



# TIP SHEET



## Twitter Terminology

### @mention

By placing the @ symbol in front of a username, you can tag another user in your tweet (@NAIT). Tag other users in your tweet if your tweet is relevant to them, if you're tweeting that you're with them, or if you want them to be notified of the tweet.

### @reply

By starting your tweet with an @username, you can reply publicly to a single user. If you start a tweet with @username, Twitter recognizes it as a conversation between you and the user. If you want your tweet to reach more people, and show up in the newsfeed of your followers, don't start a tweet with an @username, consider starting with a word or hashtag instead.

### Hashtag (#)

Using the # symbol in front of any word or phrase (no spaces) can add context to a tweet, or group your tweet in a search. When someone clicks that hashtag, they will see your tweet along with other tweets using that hashtag. You can use hashtags strategically or have fun. You cannot have spaces or symbols in a hashtag.



### Trending

When a topic is "trending," it means that many Twitter users are talking about it. If your hashtag trends, it shows that a lot of people are interested/sharing about that particular topic.

### Follower

A follower is someone who follows you on Twitter and sees your updates in their home feed. Your home feed (timeline) displays a stream of tweets from accounts you have chosen to follow.

### Following

When you follow someone, you will receive their Twitter updates in your home feed. The user you follow gets notified that you are following them. You can choose to follow whoever you want. You don't have to follow everyone who follows you, but when starting out, it is good practice to follow accounts that are relevant to you.



### Retweet (RT)

When you retweet, you're sharing a tweet from another user's account on your own account. You can also "quote" a tweet, as a way to retweet and add your own comments, staying within the 140 character limit.

### Like (formerly Favourite)

Twitter's favourite button changed to a 'like' in late 2015. Liking a post can mean a few different things – it can be a way to bookmark tweets you'd like to come back to/read later, or it can be a way to show you've engaged with another user without actually replying or retweeting them. Think of it like a Facebook or Instagram 'like.'

### Direct Message (DM)

A Direct Message is a private message sent between two (or more) Twitter users. You can only direct message a user if they are following you.

## Quick Tips

### Tweets can only be 280 characters.

Photos, videos, GIFs and Twitter handles don't count towards those 280 characters.

### Use hashtags to add context to a tweet or to be strategic.

Tweets with hashtags appear in a search page with all other tweets containing the same hashtag (reach a wider audience).

### Using an @username will notify the user that you have mentioned them.

This will encourage the user to take action on the tweet whether they retweet (share to their followers), reply, or favourite (acts as an acknowledgement or a "like").

### Common hashtags used in Edmonton:

#yeg, #ableg, #yegwx (Edmonton weather), #yegfood, #yegdt (Edmonton downtown) and #yegcc (Edmonton City Council). #abpse is also relevant for NAIT and post-secondary education.

### If someone tweets @ you, you should reply.

Most Twitter users expect an immediate response.

### You want to be engaging on Twitter.

A successful, well-engaged and well-followed account talks to other people and shares other people's content about 70% of the time, and self-promotes about 30% of the time.

### Always ask those around you or those you're mentioning

if they have a Twitter account or if there is a hashtag for an event so you can include it in your tweet.

### Always consider where you are, what you're doing, and whether you could tweet about it.

### Don't underestimate the value of a good Twitter bio.

Before you start tweeting, change your profile picture and fill in your bio. Your bio should state who you are, and give an idea of what you'll be tweeting (list your areas of expertise, your personal interests, relevant hashtags, etc.)



1 Who did what?

2 What happened? What are you thinking? What did it make you feel?

3 Where did it happen?

4 When did it happen?

5 Why did it happen?

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Not sure what to post?  
Just ask!

socialmedia@nait.ca



twitter.com/nait  
@nait



instagram.com/nait  
@nait



facebook.com/NAIT



NAITOfficial