

How-To Guide to Twitter

What is Twitter?

Twitter is a social media platform where users can share news, opinions, or anything else...as long as it's 140 characters or less. Profiles are usually public (and I highly recommend you keeping yours public since you want to market yourself!). Users choose who to follow and unlike Facebook, those that you want to follow do not need to accept the request unless their page is private.

Twitter Glossary

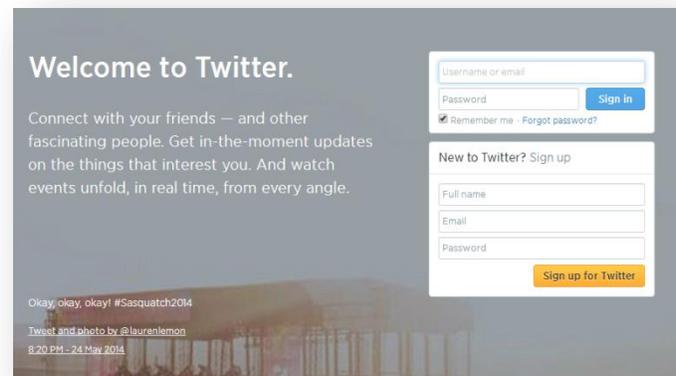
- **Tweet:** A 140-character message that will show up on your followers' feeds
- **Retweet (RT):** Re-sharing or giving credit to someone else's tweet
- **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.
- **Handle:** The username, which is what you use to mention someone. Ex. @AILANational
- **Mention (@):** A way to reference another user by his username in a tweet. Users are notified when @mentioned. It's a way to conduct discussions with other users in a public realm.
- **Direct Message (DM):** A private, 140-character message between two people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only DM a user who follows you.
- **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #immigration, #UAC, #bordercrisis). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.



For more Twitter terms, go to <https://support.twitter.com/articles/166337-the-twitter-glossary#>

How to Sign Up for Twitter

1. Go to twitter.com
2. Enter your name, email and create a password
3. Create a handle (remember, keep it professional!)
4. Create a bio and add a photo
5. Start tweeting!



Choosing Who to Follow

- Start off with some relevant groups, such as @ImmPolicyCenter, @NILC_org, @ndlon, @defineamerican, @renewoureconomy, @Citizenship4All, @RI4A, @fwd_us
- Follow AILA staff and leadership: @AILANational, @gregchenaila, @AILAExecDir, @leslieholman, @anastasianylon, @marketalindt, @AICBenJohnson
- Follow immigration journalists to get news on the issue, like @elisefoley, @_SusanCarroll, @TedHesson, @JuliaPrestonNYT, @ByBrianBennett
- Don't forget about your friends and colleagues!

Check out who AILA National follows to get some more ideas: <https://twitter.com/AILANational/following>

Replying:

The next time you see a particularly fascinating tweet, click "reply" and add your two cents. Interacting with ordinary people is a great way to get the hang of the "@mention" (just use the "@" sign before that person's handle). Clicking "expand" or "view conversation" on a tweet will display all the responses that message received, including tweets from people you aren't following. You can see when someone follows or @mentions you in the @Connect tab at the top of the page.

Retweeting

Retweeting is a common way to share something interesting from someone you follow to your own set of followers. Pertinent information tends to spread virally via retweets. It's important to remember that a retweet should be thought of as quoting someone or citing a source.

To retweet:

Hit the retweet button that appears when you hover your mouse over someone else's tweet. When you click this button, the tweet will be sent to your set of followers, using the original tweeter's profile pic alongside a note that you have retweeted the post. Additionally, a small green icon will appear in the top-right corner of the tweet. This is illustrated in the top example of the picture below.



Hashtags

Hashtags label and indicate the subject matter of certain conversations taking place on Twitter. The hashtag is represented by the number sign "#." Putting one of these little symbols in front of a word or phrase indicates a subject you think is worth talking about. The words you use after the hashtag become searchable because Twitter tracks them. That is to say, if you click on a particular hashtag, you'll be able to see all tweets that have also used that hashtag. It's a grouping mechanism that allows you to get the general public's sense about a specific topic or issue.

This is a very convenient way to drop in on subjects as broad as #deportation or as focused as #EndtheQuota. Feel free to create your own subjects — just make sure you don't use any spaces between words in a hashtag.

Accessing Twitter

Download the Twitter app on your phone to tweet whenever you like. You can also log in at www.twitter.com

Your Voice: Remember to be professional, but also be authentic!