

# TWITTER

## 1 1

### Quick Reference Guide



Start Your Feed Off Right

#### WHO TO FOLLOW

@uofuhealth

@UUtah

@mikegoodmd


Full list at [twitter.com/UofUHealth/lists/our-people/members](https://twitter.com/UofUHealth/lists/our-people/members)

#### KNOW YOUR INSTITUTION'S POLICIES ABOUT SOCIAL MEDIA

While social media is constantly evolving, many institutions have policies on proper social media use for their employees. If you're a physician tweeting both personal and professional views, your employer may ask you to include a disclaimer of "Tweets are my own" or "Tweets are not the opinion of my employer" in your bio box. Please note though, this will not protect you if your conduct is unprofessional or offensive. Make sure to find out what the social media policies are at your place of work – and if such policies don't exist yet, it might be wise to be the leader that starts a conversation on the importance of drafting a policy for social media.

#### HASHTAGS


These are topic labels preceded by a # symbol. Hashtags cannot have spaces. These help you search for a topic. For instance, a Tweet about health care could end with the hashtag #healthcare. The # is also used to make an aside such as:

 *I'm really enjoying this lecture. #ExceptForThePowerOutage*

#### AT REPLIES

All Twitter user names start with an @ symbol. That is how you communicate with someone or something on Twitter.

For example: @uofuhealthcare is University of Utah Health's main Twitter account. So you could write a Tweet that says,

 *I'm listening to a great panel moderated by @nmarrouche on value in research @uofuhealth*

An @ symbol lets that user know that someone is talking about him or her and the Tweet will show up in the Notifications tab.

#### MOMENTS

These are trending topics on twitter and can be seen by clicking the lightning bolt icon. There you will see the most popular tweets on that topic.



# THE ICONS

UNDERSTANDING & NAVIGATING  
THE TWITTER INTERFACE



## HOME

This is your feed. It shows the Tweets of all the people you are following. It will also show your Tweets.



## THE @ SYMBOL

These are Tweets that have mentioned you by name. These could be people mentioning you in their Tweets or re-tweeting you.



## MESSAGES

These are direct messages (DMs) to you. They are private. The only way to send a direct message to someone is if he/she follows you.



## THE MAGNIFYING GLASS

This is the search tool. You can search for keywords, or you can search for Twitter handles.

# THE BASICS



## HOW TO TWEET

In the Twitter window, you'll see an icon that looks like a pencil on a piece of paper. Click that to open a new Tweet window. This is where you type your message. Click "Tweet" when you're finished. Remember, there's a 280-character limit. That includes spaces, links, punctuation, etc. There is a counter in each window that tells you how many characters you have left.



## ADDING A PHOTO

Inside the tweet composer is an image icon that says "Media." Click on the icon and then choose any photo (under 5 MB or video under 15 MB). The media will appear as a small icon which will change to a hyperlink once you send the tweet.

# THE BASICS



## ADDING A LINK

To paste a link to your story, copy the URL and paste it into the new Tweet window. Twitter will automatically shorten long web addresses to 20 characters. Just make sure to include http:// The link will still look long, but notice that you have 260 characters left.



## REPLYING TO A USER

You can reply to another user's tweet by clicking the arrow under it.



## RETWEETS

Retweeting is sharing another user's tweet with your followers. You can do it by clicking the two arrows icon under the tweet.

Once you do that you will be given the option of retweeting instantly, or adding a comment. If you retweet with a comment your account will be more visible.

# THE BASICS



## LOOKING AT A USER'S PROFILE

To look at a user's profile, click on the avatar. At the top you'll see the user's name (often the person's real name) and the Twitter handle (which starts with the @ symbol). To the right, you'll see: Tweets, Following, Followers, and Likes and Lists. Farther to the right is a gear menu, which you can click for more options to interact with that person, and a Follow button.



## DIRECT MESSAGING (DM)

To send a Direct Message (which is a private message), users must be following each other. Click on the user's name and then click on the gear menu and select "Direct Message" to compose the message. Remember, you are still bound by the 280-character limit.