

All About Twitter

Twitter is a “microblog.” It allows you to say something...but it only gives you 140 characters to do it in.

Here is some Twitter terminology you want to be familiar with:

@ Reply: (pronounced: “at reply”)

You will often see the symbol @ on Twitter followed by someone’s screen name. It’s a way to hold a public conversation with that person.

DM:

DM means Direct Message. When you DM a Twitter user, you can hold a private conversation with them, but you can only DM people who are already following you.

RT:

RT means Retweet. If you want to share something someone says on Twitter, you can hit the retweet button to spread the message to your followers as well.

Hashtag (#):

When you see the pound symbol (#) ahead of a word or phrase, it is essentially a keyword tag for the tweet so that others can find it more easily. It allows you to follow the stream of everyone talking about a specific subject. On Twitter, this is called a Hashtag. They can be serious, such as #LAearthquake or #Tsunami, and they can be funny (like #ImSoDarnTired). You don’t have to put a hashtag on every tweet.

Twitter Chat: A Twitter chat happens when several people get on Twitter at once to share ideas with one another. They do this by using a specific hashtag. For example, every Sunday, bloggers participate in #blogchat.

Lists: When the list of people you follow starts growing larger, you can sort them into specific lists to keep them more organized. Lists can be public or private.

Favorite: If you want to save a Tweet for later, you can hit the “Favorite” button.

Favorite Twitter Applications:

- Hootsuite (Web-based social media management)
- Tweetdeck (Client-based social media management; installs on computer)
- Bufferapp.com (Tweet scheduling)
- LaterBro.com (Tweet scheduling)