



TWITTER QUICK-START GUIDE

After Facebook, most people will name Twitter as the most-popular social media site. It is certainly popular among many age groups and is used by many companies, celebrities, and organizations. For local WIC agencies, you may feel that Twitter is the next place for you to move into after establishing your agency on Facebook.

Consider these things about Twitter first:

- » If you're new to Twitter and social media in general, Twitter has a steeper learning curve than Facebook.
- » Twitter has some limitations (notably a character count) and is not as flexible as Facebook for the amount of information you can share in each post and the ways you can share it.

Think about Pinterest as a second social media site to move to after Facebook because of the particular ways it is suited to WIC's services.

Here are the steps to follow if you want to set up a Twitter account:

Before creating your page, determine:

- 1. HOW YOUR PAGE WILL BE BRANDED.** What tone will you convey? What sorts of colors should you use? Will they be bright, happy colors? Warm colors? While you don't need to have an official branding guide, it is helpful have a general idea of how you want to promote your agency. Using your agency's or clinic's

logo is the best guide for branding.

- 2. WHO IS RESPONSIBLE FOR POSTING.** Who will write the posts? Does someone need to approve them? Ensure that at least two people can log in to your account.
- 3. HOW POSTERS WILL BE HELD ACCOUNTABLE.** If there is an inaccurate or inappropriate post, how will that be dealt with?

SETTING UP YOUR PAGE

- 1.** Go to [Twitter.com](https://twitter.com), and click on Sign Up.
- 2.** You will be prompted to enter information, such as your full (administrator's) name and email address. Note: An email address can be associated with only one Twitter account at a time. Go through the steps of verifying your phone number (a code is sent in an SMS text message, or else you can request a voice call to verify your phone number).
- 3.** Once you sign up for an account, you can select a username. Your username is the name your followers use when sending replies, mentions, and direct

messages. It will also form the website address of your Twitter profile page. Keep your username short and simple, and make sure it reflects your agency's name in some way, such as SpringfieldWIC.

FIRST STEPS AFTER YOU'VE CREATED YOUR ACCOUNT

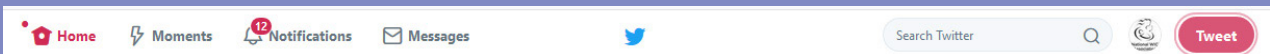
Search for and follow news sources, other WIC agencies, and related organizations in your community on Twitter. After signing up, follow a handful of accounts to create a customized stream of information on your home timeline. Following means you'll get that user's Tweets on your Twitter timeline. You can unfollow anyone at any time.



TWITTER VOCABULARY

A very important point to note is that there is a whole vocabulary—alternate versions of English words—when creating Twitter posts. This is because words are often abbreviated due to the limited number of characters that each post can contain (280 characters, including spaces and punctuation).

- » **#** The hashtag is what drives Twitter. This symbol is followed by a word or a phrase used to describe a topic or a theme, and Twitter users put hashtags in their tweets to categorize them in a way that makes it easy for other users to find and follow tweets about a specific topic or theme.
- » **@** This symbol is used to designate usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.
- » **Follow** To follow someone on Twitter is to subscribe to their Tweets or updates on the site.
- » **Tweet** (verb) Tweet, tweeting, tweeted. The act of posting a message, often called a “Tweet”, on Twitter.
- » **Retweet** (abbreviated as RT) To retweet, retweeting, retweeted. The act of forwarding another user’s Tweet to all of your followers.
- » **Timeline** A real-time list of Tweets on Twitter—basically the main part of your Twitter page where messages from everybody you follow appear.



The menu bar across the top of a Twitter page. Press the Tweet button at the far right to write and send a post to your followers.