

Setting up a twitter account

Sign up

- Go to www.twitter.com
- As required, enter FULL NAME, EMAIL and PASSWORD
- **TIP:** Use email that will not annoy you when receiving notifications
- **TIP:** Use memorable password with at least 1 number and one capital letter

Welcome to Twitter.

Connect with your friends — and other fascinating people. Get in-the-moment updates on the things that interest you. And watch events unfold, in real time, from every angle.

Thankssss MUNICH for coming out tonight! Them balloons were crazyyyyy

Phone, email or username

Password

Remember me · [Forgot password?](#)

New to Twitter? Sign up

Full name

Email

Password

@USERname

- Your username is the name your followers use when sending @replies, mentions, and direct messages.
- You can change your username in your account settings at any time, as long as the new username is not already in use.
- **TIP:** A URL of your Twitter profile page is formed from the username. Your full name should be the first option, making it easier for business cards.
- **TIP:** Usernames must be fewer than 15 characters in length.

Edit profile

- To have a professional twitter page, you need :
 - Header photo
 - Profile photo
 - Name
 - Bio (maximum 160 characters)
 - Location
 - Website
- Click into any of these areas and make your changes.
- When changing a profile or header photo, click the camera icon and select to Upload photo or Remove, or simply drag and drop a photo into this section.
- Click Save changes. You're all set!

Home Notifications Messages Discover Search Twitter Tweet

CARMEL HARRISON PUBLIC RELATIONS

Make this space yours. Add a photo!

TWEETS 2,857 FOLLOWING 1,250 FOLLOWERS 856 FAVORITES 325 LISTS 2

Carmel Harrison PR
@CHCommsLtd

A PR and Communications agency. We are passionate about helping and promoting our clients through creative avenues, both digital and traditional.

Leeds
carmelharrisonpr.com
Joined March 2013

Tweets Tweets & replies Photos & videos

Carmel Harrison PR @CHCommsLtd · 54m

When you're investing in #PR make sure you have a clear idea of your goals.
ow.ly/LPLa0

Carmel Harrison PR @CHCommsLtd · 1h

The #Manufacturing industry circulates success stories- we communicate them to you ow.ly/LOnzD #Communication

Who to follow · Refresh · View all

Keeley Edge @KeeleyEdge Follow

Key Appointments @KeyA... Follow

Duncan Bannatyne @D... Followed by Richard Tamlyn... Follow

Popular accounts · Find friends

followers

- To begin with, follow existing clients, contacts, friends and family is always the best starting point.
- For good engagement, following news pages such as the BBC or The Manufacturer are always great as they keep you up to date and you can further retweet these to your followers.
- Use the search bar to refine for relevant people e.g. 'Manufacturers in Leeds'
- **TIP:** You can unfollow anybody or any organisation at any given time

CARMEL

[Search for followers/lists](#)

[Your Profile](#)

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@CHCommsLtd

TWEETS 2,857 FOLLOWING 1,250 FOLLOWERS 856

- Trends · Change
- #ContactlessBritain
 - Promoted by Visa Golden Space
 - #ACMawards50
 - #MadMen
 - #SAMAXXI
 - Prashant Bhushan Parliament
 - #NBAPlayoffs
 - #BigWeekend
 - Lok Sabha
 - Somalia

What's happening?

View 3 new Tweets

LeedsMuseums retweeted
My Case, My Journey @mycasemyjourney · Apr 18
Just some of the fantastic feedback we've had. Why not stop by @TheMillSpace @LeedsMuseums and see for yourself.



View photo

Who to follow · Refresh · View all

- Bannisters' Farm @bannist...
Followed by Manufactured Yo...
Follow Promoted
- jam @jamWakefield
Follow
- CDA (Cas Domestics) @C...
Follow

Popular accounts · Find friends

© 2015 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Advertise Businesses Media Developers Cricket

[Press this icon to construct a tweet from 140 characters](#)

Direct Messages

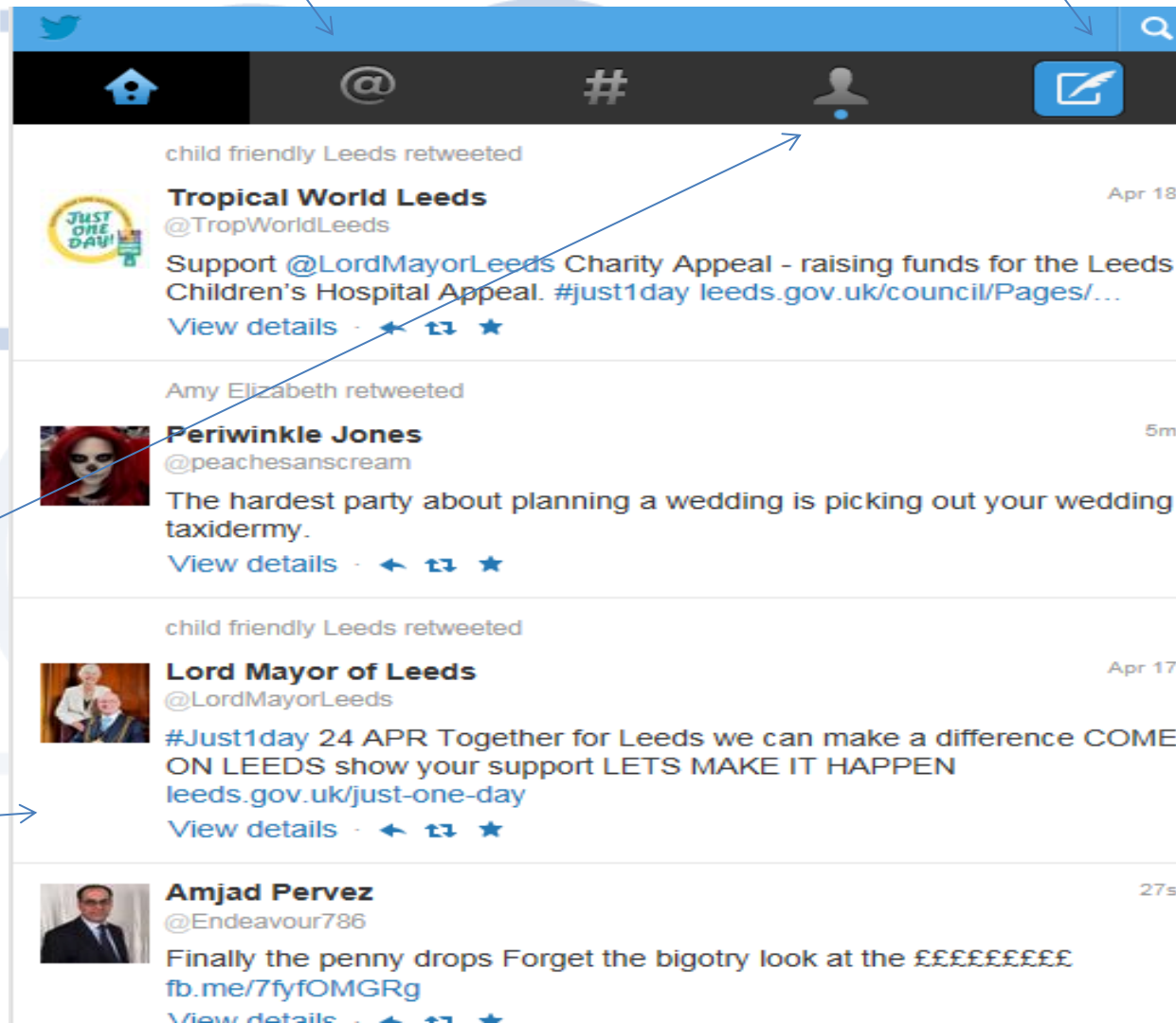
[Your followers tweets](#)

Mobile use

Write a tweet

Search bar

Direct Messages



- Downloading 'Twitter' from the APP Store allows you to tweet and utilise the benefits of Twitter live.

[Hootsuite/Tweetdeck](#) is also available to pre-load any tweets that you wish to send out at a specific time but know you will be too busy or forget.

Your Profile

Homefeed

Composing a message hootsuite

Search bar

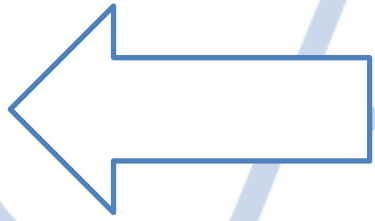
Where you will find your streams

Add attachment e.g. image

Analytics

Schedule tweets for prime hours

The screenshot displays the Hootsuite interface for composing a message. At the top, there is a 'Send to...' dropdown menu and a 'Compose message...' text input field. Below this is a browser-style tab bar with several open tabs, including 'CHCOMMS', 'Green Gain', 'Phil Armstrong', 'ICW', 'Jermyn', 'HPE Twitter', 'HPE Facebook', 'Ubu', 'Brass Factor', 'Valeos', and 'HPE Employees LinkedIn'. The main content area is divided into three columns: 'Home ICWUKLtd' showing a tweet from 'hootsuite' with a video attachment, 'My Tweets ICWUKLtd' showing a list of tweets from 'ICWUKLtd', and 'Scheduled ICWUKLtd' showing a tweet scheduled for 1:20pm on Apr 21, 2015. On the right side, there is an 'Add a stream' panel with options for 'Networks', 'Apps', and 'Shared', and a grid of icons for 'Home', 'Mentions', 'Retweets', 'Followers', 'Inbox', 'Lists', 'Favorites', 'Outbox', 'My Tweets', 'Search', and 'Scheduled'. A vertical navigation bar on the left contains icons for home, compose, analytics, profile, settings, and help. The background of the entire image features large, faint, light blue letters spelling out 'CAPRICE' and 'HARVEY'.



[Favourites](#)

- When a new follower visits your profile they will see all of your tweets, the number of followers you have and how many people you follow.
- They can also see your favourites and public lists

[Lists](#)

Profile

Home Notifications Messages Discover Search Twitter Tweet

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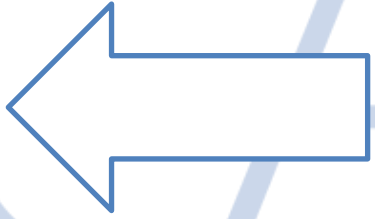
Profile description: Carmel Harrison PR @CHCommsLtd. A PR and Communications agency. We are passionate about helping and promoting our clients through creative avenues, both digital and traditional.

Location: Leeds. Website: carmelharrisonpr.com. Joined: March 2013.

Tweets: Carmel Harrison PR @CHCommsLtd · 54m. When you're investing in #PR make sure you have a clear idea of your goals. ow.ly/LPLa0.

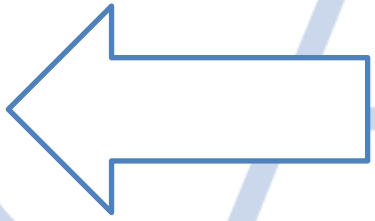
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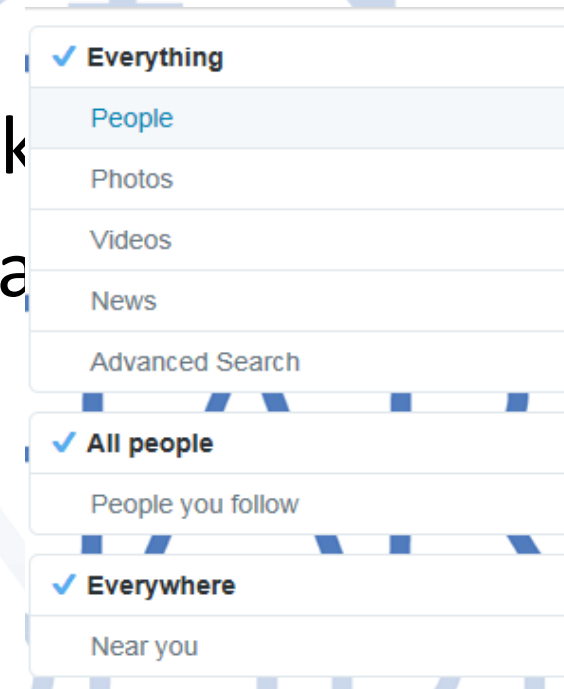
Content

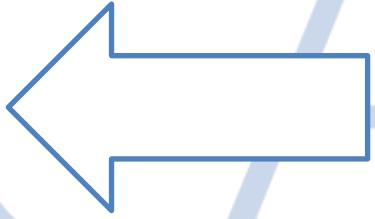
- A general statement or rhetorical question with a link to your website
- Audience interest from the news with your opinion
- Events you are part taking in
- Balance your objectives to keep content fresh
- Use a [hashtag](#) or twitter handle of another user
- **TIP:** You can only use 140 characters so keep it short but engaging



Search bar

- You can search for specific people or organisations
- If you are not sure of their specific @Username or are wanting to find competitors, you can do a brief search, using the left tool bar to refine the search
- Great to find competitors or use for your own marketing
- **TIP:** When searching for competitors, use them in a





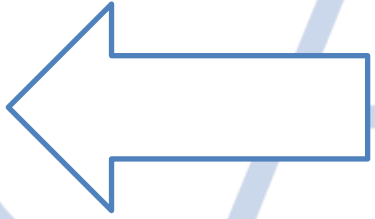
Lists

Public

- 1-2-1 engagement
- Replaces Home Feed for refined content
- You can subscribe to lists

Private

- Place competitors in a private list to see what they are up to or what content they are using for inspiration/research



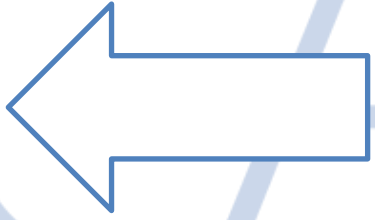
Engagement

Retweets

- Quotes
- Statements
- Ask a simple question that doesn't require a lot of thinking
- Proactively do the same

Favourites

- Bookmarking tool
- Good for bookmarking your testimonial tweets
- Always there for followers to see



HashTags

- Act as hyperlink to other users who have '#' the same
- Engage off and online
- Can send the user into different directions as it sends to the feed of others who have used the same '#'
- Focused, purpose, objective