



TWITTER 101

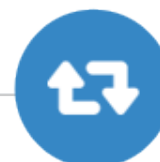
TWEET

A 140-character message.



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RETWEET

Re-sharing or **giving credit** to someone else's tweet.

FEED

The **stream of tweets** on your homepage. It has all the updates from users you follow.

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HANDLE

Your name on Twitter, like **@CBAImmigration**.

MENTION

A way to reference another user by his name in a tweet (e.g., **@handle**). Users are notified when **@mentioned**.

It's a way to conduct discussions with other users in a public space.



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DIRECT MSG

A **private, 140-character message** between two people. You may only DM a user who follows you.

HASHTAG

A **way to participate in chats** based on shared interests (e.g., **#cbalc**). A hashtag 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.



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SHARING = CARING

Share links to articles, blog posts and tweets you find interesting. There are 2 ways to share:

1) **Retweet**: Write something about the tweet when Retweeting, like why you liked the content, why you found it was useful, why others will like it.

2) **Create your own tweet**: Paste your link and write your tweet. Make sure to give credit to the person or organization that created the content by including their Twitter handle.



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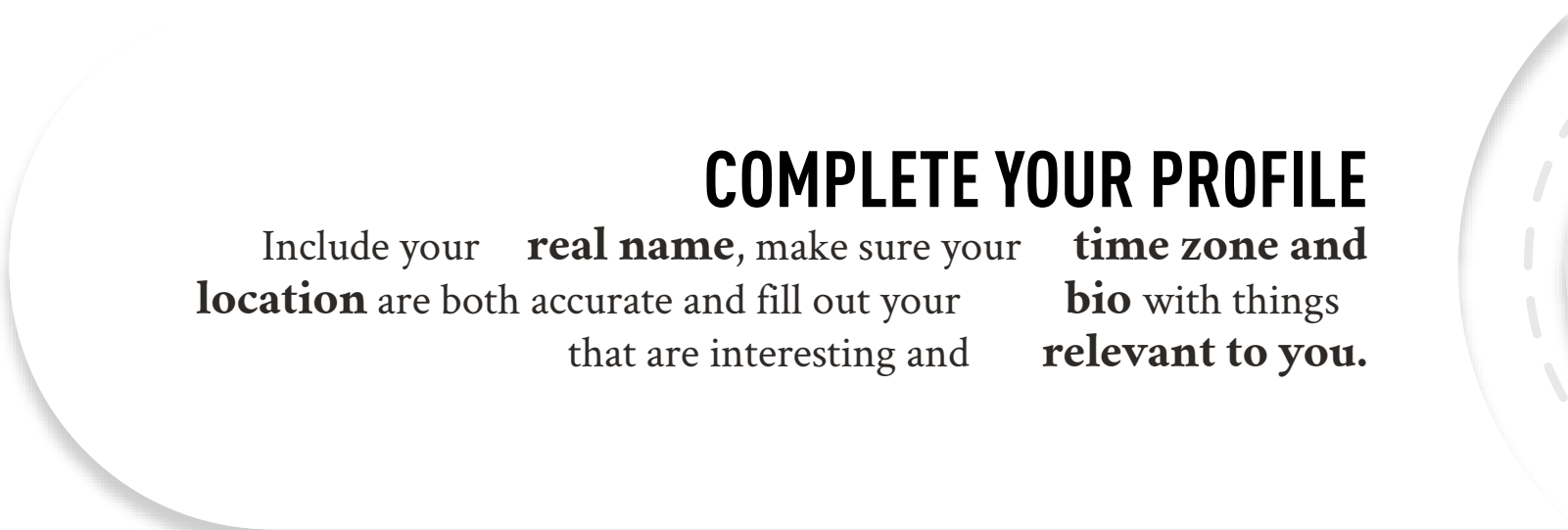


TWITTER 101



USE YOUR PHOTO FOR YOUR AVATAR

Your image is the 1st thing people see when deciding whether to follow you – it should represent what your Twitter account represents.



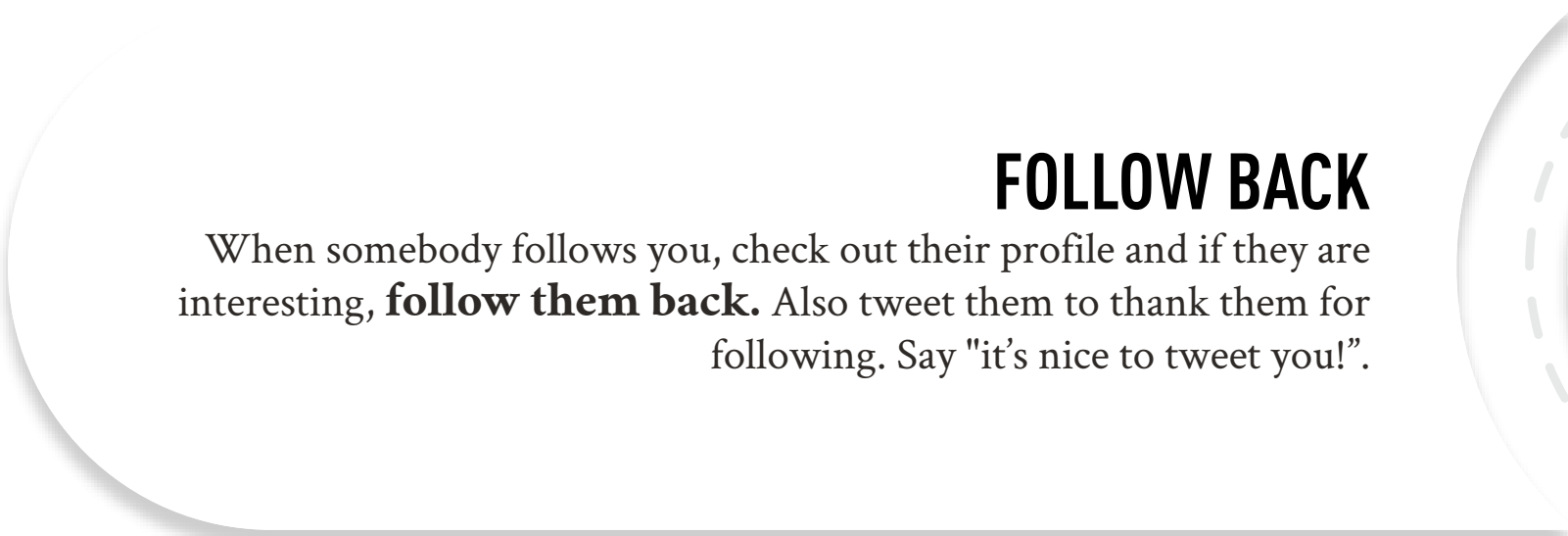
COMPLETE YOUR PROFILE

Include your **real name**, make sure your **time zone and location** are both accurate and fill out your **bio** with things that are interesting and **relevant to you**.



FIND PEOPLE TO FOLLOW

Use Twitter's Find People feature. Invite friends from other social networks and via email. **Pick 10 people from the suggested users** list. See who your friends are following. Repeat.



FOLLOW BACK

When somebody follows you, check out their profile and if they are interesting, **follow them back**. Also tweet them to thank them for following. Say "it's nice to tweet you!".



BE INTERESTING

Find and share content that you're interested in. Share ideas and tips.



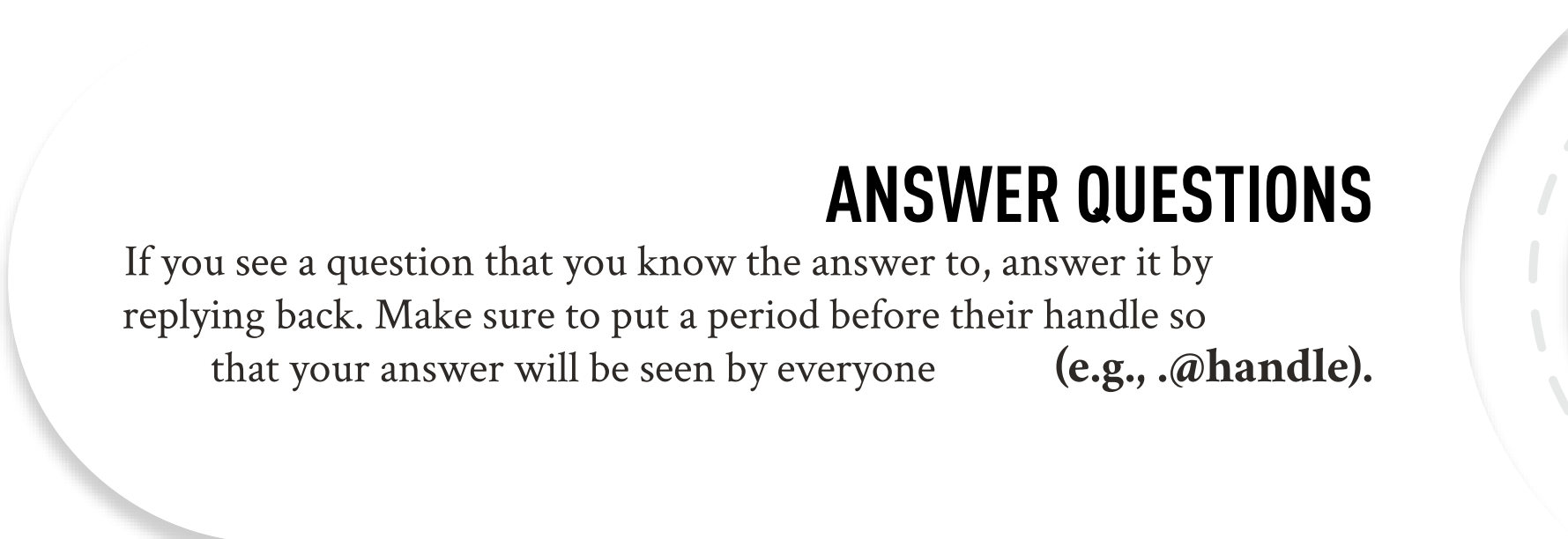
START CONVERSATIONS WITH STRANGERS

Don't be shy – **strike up conversations** with people you don't know.



ASK QUESTIONS

One-to-one and open to your entire network. Twitter is a great way to get solutions to things that require experience or an opinion. If someone helps you, thank them.



ANSWER QUESTIONS

If you see a question that you know the answer to, answer it by replying back. Make sure to put a period before their handle so that your answer will be seen by everyone (e.g., **.@handle**).



BE VISUAL

Tweets with photos, GIFs and videos get 3 times more engagement than tweets without. Share media that will get your followers' attention.



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