

## **Twitter Terminology:**

**Tweets:** 140-character posts on Twitter.

**Followers:** People who follow your posts.

**Following:** People you have chosen to follow.

**Retweet or RT:** Copying and tweeting what someone else has just posted. To do this, copy and paste their tweet into the “what’s happening” field, or just simply click on the word “Retweet” when you scroll your mouse over another person’s Tweet. Note: The Retweet option on Twitter does not allow additional commentary. If you’d like to comment on a tweet you’re interested in retweeting, you’ll need to copy and paste it. Commentary typically comes before the “RT” and retweeted content, or after in parenthesis, arrows, etc.

Retweets on Twitter offer an opportunity to expand your reach to followers who may not currently be following your tweets. Retweeting a message appears in the account holder’s timeline or status updates. Retweeted messages often results in additional followers for the account from which the initial tweet originated. Some people on Twitter have substantially large followings, and wield significant influence. Getting your messages retweeted by popular tweeters, is a way to quickly build awareness, and build your audience.

**Hashtag or #keyword:** A method of tagging content associated with a specific event, topic, or group of people. For instance, the official Twitter hashtag for National Latino AIDS Awareness Day is #NLAAD.

**Tweetup:** A meet-up of Twitter friends using a specified hashtag allowing online followers to follow or join the conversation. Clicking on the specified hashtag on Twitter and refreshing frequently will allow you to follow the conversation as participants tweet responses and ask questions. Additionally, you may want to use websites such as TweetChat.com or Twitterfall.com to follow along.

**Timeline:** Updates on Twitter. It can refer to all of a specific account holder’s tweets if you’re looking at someone else’s profile. Or, if you’re looking at your own profile, it will show your follower’s updates.

**Trending topics:** Most popular topics at any given time. Generally located on the right of the screen.

## **If you don't have a Twitter account, follow the directions below to start one:**

**STEP 1:** Visit [www.twitter.com](http://www.twitter.com) and select "Watch a video" to learn more about Twitter.

**STEP 2:** Select a user name and create your account.

Try to choose a user name that matches other social media accounts you use or uses your real name. That way, others will know who you are.

If you don't want to identify yourself directly, choose a user name that indicates your primary interest.

**STEP 3:** Create your Twitter profile.

Photo: Upload a real photo of yourself, or an image of your organizational logo

- **Background:** You can select an alternate background design or create your own.
- **Location:** Include your location. This will help you connect with others in your community.
- **Web site:** Include a link to the main Web site for your campaign or your social networking home page.
- **Bio:** Include a short bio detailing your interests and welcoming others to follow you and join your discussions.
  - ♦ A sample bio might be: *On Twitter to connect and share ideas with others working on HIV/AIDS prevention issues.*

**STEP 4:** Find friends and start connecting.

There are several ways to connect with others on Twitter. To get started, do the following:

- Allow Twitter to scan your e-mail address book to look for people you already know.
- Search the following tools for your community name or keywords related to HIV/AIDS prevention:
  - WeFollow—<http://wefollow.com/>
  - Twellow—<http://www.twellow.com/>
  - Twitterpacks—<http://twitterpacks.pbwiki.com/>
  - Twitterlocal—<http://www.twitterlocal.net/>
  - LocalTweeps—<http://www.localtweeps.com/>
  - TwitterGrader—<http://twitter.grader.com/search/>

### **Additional resources:**

[Tools—Twitter](#)—AIDS.GOV New Media Toolkit

[Twitter in Plain English](#)—Common Craft

[Twitter Wiki](#)—Twitter Wiki

## **Twitter Tips**

- Use hashtags to track and promote interests. #NLAAD is currently being used for **National Latino AIDS Awareness Day**. #AAALI is available for all tweets from AAALI organizations and related members. Additionally, #talkNLAAD will be used for the NLAAD tweet-up. For more information on hashtags and their use, visit <http://twitter.pbwiki.com/Hashtags>
- Ask questions to elicit responses from followers.
- Share success stories.
- Post important campaign information or information on local **National Latino AIDS Awareness Day** events and ask for Retweets.
  - ◆ Use shortened URL's for tweets to direct followers to more information about your upcoming **NLAAD** related activity. Perform a Google search for shortened URL and use any of the sites that come up to transform your longer URL to a significantly shorter URL. For more on the most popular URL shorteners, and their functions, click here: <http://is.gd/dN43Z>
  - ◆ Listen to and respond to others' tweets.
- Present a positive message.
- Be careful what you say. What you write on Twitter is permanent.
- Be authentic; integrate your personality in your Tweets and avoid press release verbiage.
- Follow people who follow you.
- Add value to your followers by providing them with useful information.
- Share other news of interest, not just your own information.
  - ◆ Use appropriate trending topics to spread your message to the Twitter-verse. For instance, if one of the trending topics is "#omgfacts," integrate a shocking HIV fact into the conversation. Example: The rate of HIV infection for Hispanic/Latino women is nearly 4 times that of white women. #NLAAD #talkHIV [#OMGfacts](#)
- Live tweet about HIV/AIDS or **National Latino AIDS Awareness Day** while you're at related events.
- Keep all tweets at 120 characters to allow them to be easily retweeted.

- › Respond to tweets and direct messages as soon as possible.
- › Use Twitter to promote your blog, or use your blog to promote your Twitter and Facebook presence.
- › Retweet complimentary tweets about your organization and **National Latino AIDS Awareness Day**, and also retweet pertinent tweets to support other organizations.
- › Draft tweets in Microsoft Word to play with the character limits. Substitute actual numbers as needed and abbreviate as often as possible. For help, click here for popular internet/text abbreviations. <http://is.gd/dN4ra>