

Understanding & Navigating Twitter

# TWITTER 101

Quick Reference Guide



# THE ICONS

Understanding & Navigating the Twitter Interface



## HOME

This is your feed. It shows what all the people you are following have tweeted. It will also show your tweets.



## MESSAGES

These are direct messages (DMs) to you. They are private. The only way to send a direct message to someone is if he/she follows you.



## THE @ SYMBOL

These are tweets that have mentioned you by name. These could be people talking about you, or who re-tweeted your tweet.



## THE MAGNIFYING GLASS

This is the search tool. You can search for keywords, or you can search for Twitter handles.

# THE BASICS



## HOW TO TWEET

In the Twitter window, you'll see an icon that looks like a pencil on a piece of paper. Click that to open a new tweet window. This is where you type your message. Click "Tweet" when you're finished. Remember, there's a 140-character limit. That includes spaces, links, punctuation, etc. There is a counter in each window that tells you how many characters you have left.



## ADDING A PHOTO

Inside the tweet composer is a camera icon that has "Add photo." Click on the icon and then choose any photo (under 5MB) saved on your computer. The photo will appear as a small icon, which will change to a hyperlink once you send the tweet.

## ADDING A LINK

To paste a link to your story, copy the URL from your web browser and paste it into the new tweet window. Twitter will automatically shorten long web addresses to 20 characters. Just make sure to include `http://` The link will still look long, but notice that you have 120 characters left.

# THE BASICS



## REPLYING TO A USER

You may reply to a user's tweet by clicking the arrow in the bottom corner of each tweet, where it says "reply." Twitter will automatically add the user's name to the new tweet window so the person will know you are responding.

Something to note here: If you begin a tweet with a user's @ name, the tweet will be public, but it will not go out to all of your followers' feeds (unless they follow both you and the person you are talking about.) So a tweet like,



@AAMCAAnnual has some great sessions today.

will only appear on the feeds of @aamcannual and anyone who follows both you and @aamcannual. If you want to talk about someone, but want everyone to see it, you can put a filler character such as a period before the name. For instance,



.@AAMCAAnnual has some great sessions today.

The period tells Twitter that you're not trying to reply to @AAMCAAnnual, and that you in fact do want all of your followers to see the message on their feeds.

# THE BASICS



## **LOOKING AT A USER'S PROFILE**

To look at a user's profile, click on the avatar. At the top you'll see the user's name (often the person's real name) and the Twitter handle (which starts with the @ symbol). To the right, you'll see: Tweets, Following, Followers, and Favorites. Further to the right is a gear menu, which you can click for more options to interact with that person, and a Follow button.



## **DIRECT MESSAGING (DM)**

To send a direct message (which is a private message), users must be following each other. Click on the user's name and then click on the gear menu and select "Direct Message" to compose the message. You are still bound by the 140-character limit.

# TERMINOLOGY



## HASHTAGS

These are topic labels preceded by a # symbol. Hashtags can have no spaces. These help you search for a topic. For instance, a tweet about health care could end with the hashtag #healthcare. The # is also used to make an aside such as:



"I'm really enjoying this lecture. #ExceptForThePowerOutage."



## AT REPLIES

All Twitter user names start with an @ symbol. That is how you communicate with someone or something on Twitter.

Example, @uofuhealthcare is University of Utah Health Care's main Twitter account. So you could write a tweet that says,



"I'm listening to a great panel moderated by @vivianleemd on value in research @uofuhealthcare #AAMC14"

An @ symbol lets that user know that someone is talking about him or her and will show up in their Notifications tab.

## RETWEETS (RT)

This is essentially quoting on Twitter. You're sharing something with your followers that someone else posted.



# CONCLUSION

## **KNOW YOUR INSTITUTION'S POLICIES ABOUT SOCIAL MEDIA**

While social media is constantly evolving, many institutions have policies on proper social media use for their employees.

If you're a physician tweeting both personal and professional views, your employer may ask you to include a disclaimer of "tweets are my own" or "tweets are not the opinion of my employer" in your bio box. Make sure to find out what the social media policies are at your place of work – and if such policies don't exist yet, it might be wise to be the leader that starts a conversation on the importance of drafting a policy for social media.

# MUST FOLLOW

## START YOUR FEED OFF RIGHT

### WHO TO FOLLOW

@AAMCAnnual

@VivianLeeMD

@DEntwistleCEO

@UtahInnovation

@UofUHealthCare

@TheScopeRadio

### HASHTAGS

#AAMC14



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