



## Using Twitter for your school

Want to get started on Twitter? This quick guide will help your school set up your profile, create your tweets and find great profiles to follow.



### What is Twitter?

Twitter is a micro-blogging site, with over 500 million users across the site. Posts are called 'tweets' and are limited to 140 characters. Users can also share posts from other users - called a 're-tweet' or 'RT', and can favourite tweets too.

### Profile types

Profile's on Twitter can either be set to Private or Public, and this can be administered from within your profile settings. A Public profile is open for all users to view and respond to - even if they aren't following you. A Private profile is locked, and tweets can only be viewed by users you have approved to follow you. Profiles can be changed from Private to Public, they aren't permanently locked once the profile has been set up.

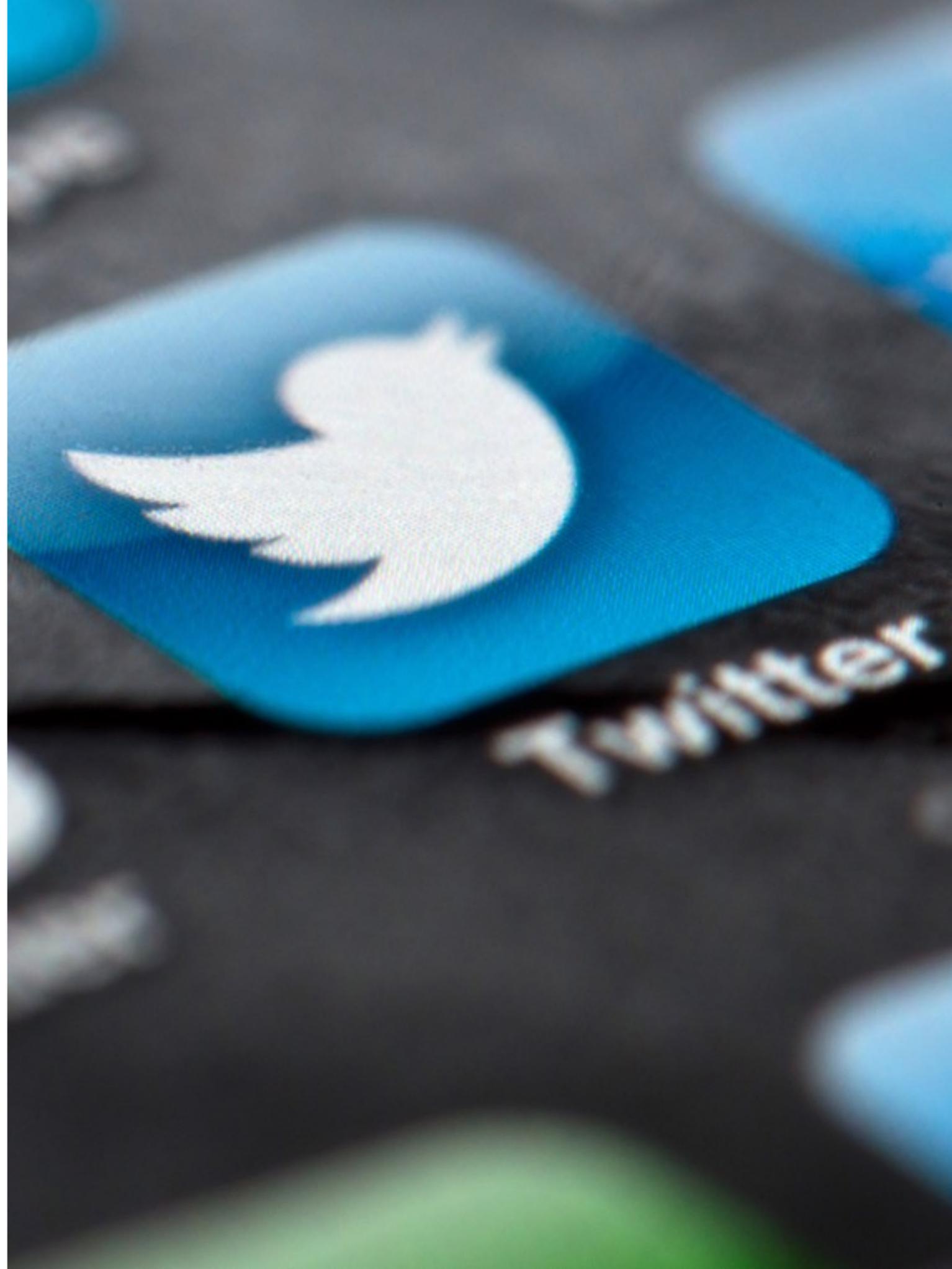
**e4education is on Twitter! Why not follow us?** [www.twitter.com/e4education](http://www.twitter.com/e4education)



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### Setting up your school's profile

1. Head to [www.twitter.com](http://www.twitter.com)
2. Enter relevant details in the box titled 'New to Twitter?'. In the Full Name section, enter in the name of your school, and create a password to use every time you log in to your account.
3. Press 'Sign up for Twitter'. In the next screen, you will see the 'strength' of your password, so this can be changed if it isn't strong enough. You can also pick your Twitter username, which has to fit into 15 characters.
4. Select 'Sign up' to be taken through to your Twitter profile, where you can follow other users, and personalise your profile. Both your header image and profile image can be personalised.
5. Use your school logo or an image of your school as your profile photo and header image. An image of a person might confuse people, especially if they're looking for a school profile!



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### Making the most of your profile

#### **Tweets**

Each tweet you send needs to be 140 characters or less, and can include images, videos or links to other websites. Images and videos added to tweets need to be under 2MB. If the tweet you want to send needs to be longer than 140 characters, some users split it between 2 or more tweets, starting each tweet with '1/2' and '2/2' to show that the tweets are connected.

#### **Mentions**

On Twitter, you can have conversations with other users by mentioning their Twitter name. Simply add '@' and type their name to mention them. If your tweet starts with someone's Twitter name - only the person and any of your mutual followers will be able to view the tweet in their timelines. Adding a piece of punctuation (a full-stop for example) before their name means everyone can view it.

#### **RTs**

If you want to share someone else's Tweet you can retweet or 'RT' their post. It will then be shared on your profile, and in your followers timelines.

#### **Favourites**

Like someone's tweet? Click the star icon under the tweet to favourite it. Your favourites can be viewed on your Twitter profile.



### Lists

You can create lists of different users, and follow their posts from a personalised timeline. Create lists from your profile settings.

### Following and followers

On Twitter you can select to follow certain users, to view their tweets in your timeline. If someone has a Private profile, you have to wait for their approval of your follower request before you can view their tweets. If you want to have a Private profile, you'll get notified of any new follower requests, which you can accept or deny as necessary. They will only view your tweets when they are accepted.

### Hashtags

This format allows users to summarise the tweets content, and link their tweet to others talking about the same topic. Using a '#' ahead of a short word or phase will change the colour of the text and make it a clickable link. However, punctuation does not work when used in hashtag. If your profile is Private, your tweets won't show in a search of the hashtags you use.

### Trends

The 10 most popular topics on Twitter are shown on your profile as you sign in. Clicking each trend displays the tweets linked to these trends which may just be phrases or hashtags.





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