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An Introduction to TWITTER



Part One:

Twitter is one of the largest and fastest-growing social networks on the web. This real-time social network connects you to the world in 140 characters or less. That might not seem like a lot of space to express yourself, but the social network continues to grow and has become one of the largest news sources around. You can share links to articles, updates on your personal life, have conversations and more!

Twitter has set up categories which allow you to easily find businesses, organizations or people "tweeting" about things that interest you. Once you've found an account you're interested in, you can "follow" it and its updates will be shown when you log in. Whether you want to find new recipes or learn more about technology, Twitter can connect you to relevant people and content. The social network even has some great business features and can be great for marketing.

With 250 million tweets per day and more than 100 million active users, Twitter is creating a world that's even more connected. In the next article we will discuss Twitter terminology and what you need to know before setting up an account. ■

Part Two:

In the last issue we focused on a simple introduction to the social network, Twitter. Twitter comes with a few terms that might be helpful to understand before you setup your account:

- **Mention:** Once you've signed up and chosen a Twitter username, you and others can mention an account in your Tweets by preceding it with the @ symbol, eg:
"Glad your shipment arrived @janesmith!"
- **Retweet:** When you see a Tweet by another user that you want to share, click Retweet below it to forward it to your followers instantly.

- **Message:** If you want to privately Tweet to a particular user who's already following you, start your Tweet with DM or D to direct message them, eg:

"DM @joesmith234 what is your order number?"

- **Hashtag:** Users often prepend # to words in their Tweets to categorize them for others, eg:

"Check out our new products for the Fall <http://t.co/link2> #fallsale"

Think of hashtags as the theme of your Tweet. Users can then click on a hashtag to see other similarly themed tweets and find yours in search." ■

<http://business.twitter.com/basics/glossary/>



Part Three:

In the last issue we covered a few terms that might be helpful to understand before you setup your account.

Now that we are somewhat familiar with Twitter, we will want to think about setting up an account that best represents you or your business you are representing online. It is important to remember that what you share on the internet is public and while there are some security settings you can setup to protect your tweets, it's still important to only share information and details that you wouldn't mind everyone knowing. My rule of thumb: If you don't want to see your picture and name next to your tweet on a billboard in the middle of town, then you probably shouldn't share it.