

Twitter Tips and Translations

AMCHP will provide real-time updates throughout the Coffee Talk chats via Twitter. Presenters and participants are encouraged to use the Coffee Talk hash tag **#WDCoffeeTLK** on your tweets to share and engage with participants. Tweet about coffee talk topics!

Twitter Tips

Good tweets are the ones that provide the most value to your followers, whether in the form of humor, sage advice, insightful statistics, etc.

Be Descriptive: Engaging tweets that enable you to interact with your followers is what Twitter is all about, and is valuable even if your tweet doesn't have a direct link to your website.

Be Interesting: Leave followers with the general impression that you're an interesting person worth following and recommending.

Be Useful: Ultimate goal on Twitter is to build authority as an expert, and the first step is making sure to sound like one. Adding educational tips to your tweets is an effective way to turn a boring blurb into a valuable tweet. Turning simple tweets into educational tips makes them useful to your readers and increases your likelihood of being retweeted.

Complete Context: A good tweet, apart from being able to deliver your message, should also be able to add more context (or at least direct them to other resources) to help your followers understand you better.

Inspires Engagements: Aside from simply talking to your followers with compelling tweets, it'll be best to turn your every tweet into a call-to-action to prompt your followers to either retweet or respond. Craft your tweets in the form of a question to prompt responses or sharing your opinions to inspire them to share theirs.

Short and Sweet: The aforementioned character limit has become quite a challenge, and an opportunity for users to efficiently send their messages and yet creatively craft their tweets in different engaging ways. Depending on your message, it's best to leave space to allow your followers to retweet with an RT and even include their own messages.



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New to Twitter? Here are some definitions to help you familiarize yourself. Check out [Twitter.com](https://twitter.com) to learn more.

@ – The @ sign is used to call out usernames in Tweets, like this: Hello @dc_amchp! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.

Activity – Lives in the "Connect" tab. Activity is a real-time dashboard to view what the users you're following are up to on Twitter. You can view Tweets they've favorited and discover other useful accounts to follow based on the accounts they've recently followed.

API – An Application Programming Interface. Contains all Twitter data and is used to build applications that access Twitter.

Avatar – The personal image uploaded to your Twitter profile in the Settings tab of your account.

Connect – The Connect tab lets you view Interactions, Mentions, recent Follows and Retweets. Using the Connect tab you're able to view who has favorited or retweeted your Tweets, who has recently followed you, and all of your @replies and @mentions.

Connections – The Applications tab in your Twitter settings shows all third party websites and applications to which you've granted access your public Twitter profile.

Direct Message (DM) – Also called a DM and most recently called simply a "message," these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with "d username" to specify who the message is for.

Discover – The Discover tab is where you'd find Stories, Who to Follow, Activity, Find Friends and Browse Categories. The Discover tab is all about, you guessed it, discovering new and engaging things to do on Twitter!

Favorite – To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message. You can also favorite via SMS.

Follow – To follow someone on Twitter is to subscribe to their Tweets or updates on the site.

Geolocation / Geotagging – The use of location data in Tweets to tell us where you are in real time. Is also called "Tweet With Your Location."

Handle – A user's "Twitter handle" is the username they have selected and the

accompanying URL, like so:
twitter.com/dc_amchp.

Hashtag (#) – The # symbol is used to mark keywords or topics in a Tweet. It was created organically by Twitter users.

Listed – To be included in another Twitter user's list. Listed numbers and details appear in the statistics section of your profile.

Lists – Curated groups of other Twitter users. Used to tie specific individuals into a group on your Twitter account. Displayed on the right side menu of your homepage.

Mention – Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention." Also refers to Tweets in which your username was included.

Reply – A Tweet posted in reply to another user's message, usually posted by clicking the "reply" button next to their Tweet in your timeline. Always begins with @username.

Retweet or RT – (n) A Tweet by another user, forwarded by someone you follow. Often used to spread news or share valuable findings on Twitter. (v) To retweet, retweeting, retweeted. The act of forwarding another user's Tweet to your followers.

RSS Feed – Most commonly expanded as Really Simple Syndication. A family of web feed formats used to publish frequently updated works (i.e. blog entries or news headlines) in a standardized format.

Trending Topic – A subject algorithmically determined to be one of the most popular on Twitter at the moment.

Tweet – (v) Tweet, tweeting, tweeted. The act of posting a message, often called a "Tweet", on Twitter. (n) A message posted via Twitter containing 140 characters or fewer.

Twitterer – An account holder on Twitter who posts and reads Tweets. Also known as "Twitter user."

URL Shortener – URL shorteners are used to turn long URLs into shorter URLs. Shortening services can be found online (i.e., Bitly or TinyURL).

