tourism
northernireland

Twitter page management for beginners

Tweet
Home
Moments
Notifications
Messages
TWEETS
14.3K
FOLLOWING
450
FOLLOWERS
76.1K
LIKES
6,748
Tweets
Tweets & replies
Media
Northern Ireland @DiscoverNI · 16h
Proudly overlooking Strangford & Co. Down, the views from Scrabo Tower are amazing! #DiscoverNI

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Executive Summary

The following guide provides an introduction to Twitter page management for beginners. Covering a complete introduction to Twitter, its size and its audience, this guide will provide you with a greater understanding of the network itself and the key management activities which will have to be undertaken on a regular basis.

These management activities include everything from logging in and adjusting page settings to posting tweets, photos, using hashtags and compiling follower lists.

Introduction to Twitter

Twitter was founded in 2006 with the mission of offering an SMS-like service for people to communicate messages to small groups. The definition of the word 'twitter' is 'a short burst of inconsequential information' and 'chirps from birds' – Twitter founder Jack Dorsey thought this was reflective of the service he aimed to create and so, the social network was named. Today, Twitter is one of the largest social networks. Below are some statistics which provide an insight into the scale of this social network.

Twitter Statistics

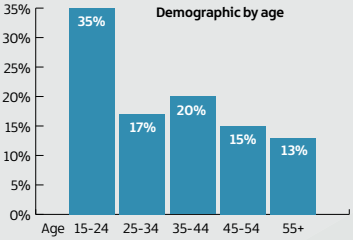
- There are a total of 1.3 billion accounts, with 310 million monthly active users
- Only 550 million people have ever sent a Tweet
- 500 million people visit the site each month without logging in
- 80% of active users access the site via mobile
- 208 is the average number of followers
- There are 500 million Tweets sent each day. That's 6,000 Tweets every second
- 77% of Twitter users feel more positive about a brand when their Tweet has been replied to
- 92% of companies Tweet more than once a day, 42% Tweet 1-5 times a day, and 19% Tweet 6-10 times a day
- The average Twitter user follows five businesses
- 80% of Twitter users have mentioned a brand in a Tweet
- Tweets with images receive 18% more click throughs, 89% more likes, and 150% more retweets.

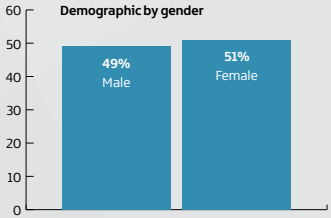
(Source: Brandwatch.com)

Twitter demographics

When considering the fundamentals of marketing, before choosing to market your business on any channel, it is important to consider your target audience. Therefore, one should be aware of the breakdown of Twitter's audience.

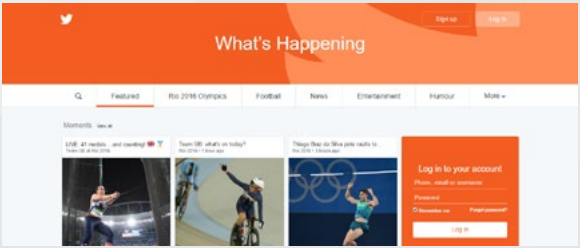
With 15 million UK users on Twitter, the demographics data below represents users who access Twitter from the UK.



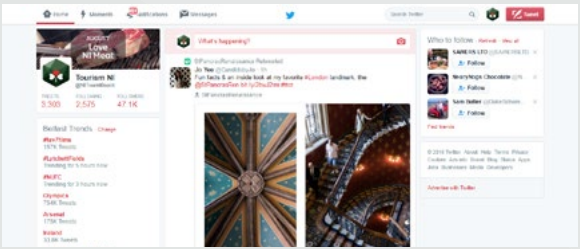


Logging In & Using Twitter

1. To log in to Twitter, type www.twitter.com into your browser window.



2. Enter your username/email address and password then click 'Log In.'



This is how your page will now appear. You will notice a variety of sections which this guide will take you through step at a time:

- Profile
- Moments
- Notifications
- Messages
- Tweets
- Trends
- Who to Follow

Me

This is your profile page. This is how people who search for you/follow you will see your profile. To access your profile page, either click on your profile name underneath the 'Home' toolbar on the Home page or click on the icon to the left of the 'Tweet' button on the top right hand corner of your screen.

Within your profile, you have the option to include both a cover image and profile image. This can be anything you want but to maximise impact, make it eye-catching, relevant to your company and reflective of your brand. Often businesses will include their logo as their main profile image.

Twitter recommends images are sized as follows:

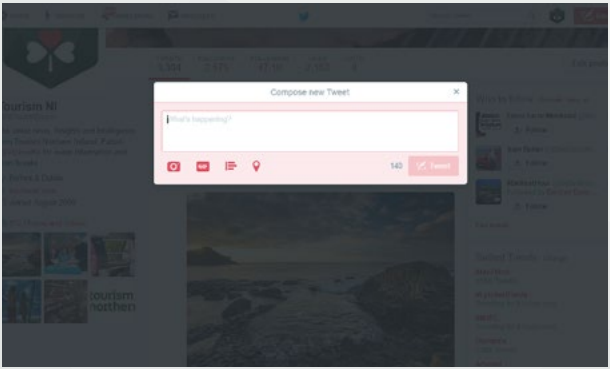
- Header image: 1500px x 500px
- Profile image: 400px x 400px
- Image within a post: 506 x 253px (Max size: 1024px x 512px)

Within your profile, at the top of your twitter timeline, you will see a toolbar which highlights a variety of information:

- Tweets – this will show you how many tweets you have sent.
- Following – this will show you how many people you follow.
- Followers – this will show you how many followers you have.
- Likes – this will show you any tweets you have favourited
- Lists – this will show you any lists that you create

To the right of your Twitter timeline you will see suggestions of 'Who to follow'. Below your profile summary you will see a compilation of any pictures you have included in your tweets.

Composing A Tweet



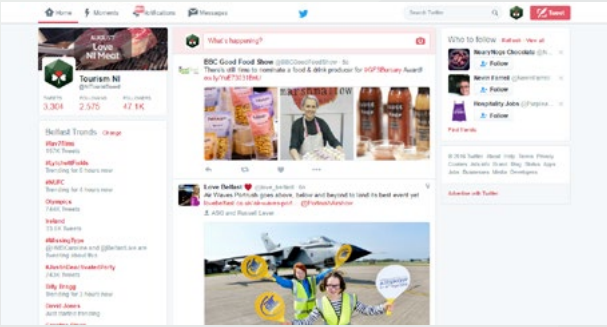
To compose a tweet you need to select the 'Tweet' icon in the very top right-hand corner of your profile page. It will bring a box up like the one shown above for you to compose your tweet.

In the bottom right corner you will notice the number 140 – this refers to the character limit of a tweet. A tweet can only be 140 characters long and currently images and links count towards this limit, however Twitter will soon no longer be counting these against the valuable 140 characters that make up a tweet. Going over this limit will result in Twitter truncating your tweet and it may not make sense.

In the bottom left hand corner of the 'Tweet' box there are 4 symbols:

- **Camera**: Add Photo/Video
- **Gif**: Add a gif
- **Poll**: Add poll
- **Pin**: Add location

Tweets



Within the 'Home' section you will see your news feed. Here you will find both tweets from people/organisations you follow and tweets which have been retweeted by those you follow. This feed will highlight who the tweet came from, what they're saying in the tweet and also when they said it.

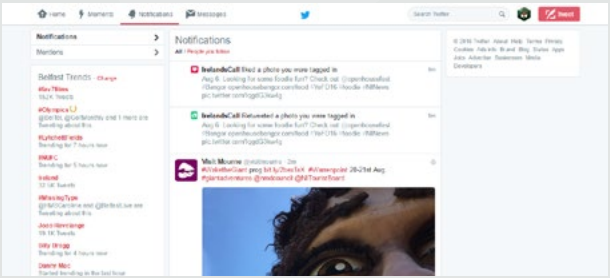
Both the company/individual's name and Twitter handle (@name) will appear within the tweet; this is because the company name may differ from the username if, for example, the company name is too long or may already be taken by someone else. It is important to remember that when replying to a tweet, it needs to be to the @name not the company/individual name.

Within your profile, you will see a timeline of your tweets. This will show all of the tweets and retweets that your profile has posted/retweeted. At the top of your timeline, you will also see the option to view Tweets/replies, which will show any of your own replies to tweets, as well as Media, which will show any images or videos which have been included in your profile's tweets.

Finding accounts to follow

You can search for other individuals and/or organisations using the 'search twitter' box at the top right of the page beside your company profile picture. You can search by a company name or if you know their exact twitter handle (@name) you can search for this as well.

Notifications



This section is where you will find information on any engagement made with your page i.e. likes, mentions, retweets and new followers.

You will notice the current setting for this page is ‘Notifications’. If you wish to view only ‘Mentions’, simply click on the ‘Mentions’ option underneath the Notifications tab when you navigate to the ‘’Notifications’ page and watch the format change below.

N.B - ‘Notifications’ is always the default viewing style on the ‘Notifications’ page.

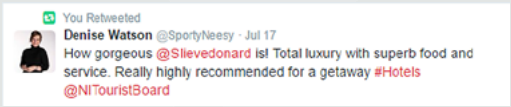
Twitter Glossary

Mention: This is how you talk to someone on Twitter.

Place an @ symbol before the username of a person/company e.g. - @NITouristBoard then the rest of your tweet. It doesn't matter where in the tweet you put the @ NITouristBoard, but common practice is usually to place it at the beginning. If you don't use the @ symbol that person won't be notified and therefore is unlikely to see it. If you place the @Name at the beginning of your tweet, only the account being mentioned will see your tweet. If you place a full stop before the @name, then the tweet will be visible to everyone on Twitter.

You can mention anyone even if you're not following them and likewise, they can mention you even if they're not following you.

Retweet or RT: This is similar to forwarding on an email.



Retweets are how people share information on Twitter. If they like your tweet for whatever reason, may it be informative, funny, educational etc, they can then retweet it which means it gets shared on the news feeds of all their followers.

To retweet a tweet from someone, simply hover over the tweet and 4 options will appear; hit retweet and that message is shared.

Like: This is similar to a 'Like' on Facebook.

If you see a tweet that is of particular interest or you think could be useful in the future, you can like it and it will remain in your 'Likes' list until you choose to unlike it.

Message or DM: This is a private message between you and the user you choose.

DM stands for Direct Message. Direct Messages are the private side of Twitter. You can use Direct Messages to have private conversations with Twitter users or create group conversations. To DM someone, select 'Messages' from the menu at the top of your screen and select 'New Message'. Enter the @Name of the account you wish to DM, select next and then begin typing your message. Once you have finished your message, hit send.

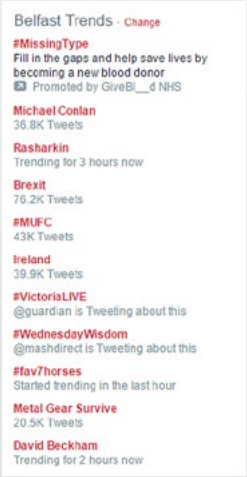
DM's can only be sent between accounts who follow each other in relation to private conversations. If you want to DM someone who isn't following you, simply mention them and ask them to follow you back.

In group conversations, anyone in a conversation can send Direct Messages to the group. Everyone in a group can see all messages, even if everyone doesn't follow each other.

Hashtags: A hashtag (written with a # symbol) is used to index keywords or topics on Twitter, allowing people to easily follow topics they are interested in i.e. #DiscoverNI.

Users can click on search a hashtag to see other similarly-themed tweets.

Trends: These are subjects that are being most tweeted about at that particular time.

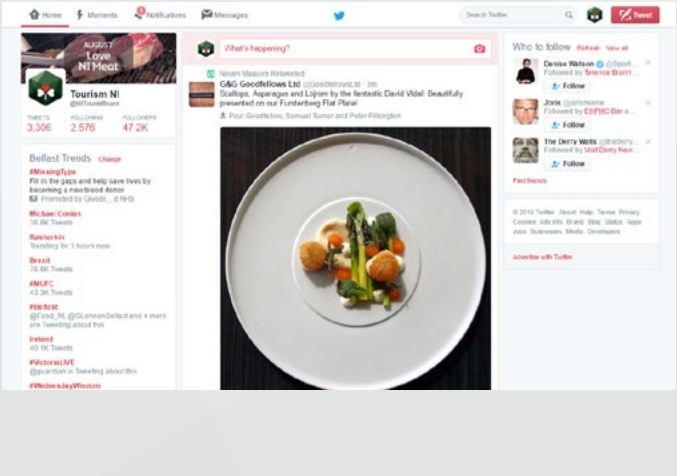


Trends are found on the left hand side of your home page.

When signed into your account on the web, trends will be tailored for you based on your location, which can be changed at any time, and who you follow. However, there will be many world and local news events and conversations that will appear in your trends regardless of your personalisation.

Who to follow

Account suggestions on Twitter are based on a number of factors, including your email or phone contacts (if you have chosen to upload them) as well as patterns from your following history. The suggestions are based on algorithms, which means you may or may not know the accounts or find them relevant.



Find friends

This option allows you to find friends who you know may already be on Twitter.

You can search friends simply by entering their name into the search box then clicking 'search Twitter'. Alternatively, you can search current contact lists you have at your disposable via:

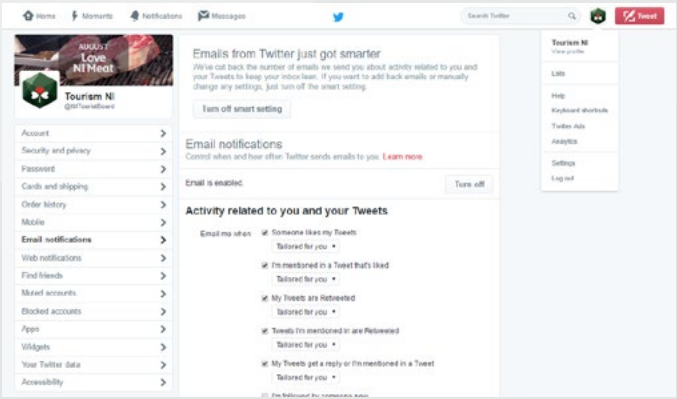
- Gmail
- Hotmail

To access the 'Find friends' option, simply click the link at the bottom of the 'Who to follow' section or access this option via your account settings.

Moments

The Moments section features the best stories which are currently happening on Twitter. You'll find Moments by clicking or tapping the Moments tab on the Twitter toolbar at the top of your page. Within the Moments section you'll see a guide listing the current Moments, customized to show topics that are popular or relevant. If you'd like to see more information on a particular Moment, simply click it to view the entire story.

Settings



Within the 'Settings' area you can control all of your account information such as account details, contact information, security and passwords, frequency of notifications etc.

Settings can be accessed from the Twitter toolbar at the top of your page. Click on your profile image to the left of the 'Tweet' button which will open up a menu of options. From here select Settings.

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