

## Twitter Basics

### **@ (at symbol)**

@ always precedes a user's name (i.e. @wolfsoncam) and is the universal Twitter symbol for public (everyone can see it) conversation. To respond to an interesting question type @, followed by a user name and your comment, and the recipient will be notified immediately via their @Mentions tab.

### **DM (direct message)**

To contact someone privately, send direct message. You can craft a DM on Twitter via the "Messages" tab, or by simply inserting the letters DM into your Tweet, without @ symbol. For example: "DM athenedonald Your recent talk on STEM for women was inspiring"  
Unlike public tweets, you can only DM someone if they're already following you.

### **RT (retweet)**

The retweet (RT) feature allows you to share comments, links, and quotes with your followers. You can publish a retweet either by clicking the "retweet" button, or by cut-and-pasting the post you'd like to share into a new tweet and prefacing it with the letters RT. For example:

RT @wolfsoncam Congratulations to all our graduates today making their way to the Senate House

### **# Hashtags**

Hashtags represent popular topics or keywords that users are currently tweeting about. Hashtags range from the serious (#breakingthesilence) to the absurd (#WhylsntThisaBandName) and are searchable.

### **Shortening Links**

URL shorteners reduce the length of links to just a few short letters and numbers so you can squeeze them in your Tweet. Use <https://bitly.com>

### **Following**

A "follow" means that someone is subscribing to your Tweets, or you theirs. Their tweets will appear in your main Twitter feed.

### **Lists**

Twitter Lists, which organize others into groups based on credentials you specify, are here to help. When you create a list (i.e. "Chemists") and click on it, only updates from the people on that list will appear in your timeline feed.

### **Images**

Adding photos to your tweets makes them much more likely to be noticed

### **Management**

Using a tool like Hootsuite, Tweetdeck or Buffer lets you organise your lists into columns, schedule posts, track analytics and more

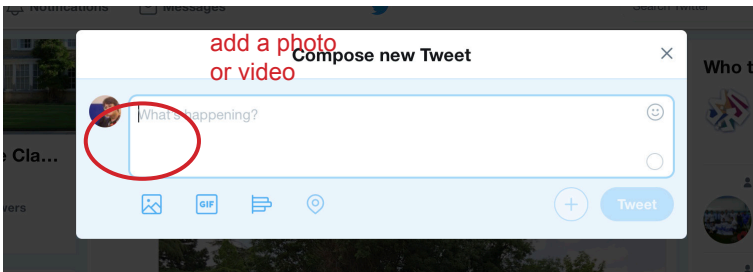
## Things to tweet about

- Yours and fellow students' accomplishments, eg sports, prizes, graduations
- Department academics' accomplishments, eg new papers, talks, recognitions
- Your own work, eg attending conferences, giving talks, publishing papers
- Support University and social campaigns such as Breaking the Silence
- Books, paper, talks, etc of interest to those in your field

## Top tips

- Make your profile work for you; link to your blog or website; use a professional-looking photo
- Stick to your subject/field for the most part; use Instagram for your food/travel posts
- Find people in your subject/field and follow them (ie your department, your professors, your fellow students); also follow professional organisations, academic journals and research facilities
- Don't be afraid to @ someone even if they are famous or senior to you; ask questions and give compliments, especially if you've had an interaction in real life
- Use [relevant hashtags](#); look for hashtags that are trending and use them if you can
- Never swear
- Never feed trolls; be prepared for blowback if you tweet something controversial
- Be careful when 'liking' other people's tweets, following or retweeting them; even if you agree with the sentiment, if the person is otherwise controversial you can be criticised
- Develop a [tweeting style](#) that feels natural to you
- Acknowledge sources, ('h/t' means 'hat tip')
- Use relevant images; [Unsplash](#) is a good free site for photos

## Add a photo from your desktop



## Add a photo from your iPhone

