

Twitter Basics

@ (at symbol)

@ always precedes a user's name (i.e. @wolfsoncam) and is the universal Twitter symbol for public (everyone can see it) conversation. To respond to an interesting question type @, followed by a user name and your comment, and the recipient will be notified immediately via their @Mentions tab.

DM (direct message)

To contact someone privately, send direct message. You can craft a DM on Twitter via the "Messages" tab, or by simply inserting the letters DM into your Tweet, without @ symbol. For example: "DM athenedonald Your recent talk on STEM for women was inspiring"
Unlike public tweets, you can only DM someone if they're already following you.

RT (retweet)

The retweet (RT) feature allows you to share comments, links, and quotes with your followers. You can publish a retweet either by clicking the "retweet" button, or by cut-and-pasting the post you'd like to share into a new tweet and prefacing it with the letters RT. For example:

RT @wolfsoncam Congratulations to all our graduates today making their way to the Senate House

Hashtags

Hashtags represent popular topics or keywords that users are currently tweeting about. Hashtags range from the serious (#breakingthesilence) to the absurd (#WhyIsntThisABandName) and are searchable.

Shortening Links

URL shorteners reduce the length of links to just a few short letters and numbers so you can squeeze them in your Tweet. Use <https://bitly.com>

Following

A "follow" means that someone is subscribing to your Tweets, or you theirs. Their tweets will appear in your main Twitter feed.

Lists

Twitter Lists, which organize others into groups based on credentials you specify, are here to help. When you create a list (i.e. "Chemists") and click on it, only updates from the people on that list will appear in your timeline feed.

Images

Adding photos to your tweets makes them much more likely to be noticed

Management

Using a tool like Hootsuite, Tweetdeck or Buffer lets you organise your lists into columns, schedule posts, track analytics and more

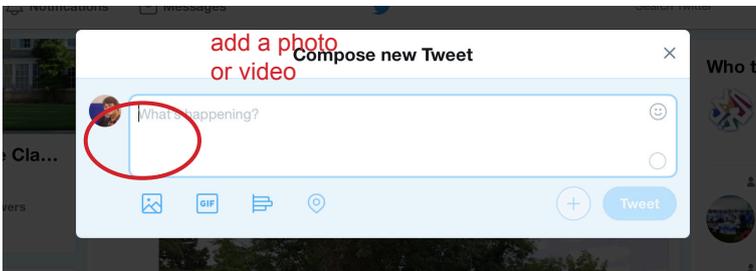
Things to tweet about

- Yours and fellow students' accomplishments, eg sports, prizes, graduations
- Department academics' accomplishments, eg new papers, talks, recognitions
- Your own work, eg attending conferences, giving talks, publishing papers
- Support University and social campaigns such as Breaking the Silence
- Books, paper, talks, etc of interest to those in your field

Top tips

- Make your profile work for you; link to your blog or website; use a professional-looking photo
- Stick to your subject/field for the most part; use Instagram for your food/travel posts
- Find people in your subject/field and follow them (ie your department, your professors, your fellow students); also follow professional organisations, academic journals and research facilities
- Don't be afraid to @ someone even if they are famous or senior to you; ask questions and give compliments, especially if you've had an interaction in real life
- Use [relevant hashtags](#); look for hashtags that are trending and use them if you can
- Never swear
- Never feed trolls; be prepared for blowback if you tweet something controversial
- Be careful when 'liking' other people's tweets, following or retweeting them; even if you agree with the sentiment, if the person is otherwise controversial you can be criticised
- Develop a [tweeting style](#) that feels natural to you
- Acknowledge sources, ('h/t' means 'hat tip')
- Use relevant images; [Unsplash](#) is a good free site for photos

Add a photo from your desktop



Add a photo from your iPhone

