



TWITTER



Using Social Media

WHAT IS TWITTER?

- Online social network and microblogging service
- Launched in July 2006
- 200 million users with over 200 million tweets and 1.6 billion search queries per day
- For individuals, organizations, media, and campaigns

LINGO

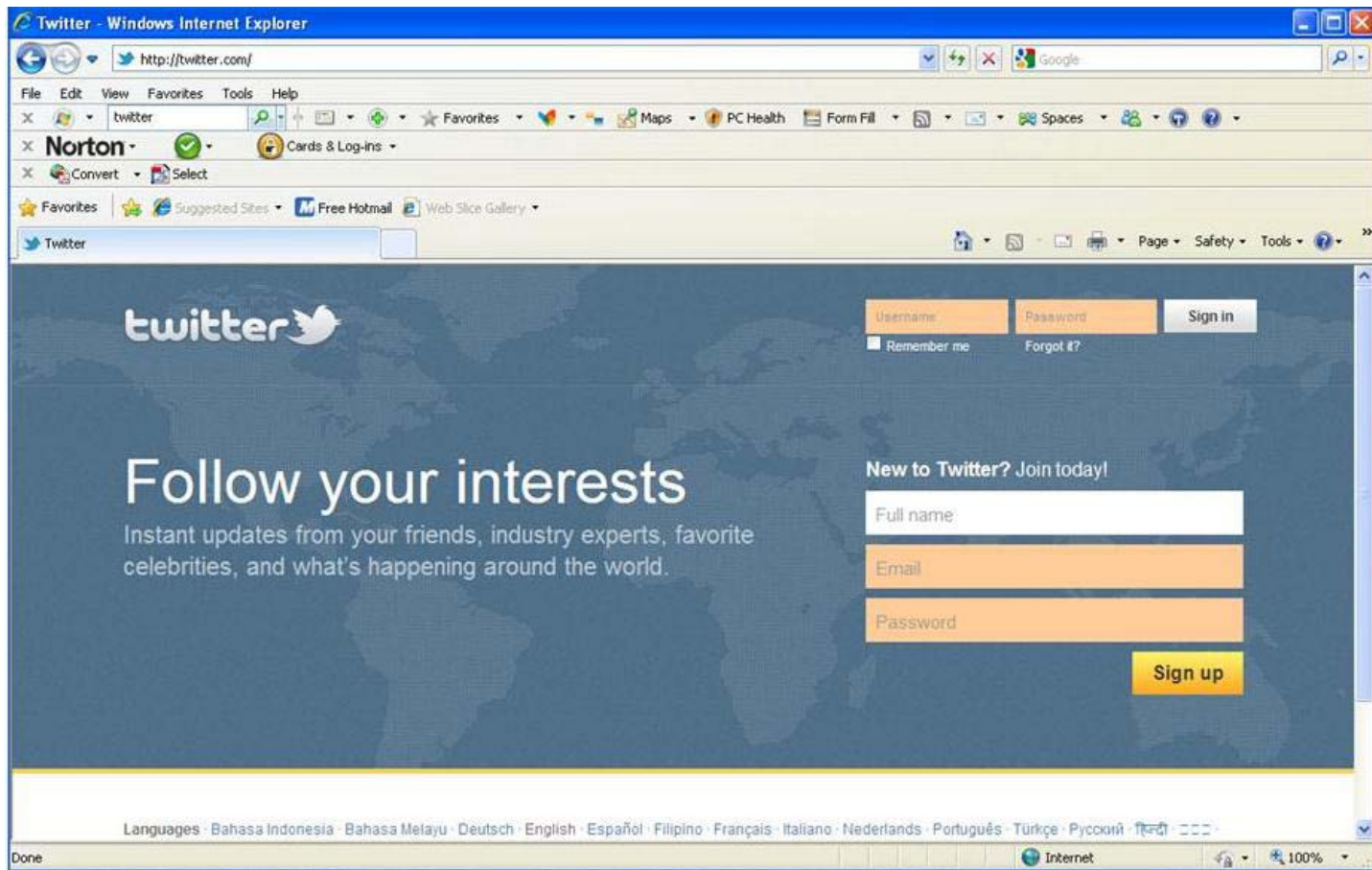
- **TWEET**: a text post. Tweets can be about anything—a thought, what you’re doing, something you like, etc.
- **FOLLOW**: by choosing to “follow” an account, you will be able to see their tweets, view their profile, and message them

SYMBOLS

- **# (hashtag)**: placing a hashtag in front of key words groups you with other users tweeting about the same topic
 - Example: Had so much fun at the [#willwandconference](#)
- **@ (at symbol)**: goes before an account name, indicating a specific account (a person or an organization)
 - Example: [@WomensAction](#) great conference!

SETTING UP AN ACCOUNT: STEP 1

- Go to the Twitter website: <http://twitter.com/>



STEP 2

- Under the “New to Twitter” section on the right side of the screen, enter your name, email, and password. Hit **SIGN UP**



The image shows the Twitter sign-up page. The background is a dark blue world map. In the top left is the Twitter logo. In the top right, there are input fields for 'Username' and 'Password', a 'Remember me' checkbox, a 'Forgot it?' link, and a 'Sign in' button. On the left side, the text reads 'Follow your interests' followed by 'Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.' On the right side, there is a section titled 'New to Twitter? Join today!' with three input fields: the first contains 'Shayna Frutkoff', the second contains 'shay3shay@yahoo.com', and the third contains seven dots. A yellow 'Sign up' button is located below these fields. Four red arrows point to the 'New to Twitter? Join today!' section and the 'Sign up' button.

twitter

Username Password Sign in

Remember me [Forgot it?](#)

Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

New to Twitter? Join today!

Shayna Frutkoff

shay3shay@yahoo.com

.....

Sign up

STEP 3

- Review the information you entered on the previous page and make changes if needed.

The screenshot shows the Twitter account creation process at the 'Review' stage. On the left, the text reads 'It's your turn. Join Twitter.' The main form area contains four input fields with their respective values and status messages:

- Name:** Shayna Frutkoff. Status: ✓ Name looks great.
- Email:** shay3shay@yahoo.com. Status: ✓ We will email you a confirmation.
- Password:** Represented by seven dots. Status: ✓ Password could be more secure.
- Username:** ShaynaFrutkoff. Status: ✓ Username is available.

Below the fields, there is a checkbox labeled 'Keep me logged-in on this computer' which is checked. At the bottom, there is a section for terms and conditions: 'By clicking the button, you agree to the terms below.' followed by a summary of the Terms of Service. To the right of this section are links for 'Printable versions' and 'Terms of Service - Privacy Policy'. A large yellow button at the bottom center is labeled 'Create my account'.

STEP 3 CONTINUED

- Create the user name you want



The screenshot shows the Twitter account creation interface. At the top, the Twitter logo and "Sign in" link are visible. The main heading reads "It's your turn. Join Twitter." Below this, there are four input fields, each with a green checkmark and a confirmation message:


- First name: "Shayna Frutkoff" with the message "✓ Name looks great."
- Email: "shay3shay@yahoo.com" with the message "✓ We will email you a confirmation."
- Password: "••••••" with a strength indicator and the message "✓ Password could be more secure."
- Username: "ShaynaFrutkoff" with the message "✓ Username is available." This field is highlighted with a red arrow pointing to it from the left, and another red arrow points to the confirmation message from the right.

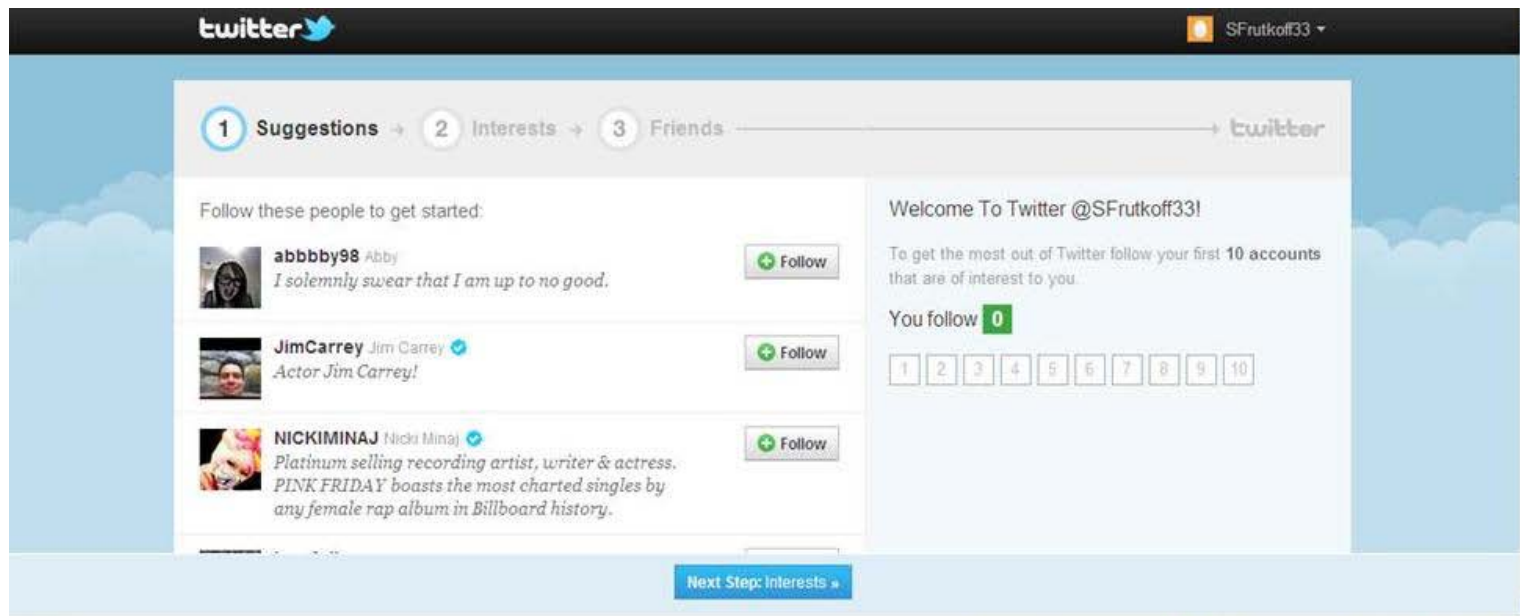
Below the username field, there are suggestions: "Suggestions: frutkoff SFrutkoff FrutkoffShayna".

- Hit **CREATE MY ACCOUNT**




STEP 4

- There will be a list of suggested accounts to “follow.” Scroll through and if any of them interest you, click  . When done, click the “Next Step: Interests” button at the bottom of the page.



STEP 5

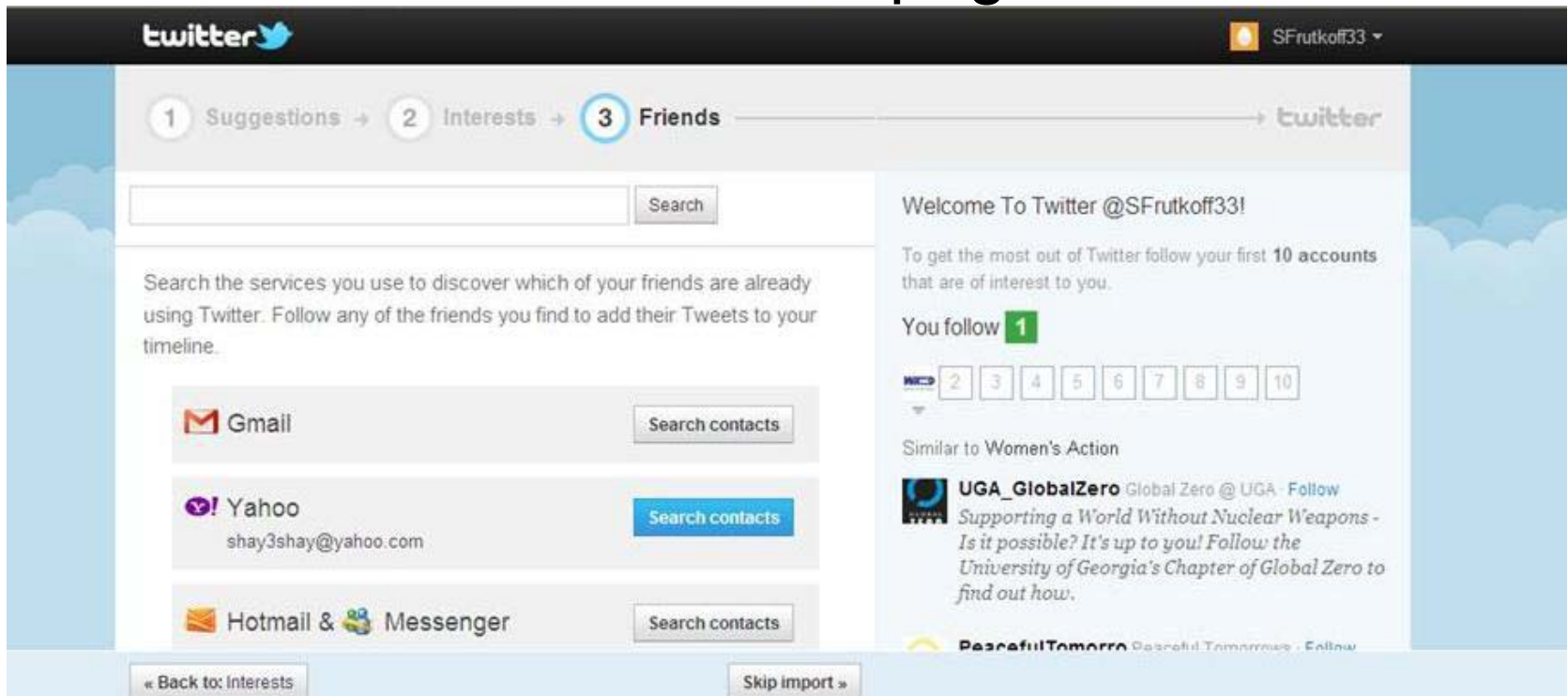
- Select any topics you are interested in by either clicking the blue links in the textbox or by scrolling down the page. If there is an account you would like to follow, click . When done, click the “Next Step: Friends” button at the bottom of the page.



The screenshot shows the Twitter 'Interests' setup page for user SFrutkoff33. The page is divided into three steps: 1. Suggestions, 2. Interests (current step), and 3. Friends. A search bar is present at the top. Below the search bar, there is a prompt: 'Select the topics you are interested in. Find a few people you want to hear from, then follow them.' A list of topics is provided, including Art & Design, Books, Business, Charity, Emmy Awards (Staff Picks), Entertainment, Family, Fashion, Food & Drink, Funny, Government, Health, Music, NFL (Staff Picks), News, Science, Sports, Staff Picks, Technology, Travel, and Twitter. Below the topics, there are two account suggestions: 'metmuseum' (@metmuseum) and 'frog design' (@frogdesign). At the bottom, there are two buttons: 'Back to: Suggestions' and 'Next Step: Friends'.

STEP 6

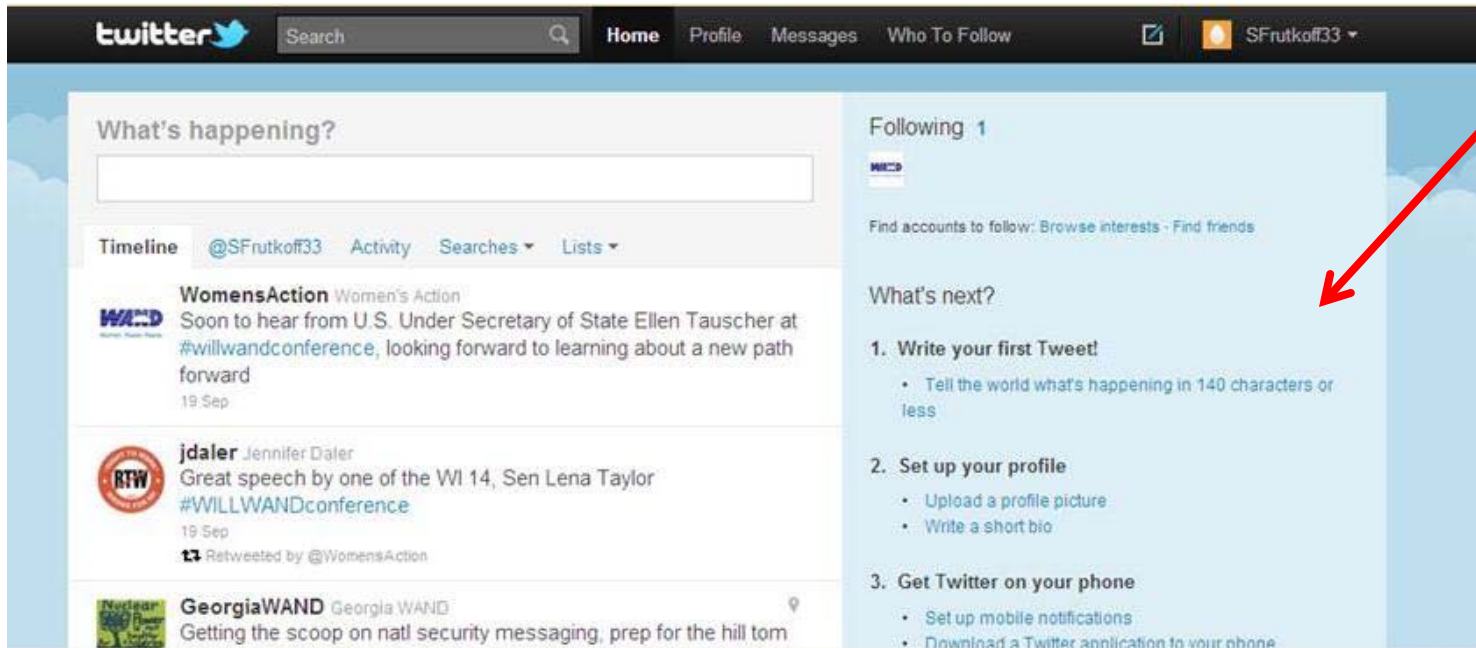
- Based on your email service, you can find friends using Twitter from your contacts list. If you don't want to do this, click the "Skip Import" button on the bottom of the page.



The screenshot shows the Twitter interface during the 'Friends' import step. The navigation bar at the top includes '1 Suggestions', '2 Interests', and '3 Friends', with 'Friends' being the active step. Below the navigation bar is a search bar with a 'Search' button. The main content area is divided into two columns. The left column contains three email service options: 'Gmail' with a 'Search contacts' button, 'Yahoo' (with the email address 'shay3shay@yahoo.com') with a blue 'Search contacts' button, and 'Hotmail & Messenger' with a 'Search contacts' button. The right column displays a welcome message 'Welcome To Twitter @SFrukoff33!' and a prompt to follow 10 accounts. Below this, there is a 'You follow' section with a '1' in a green box and a row of 10 numbered buttons (1-10). Further down, it shows 'Similar to Women's Action' with a profile for 'UGA_GlobalZero' and a tweet snippet. At the bottom of the page, there are two buttons: '« Back to: Interests' and 'Skip import »'.

STEP 7

- You now have a Twitter account! An email will be sent to you and you will need to confirm before having access to all of Twitter's features.



The light blue box on the right side will help you with the next steps (writing a tweet, setting up your profile, who to follow, etc.)

TOOL BAR

twitter 

Search



Home

Profile

Messages

Who To Follow



SFrutkoff33 ▾

- **Search bar:** look for accounts, topics, or tweets
- **Home:** shows recent activity
- **Profile:** information about you and your account
- **Messages:** send a private and direct message
- **Who to Follow:** suggestions of accounts to follow
- **Blue Pen:** post a tweet
- **Username Dropdown Menu:**
 - **Settings:** change your account settings
 - **Help:** Twitter's Help Center
 - **Sign out:** log out of account

NOW THAT YOU HAVE AN ACCOUNT...

- To sign in, go to <http://twitter.com/>. Enter your username and password.



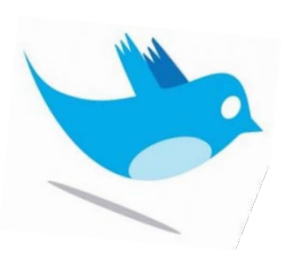
The image shows the Twitter homepage with a focus on the sign-in and sign-up options. The Twitter logo is in the top left. The sign-in section includes fields for 'Username' and 'Password', a 'Remember me' checkbox, a 'Forgot it?' link, and a 'Sign in' button. Two red arrows point to the 'Username' and 'Sign in' fields. The sign-up section is titled 'New to Twitter? Join today!' and includes fields for 'Full name', 'Email', and 'Password', along with a yellow 'Sign up' button.

twitter 

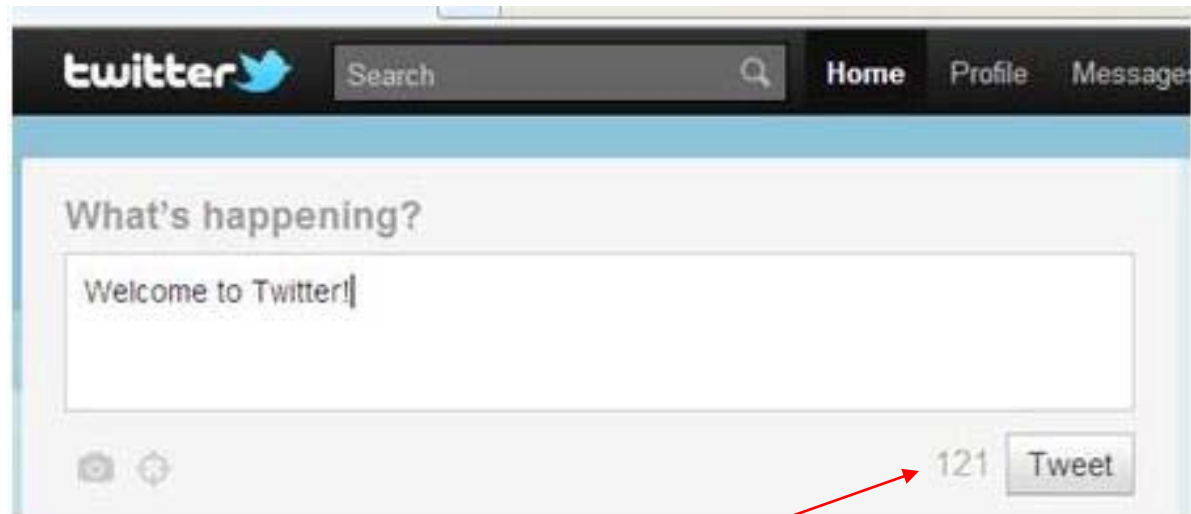
Username Password Sign in
 Remember me [Forgot it?](#)

Follow your interests
Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

New to Twitter? Join today!
Full name
Email
Password
Sign up



- **To post a tweet**, write whatever you would like to share in the “What’s happening?” box and hit the “Tweet” button.



Tells you how many characters you have left in the post

Sample Tweets

Using # to connect to all tweets about topic

WomensAction Women's Action
Call your U.S. Rep today and tell the #Supercommittee where to find cost savings bit.ly/rd2h0Z

29 Sep

Shortened link brings you to a new site

Using @ to indicate an account

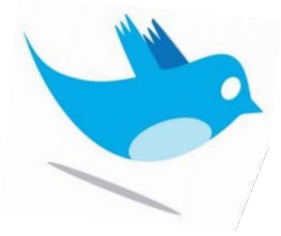
WomensAction Women's Action
Great social media dinner panel last night with @iHollaback and @laurenm, thanks for the great information!

19 Sep

Using # and @ to link a topic and related accounts

WomensAction Women's Action
Our long awaited #WillWANDconference starts today!
@rethink_media @TrumanProject @natpriorities @WCFonline - we'll see you soon!

18 Sep



- **To reply to a tweet,**

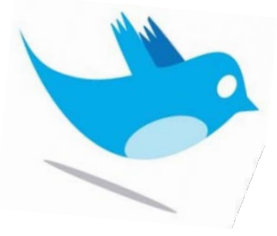
- Place your mouse over the tweet you want to reply to and hit the reply button at the bottom of the tweet:



OR

- Start a new tweet with the @ symbol followed by the account name:



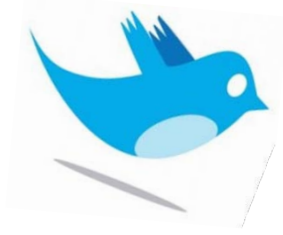


- **To search for someone or a topic**, type what you are searching for in the search bar. The top tweets containing your search word(s) will appear. On the sidebar, will be the top people results for the words searched.

Search bar

The screenshot shows the Twitter search interface for the query 'womensaction'. At the top, the search bar contains 'womensaction' and is highlighted by a red arrow. Below the search bar, there are navigation links for Home, Profile, Messages, and Who To Follow, along with the user's name 'SFrutkoff33'. The main content area is titled 'Results for womensaction' and shows a list of tweets. The first tweet is from 'WomensAction' (@WomensAction) mentioning @Gottemoeller. The second tweet is from 'Gottemoeller' (Rose Gottemoeller) mentioning Under Secretary Ellen Tauscher and #START. The third tweet is from 'AlanaEichner' (Alana Eichner) mentioning @smithcollege alum @NHRepRoberts and a conference in DC. On the right side, there is a 'People results for womensaction' section with a 'view all' link, highlighted by a red arrow. Below this, there are 'Trends' for 'Worldwide' including #WantAnR8, #DearOMF, #UnNovioQue, and DIRECTIONERS GOT SWAG. At the bottom, there are links for 'About', 'Help', 'Blog', 'Mobile', 'Status', 'Jobs', 'Terms', 'Privacy', 'Shortcuts', 'Advertisers', 'Businesses', 'Media', and 'Developers', along with a copyright notice for 2011 Twitter.

Click to view all people results for search



- **To view someone's profile,**

- Click the account name from a recent tweet. A half profile will appear on the sidebar with a link to the full profile.

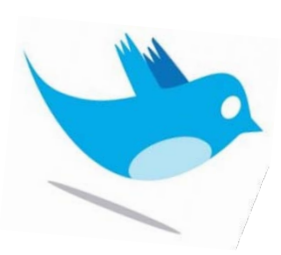
Click on the account name from a recent tweet



Link to view full profile

- The sidebar on your home screen will show icons of the accounts you're following. Click on the icon to view the account profile.





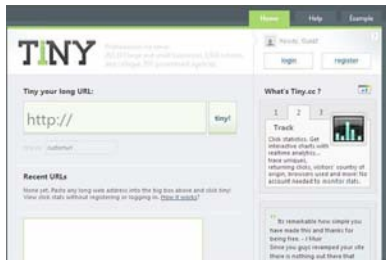
- **To shorten links,**

- Paste a link into the tweet box and Twitter will automatically shorten it to 19 characters

OR

- Use one of these common link shortening sites:

- <http://bitly.com/>
 - <http://tiny.cc/>
 - <http://goo.gl/>



[Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Mail](#) [More](#) ▾

Google url shortener

Paste your long URL here:


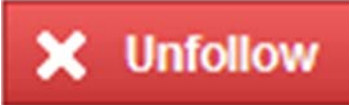
 <http://goo.gl/...>

All goo.gl URLs and click analytics are public and can be shared by anyone.

Clicks for the past: two hours | day | **week** | month | all time

| <input type="checkbox"/> Long URL | Short URL | Created | Clicks |
|-----------------------------------|-----------|---------|--------|
|-----------------------------------|-----------|---------|--------|



- **To stop following an account**, go to the account's profile. If you place your mouse over the  button, it will change to . Clicking this button removes the account from the list of who you follow. You can start or stop following an account at any time.

WAND RELATED TWITTER ACCOUNTS

- WAND
- WiLL
- Susan Shaer
- Kathy Robinson
- Nan Orrock



Women's Action
@WomensAction Washington DC, MA, and GA
WAND empowers women to act politically to reduce violence and militarism, and redirect excessive military resources toward unmet human and environmental needs.
<http://www.wand.org>



WiLL WAND
@WomenLegisLobby Washington, DC
Women Legislators' Lobby is a national nonpartisan network of women state legislators who work together to influence federal policy and budget priorities.
<http://www.willwand.org>



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Public Policy Director for Women's Action For New Directions. Women. Power. Peace.
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Nan Orrock
@SenNanOrrock Atlanta, GA
Georgia State Senator, downtown Atlanta! Proud mom, Pres. of WiLL (Women Legislators' Lobby). Pro-democracy, standing up 4 working folks, govt transparency.



HAPPY
TWEETING!

