

# How to guide

## Twitter

Twitter is a social media platform with many functions. You'll find news being broken (often in realtime), useful links being shared, and memes being created. It's also a place for chatting with friends and sharing business news and information. Thanks to the variety of functions across the platform, it's a place where people of all ages and interests can connect.

You can follow and connect with your friends, favourite celebrities, and politicians, as well as local organisations that are useful to you!

When you log on to Twitter you will find yourself on your Twitter feed where you can see tweets from people you follow. Generally, tweets show up in chronological order. New tweets appear at the top, pushing the older ones down.

## Creating a Twitter account

Creating a Twitter profile is quick and easy, and can be done for either an individual, or as a business. Following Twitter's instructions to sign up is straight forward - to complete your profile you will need to:

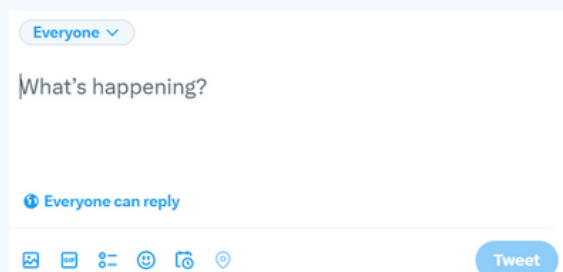
- add a high quality photo of yourself or your business logo
- add a 'banner' or cover image relevant to your business
- fill in the 'bio' section of your profile to reflect you or your organisation
- type people you are interested in keeping up with into the search bar. When you find someone you want to follow, press the 'follow' button

## Posting a Tweet

Posts on Twitter are called Tweets and they are limited to 280 characters. This is usually a couple of sentences - the best way of posting a Tweet to Twitter is to make sure your messages are short and to the point.

If you have more to say, type your first tweet using the "Tweet" button, and then press the + button in the bottom right. This will string together a series of Tweets where you can say more.

If you want to add a photo, a video, a poll, or a gif, you can do so in the lower bar of the "Compose new Tweet" box. Adding a photo does not use up any of your 280 characters, and you can add up to four photos or a video less than 2:20 in length and 500mb in size. add relevant hashtags to your Tweet if you want to potentially tap into a new audience!



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## Using Twitter for business

- Tweet regularly
- Share relevant posts from like-minded individuals/businesses
- Link to past projects or your website regularly
- Post 'human' updates where possible to remind people of why you do what you do
- Build your connections (networked with someone? add them on Twitter!)
- Follow hashtags that are relevant to you or your business to stay in the loop

