

Twitter 101

Twitter is a social networking platform that is accessible through both a desktop web browser (at www.twitter.com) and a mobile app. Users create a profile with basic information about themselves — a short bio and notes about their interests. Users can follow anyone who has an account (unless the owner makes their account “private”), and can “tweet” about anything from what they are currently eating to learning experiences or instructions for a treasure hunt. Posts are called “tweets,” and are limited to 140 characters in length.

“@” — is a command that tags another user in a tweet, called a ‘mention’. The user will receive a notification that they were mentioned. Twitter provides an “autofill” function for @ entries. *You do not have to follow the user to mention them.* Example: @KeelingHigherEd, which is the K&A twitter account.

“#” — A hashtag is a way of tagging an idea/theme, as well as a form of organization. There is no autofill for hashtags, and tweets that contain that hashtag will be visible by anyone who searches under that hashtag. K&A uses the hashtag #KAedchat to filter tweets relevant to our growing dialogue on higher education-related tweets. The twitter chat will be most accessible and easiest to follow when following that tag.

Replies — You can directly comment on or respond to someone else’s tweets. To do so, hit reply (looks like a bent arrow) and twitter will automatically sort your tweet to respond. But your reply will not appear in a Chat in progress unless you include the hashtag for the chat (such as #KAedchat) at the end of your tweet.

Retweets and Quote Tweets — You can repost content by “retweeting” or “quote tweeting” the original tweet to your followers. For example, when @KeelingHigherEd posts a picture of Cooper (the Senior Vice President for Canine Relations) on his walk, and you want to repost it to your followers, simply click the rectangle made of arrows (it looks like the recycle symbol) and you will be given an option to simply retweet or retweet with a comment. If you do not add a comment, your followers will see the exact tweet that K&A

sent out. If you add a comment (e.g OMG look at how adorable Cooper is!!!! <3), then your comment will appear as a tweet, with K&A's original tweet embedded within.