

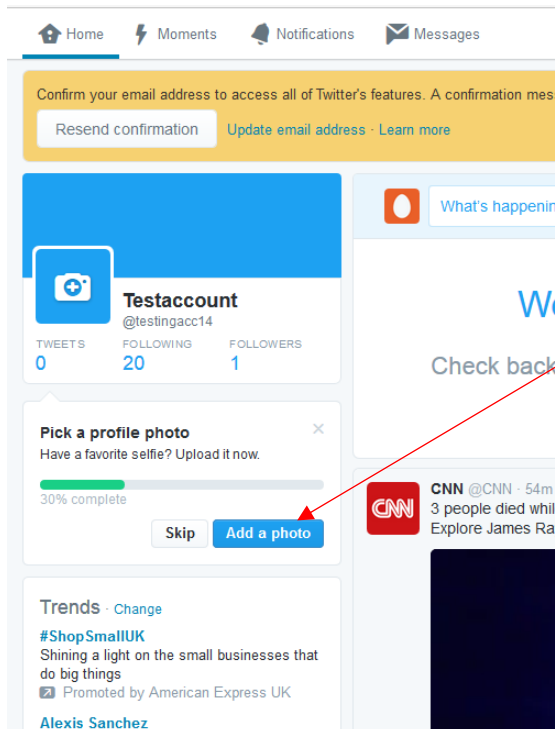
A quick guide to setting up a Twitter account

There are a series of simple steps to setting up a Twitter account

1. Go to www.twitter.com/signup
2. Enter a profile name, it's a good idea for this to be connected to the organisation name (OPAAL have used 'opaaladvocacy') an email address and a password
3. You will be asked if you want to connect a telephone number to your account – it can be helpful to input a mobile number as an extra security check; if you don't want to simply click 'skip'
4. Enter a user name, this is the name you'll be known as on Twitter (also known as your @name) for example the OPAAL username (or handle as some people call it) is @opaaluk
5. Twitter will ask if you have any interests, to help you find accounts you might like to follow, for example OPAAL's keywords might be 'advocacy' 'older people' 'charity' etc, you can skip this by clicking 'continue'
6. Twitter will ask if you would like to connect your account to your email address, if you have lots of contacts it can match you to those contacts so you can 'follow' them, to skip this click 'no thanks'
7. Now you can follow some people, search for your contacts and click 'follow'

Now your account is set up!

You can do some things to customise your account:



Click here to add a photograph, it's a good idea to use your logo to help build your brand image

You'll then be asked to introduce yourself, this is your biography, say a few words about what your organisation is about, it's a good idea to include a link to your website

Now you should send your first tweet, a 'hello, we're now on twitter, looking forward to making new connections' – or similar, within the 140 character limit

A guide to the basic language of twitter, starting with the symbols you see under tweets:



Task	Command
Favourite	This shows that you 'like' what the person has said, the symbol used to be a star, now it's a heart, this also saves the tweet so you can come back and look at it later
@mention	By placing the @ symbol in front of a username, you can tag another user in your Tweet, if you wanted to tag OPAAL in a tweet it would be @opaaluk
@reply	By starting your Tweet with @username, you can reply publicly to a single user, or you can click the reply symbol to reply to all mentioned in a tweet
Direct message (DM)	A private message can be sent directly to a user on Twitter who is already following you.
Follower	A follower is someone who follows you on Twitter and sees your updates on his home feed (Your home timeline displays a stream of Tweets from accounts you have chosen to follow on Twitter)
Retweet (RT)	This is a way for someone to share a Tweet from another user's account, for example if you liked something OPAAL had tweeted, you can share it by clicking the retweet symbol
Hashtag #	Using the # symbol in front of any word or phrase tags your Tweets. When someone clicks that hashtag, she sees your Tweet along with everyone else's Tweets using that same term, hashtags are good for categorising tweets, clicking or tapping on a hashtagged word in any message shows you other Tweets that include that hashtag

We look forward to seeing you on twitter!