

## What and How to TWEET?



Twitter asks you to tweet by answering the question “What’s happening?” There is much confusion about how Twitter is used. While there is a lot of noise on Twitter in the form of what people ate for breakfast, isn’t all about what you are doing. The key to understanding and using Twitter in a productive manner is to answer the following questions in your tweets.

- What do I care about and why?
- What information or thoughts can I provide my followers that will add value to the reason they follow me?
- What do I do in my field of work/study that would be of interest to my followers.
- Why are people following me? What are they looking to find from me?
- What content do I find interesting that I can link to and share with my followers?
- What questions do I have for my followers that could help me solve a problem I am working on?
- Does a person I am following have a question that I know an answer to? How can I help?

### HOW TO TWEET

#### From Twitter.com

While signed into Twitter.com, you may enter your tweet into the box at the top of the page that asks, “What’s happening?” As you type your tweet in the box, the number on the right side of the box will get smaller. This lets you know how many of your characters you have left of your 140-character limit.

You may also add a link by copying and pasting the Web address of the page you want to link to into the tweet box. Many third-party applications may shrink this into a short URL after you tweet it, so don’t worry if it looks different after tweeting.

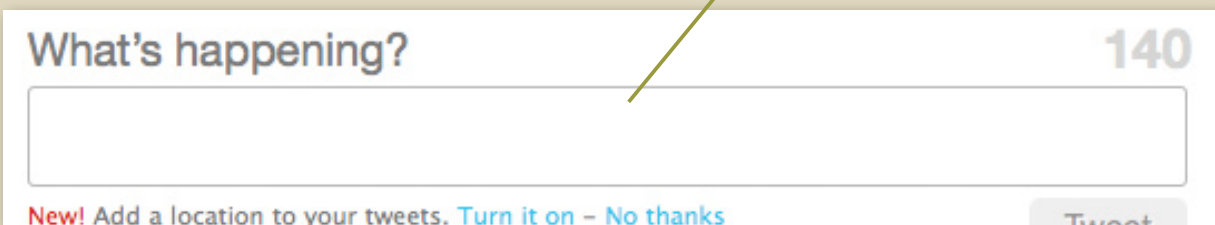
Remember the abbreviations and symbols described in the “Deciphering Tweets” and “Different Types of Tweets” tutorials. You may want to use them when tweeting.

Twitter.com also makes it easy for you to @reply to or retweet somebody. By hovering your mouse over a tweet you wish to respond to or retweet, you may click on either option which appears on the right side of the tweet. This will automatically add the user’s name in the tweet box at the top of the page so you can respond, or go ahead and automatically compose the retweet for you.

#### From Third-Party Applications

Some of the most recent statistics show that nearly 75 percent of all tweets come from sources other than Twitter.com. Third-party applications such as TweetDeck, HootSuite, UberTwitter and Twitter for Blackberry, allow you to tweet while not having to be at Twitter.com. They also offer quicker and better options for retweeting, direct messaging, replying and more. Take the time to play around with these third party applications and find the best way for you to tweet. Read more about these options in the next section of this guide.

### WHERE YOU ‘TWEET’



### Twitter’s “Tweet Box”