Tweet' button. The main content is divided into three columns. The left column, titled 'London Trends', lists various trending hashtags and topics such as #GoTAtlantic, #WorldPenguinDay, #mondaysmotivation, #MyBestDayIn3Words, #NationalStationeryWeek, Theresa May, Lil Kim, Clyde, #setlock, Renato Sanches, and X-Men. The middle column, titled 'Who to follow', features a search bar and a list of suggested accounts. Each account entry includes a profile picture, name, handle, a brief bio, and a 'Follow' button. The right column shows a smaller 'Who to follow' section with three accounts: Helen Freeman, Layhams Farm Shop, and George Osborne, along with a 'Find friends' link and footer text.



## Twitter Tips

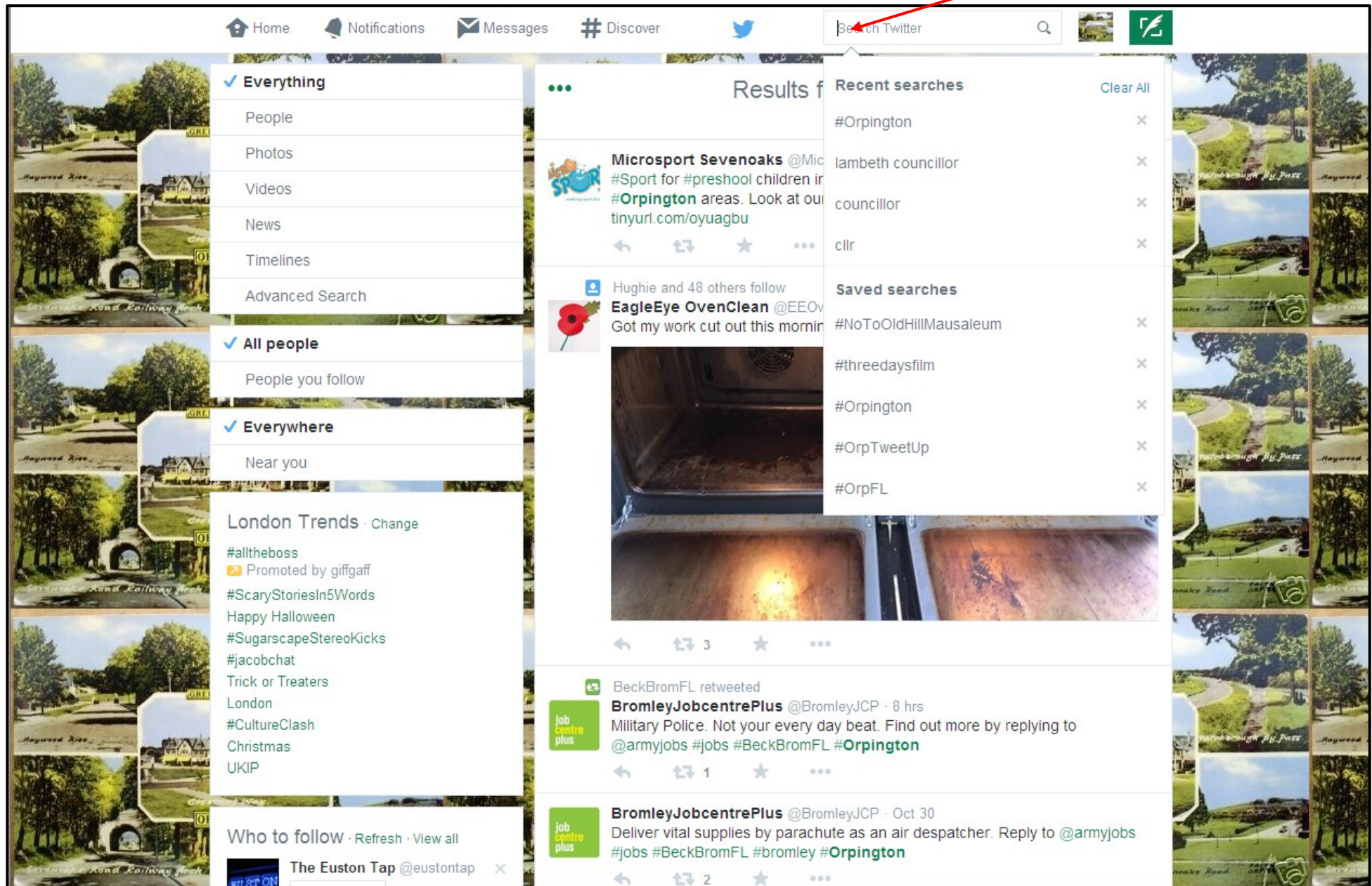
12. **Hashtags (#)** enable tweets from lots of different people to be pulled together in one place – you can search here e.g. type #Orpington:

The screenshot shows the Twitter mobile app interface. At the top, navigation icons for Home, Notifications, Messages, and Discover are visible. The search bar contains the text "#Orpington" with a magnifying glass icon to its right. A red arrow points from the text in the instruction above to the search bar. Below the search bar, a filter menu is open, listing options: Everything (checked), People, Photos, Videos, News, Timelines, and Advanced Search. Below this, another filter menu shows "All people" (checked) with "People you follow" below it, and "Everywhere" (checked) with "Near you" below it. To the right of the filter menu, the search results for "#Orpington" are displayed under the heading "Results for #Orpington" with a "Remove" link. The results are sorted by "Top / All". The first tweet is from "Microsport Sevenoaks" (@MicroSp7oaks) posted 4 hours ago, mentioning preschool children and Orpington areas. The second tweet is from "EagleEye OvenClean" (@EEOvenCleaning) posted 6 hours ago, showing a photo of a dirty oven interior. The third tweet is a retweet from "BeckBromFL" of a tweet from "BromleyJobcentrePlus" (@BromleyJCP) posted 7 hours ago, mentioning military police and jobs in Orpington. Below the results, a "London Trends" section is visible, listing various hashtags like #alltheboss, #ScaryStoriesIn5Words, and #SugarscapeStereoKicks. At the bottom, a "Who to follow" section shows "The Euston Tap" (@eustontap).



## Twitter Tips

13. **Hashtag searches:** When in Discover, your saved # searches will appear when you click your cursor here:





## Twitter Tips

14. **Adding a hashtag** to a tweet, means it can be pulled up with all the other tweets containing the hashtag, posted by anyone – even if you are not following them e.g. **“#threedaysfilm** - what’s the latest news?: <https://www.facebook.com/ThreeDaysFilm>”

The screenshot shows the Twitter interface with a search for #threedaysfilm. The top navigation bar includes Home, Notifications, Messages, Discover, and a search bar containing #threedaysfilm. A search filter menu is open on the left, showing options for Everything, People, Photos, Videos, News, Timelines, and Advanced Search. Below this, there are filters for All people (People you follow) and Everywhere (Near you). A section for London Trends is visible, listing various hashtags like #alltheboss, #ScaryStoriesIn5Words, #SugarscapeStereoKicks, #trickortreat, London, #CultureClash, Christmas, Xmas, and UKIP. At the bottom of the filter menu, there is a 'Who to follow' section with a 'Refresh' button and a 'View all' link, showing a suggestion for 'Natural Wellbeing @Arbon...'. The main search results for #threedaysfilm are displayed on the right. The top result is a tweet from 'threedaysfilm follows Tiffany @wify81 - Apr 8' with the text: "Three Days" short film - teaser trailer: [youtu.be/AXYNgreM65M](http://youtu.be/AXYNgreM65M) via @YouTube #threedaysfilm @threedaysfilm1 #supportindiefilms. Below the text is a YouTube video player showing a pre-shoot mini teaser trailer for "Three Days". The video description reads: "Three Days" pre-shoot mini teaser trailer. Below the video, there is a link to the film's website: <http://www.threedaysfilm.com/> Directed by Cannes award-winner Darren S Cook. Director of Photography double Bafta Cymru winner Huw T Walters. "This Moment is...". Below the video, there are icons for reply, retweet, and like (3 likes), and an 'Expand' button. Below the video tweet, there is a reply from @item\_search - Apr 5 with the text: CARRY THAT WEIGHT II [emojis] 1,892 [emojis] [kaimono-jz.com/list/452556900...](http://kaimono-jz.com/list/452556900...) [emojis] #ASPARAGUS #ShinobuNineteen #bed #Quick #threedaysfilm. Below the reply, there are icons for reply, retweet, and like, and the text 'In reply to Gareth Gatrell'.



## Twitter Tips

15. **Followers** lists all those following you – you can check them out and follow them if you wish, by clicking here on the Profile Page:

Home Notifications Messages # Discover Search Twitter

FeatherSite.com

TWEETS 10.8K FOLLOWING 563 FOLLOWERS 2,470 FAVORITES 21 LISTS 2 Edit profile

**Orpington Community**  
@OrpingtonComm

Resident, Margot Rohan, promoting Orpington; surrounding areas; occasionally matters of wider interest; encouraging local democracy. Trying to remain impartial.

Orpington, Kent  
OrpingtonCommunity.weebly.com  
Joined February 2011

63 Photos and videos

**Dawn jurrjens**  
@DJurrjens FOLLOWS YOU

**VanAllen**  
@VanAllen FOLLOWS YOU  
ex special needs teacher,veggie, promotes plight endangered animals esp orangutans, likes badminton, racketball, saxophone, genealogy

## Twitter Tips

16. **Following** lists those you are following – you can ‘unfollow’ by clicking here. If you follow those whose tweets you find interesting – and who have a good following – and they follow you back and retweet your tweets, you will quickly add to your own followers:

The image shows a screenshot of a Twitter profile page for 'Orpington Community' (@OrpingtonComm). The profile picture is a large image of several golden-brown chickens. The header navigation bar includes 'Home', 'Notifications', 'Messages', and '# Discover'. The 'Notifications' icon is circled in red. Below the header, the profile statistics are displayed: 'TWEETS 10.8K', 'FOLLOWING 563', 'FOLLOWERS 2,470', 'FAVORITES 21', and 'LISTS 2'. The 'FOLLOWING 563' text is circled in red, with a red line pointing to the 'Following' button on the profile card below. The profile card includes the name 'Orpington Community', the handle '@OrpingtonComm', a bio, location 'Orpington, Kent', website 'OrpingtonCommunity.weebly.com', and '63 Photos and videos'. Below the profile card, there are two other profile cards: 'Mark Negus' (@LooNegus) and 'Newstead Wood F' (@NWSchoolFund), both with 'Following' buttons.



## Twitter Tips

17. **Useful and informative tweets** are succinct and clear – and usually have a link to more information and/or, more increasingly, a photo – examples:





## Twitter Tips

18. **Twitter protocols:** Your tweets create a 'Digital footprint' of who you are, so remember to be consistent. Retweeting and responding to others' tweets will encourage followers to retweet your tweets.

Your Twitter account is your public image, so you need to consider carefully how you wish to be viewed in terms of your opinions. Always remember that what you 'tweet' today may be remembered in years to come! If you change your opinions about certain matters it is advisable to ensure your reasons are explained, so you can counter criticisms of inconsistency.

### **What to tweet:**

- Your own opinions (but remember to be consistent) – back them up with links to relevant information
- Clear information with a link and/or a photo
- Whatever you believe confirms your 'digital footprint'

### **What to retweet:**

- Information from reliable sources
- Anything which interests you
- Links to useful information
- Local events and projects – it shows support for the local community

### **What NOT to tweet/retweet:**

- Avoid personal information e.g. 'Just having a coffee in .....
- Ignore contentious online arguments – always stay professional
- Information which is not validated

### **When to reply:**

- Always consider carefully tweets which are directed at you (include @YourAccount) before replying
- Remember: you do not need to reply
- If a tweet is a compliment or straightforward request for information, it is always beneficial to acknowledge it

### **Who to follow:**

- Local people with issues – you do not have to interact with them but it makes you aware of local conversations and issues
- Community groups
- Local media
- Other people and organisations which interest you
- Accounts which follow you and are of interest

## Twitter Tips

19. **Trending:** A word, phrase or topic that is tagged at a greater rate than other tags is said to be a *trending topic*. When a particular topic is current, if the same hashtag is used by everyone, it is easy to identify a trending topic.
20. **Spam:** There is a growing problem with the sale of retweets and followers. **Never purchase followers.** It is important to ensure the validity of your followers and there are apps available to check this, such as [Twitblock](#) (a trusted twitter application that scans your account and reports which of the users you are linked to are running bots (spam programmes), or have been inactive for a long time, so you can block them). There are also spam mentions and direct messages which tend to occur on accounts with large numbers of followers. Be cautious of any direct messages from Twitter accounts you do not recognise. Spam messages often appear as replies with a link and nothing else – **do not click on links** if you are not familiar with the Twitter account.
21. **Social Media:** There are [6 types of social media](#) which all interact slightly differently. Currently some of the most popular ones are:
- [Twitter](#) (microblogging)
  - [Facebook](#) (social network)
  - [LinkedIn](#) (professional social network)
  - [Bebo](#) (social network)
  - [YouTube](#) (media sharing)
  - [Wordpress](#) (blog)