

# Twitter Tutorial

An Introduction to One of Today's  
Most Popular Online Communities



[www.queenslibrary.org](http://www.queenslibrary.org)

# Twitter Use in the United States

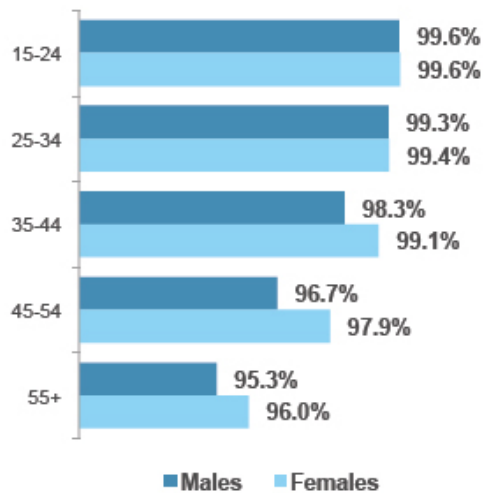


## United States

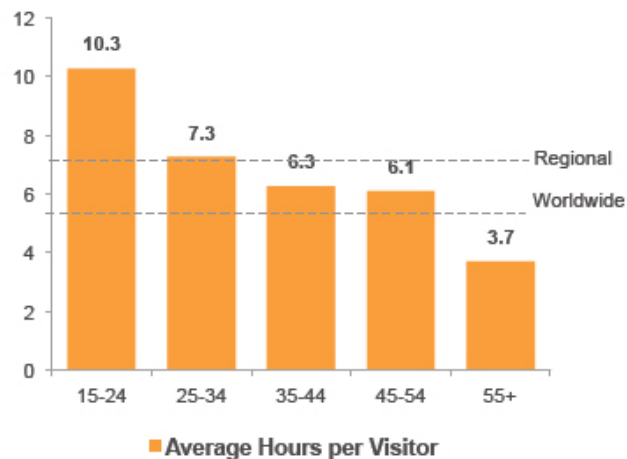
<b>Total Audience (Age 15+)</b>	<b>188.5 Million</b>		
<b>Total Social Networking Audience</b>	<b>185.2 Million</b>	<i>Index to Worldwide</i>	<i>Index to Region</i>
<b>Online Population Visiting Social Networks</b>	<b>98.3%</b>	<b>119</b>	<b>100</b>
<b>Share of Time Spent on Social Networking</b>	<b>16.8%</b>	<b>88</b>	<b>101</b>
<b>Average Time Spent on Social Networks</b>	<b>6.9 Hours</b>	<b>120</b>	<b>99</b>

Top 5 Social Networks	Total Unique Visitors (000)	% Reach	Average Minutes per Visitors
Facebook	156,020	82.8	441.2
LinkedIn	35,302	18.7	15.9
Twitter	33,256	17.6	23.3
Myspace	27,254	14.5	10.4
Tumblr	14,617	7.8	146.2

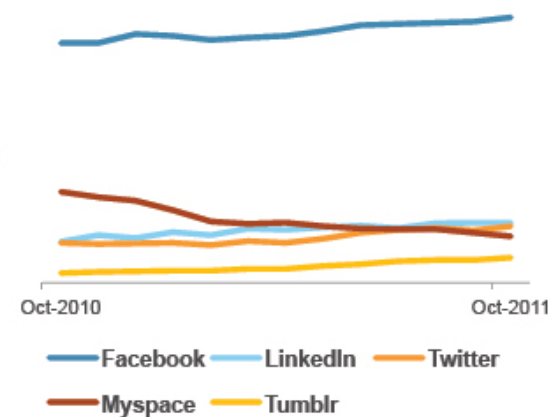
Social Networking Demographic Reach



Average Engagement with Social Networking



Top 5 Social Networks by Unique Visitors



\*Source: "It's a Social World: Top 10 Need-to-Knows About Social Networking and Where It's Headed," comScore



# *Introduction to Twitter*

You may have heard of “microblogs” or “microblogging” and wondered what the phrase means. Twitter is the most popular microblogging site—one driven by short, textual messages or “microblogs.” As of the end of 2011, 1 in 10 Internet users worldwide engaged with Twitter. Close behind LinkedIn, Twitter is the third most popular social network in the U.S. Twitter is often used as a place to report, react to, and engage with topics of national and international import, ranging from wars and natural disasters to elections and celebrity events.

## ***Twitter users can:***

- Find and add friends. Adding friends is NOT a mutual relationship—they do not have to accept you as a friend for you to be able to follow them.
- Find and follow companies, entertainers, politicians, and more.
- Create a short bio—about one sentence in length.
- Share links to anything on the Web.
- Use privacy settings to control what information is shared with whom.
- Track “trending topics”—the most popular topics of conversation on Twitter.
- Search for what all Twitter users are saying about a certain phrase, whether it is “trending” (very popular) or not.

# *Must-Know Twitter Vocabulary*

**Tweet:** A short, 140-character message Twitter users broadcast to their contacts.

**Twit/Tweeple/Tweeps:** Nicknames for people who use Twitter.

**Retweet:** A way to share another user's tweet with your own followers.

**@ Message:** A way to mention or publicly message another Twitter individual.

**Mention:** This is when someone @ messages your Twitter account.

**DM/Direct Message:** A way to privately message another Twitter individual.

**Hashtags (#s):** Denoted by a # in front of a word, hashtags are a way to link your tweet to an index of tweets on related topics. Ex: #NYC, #reading, #worldcup, #GOP, etc.

**Unfollow:** This is when someone decides to remove a Twitter contact. The person will not be notified of this action.

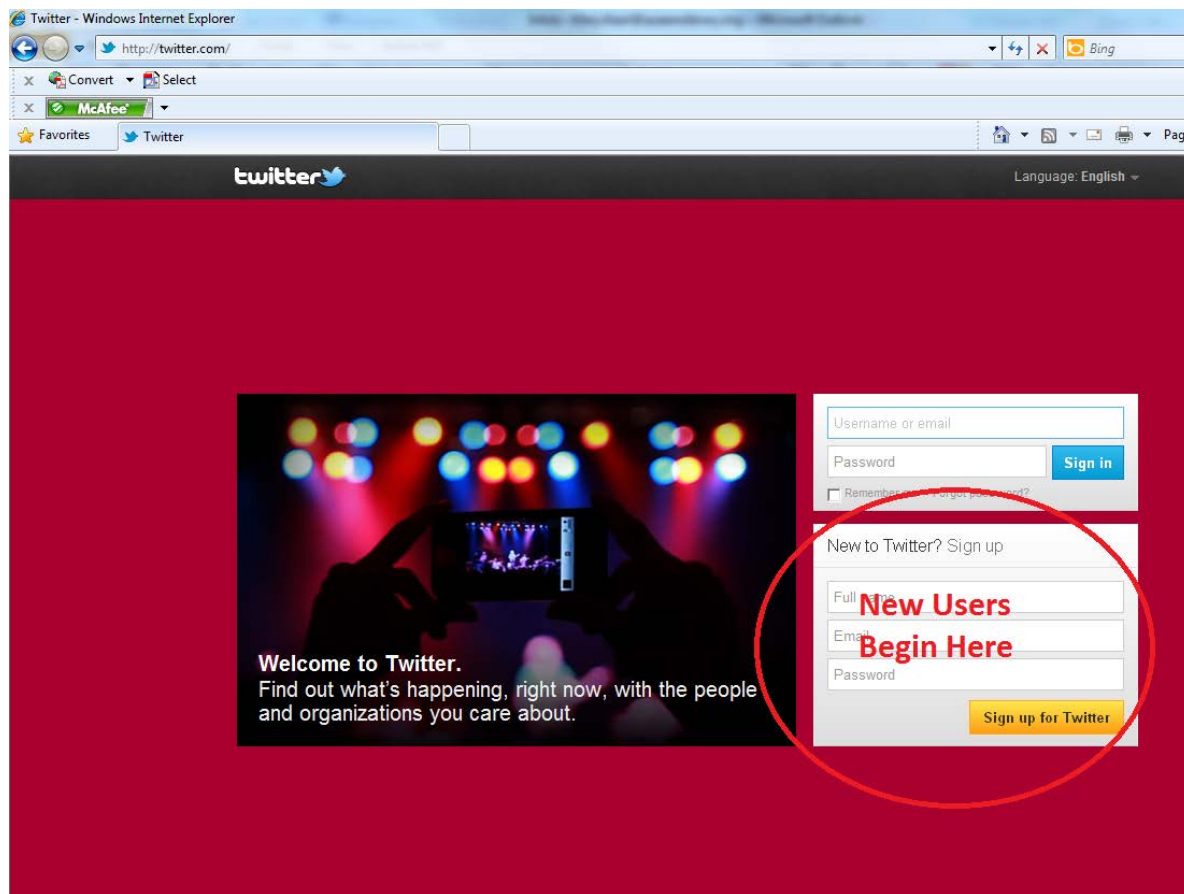
**Favorite:** If you like a tweet, then you can "favorite" it, and it will show up on your "Favorites" lists on your profile. The person whose tweets you like will also be notified.

**Lists/Listed:** This is a way to organize the accounts you're following into categories. If you make your lists public, other people can follow them.

**Trends:** This is a list of the top 10 phrases used on Twitter at any given moment.

**Microblogging:** The act of broadcasting short, in-the-moment textual messages sent via platforms like Twitter.

# Step 1: Visit Twitter.com and Sign Up for a New Account



You will need to enter a name, an email address, and a password.

The password does **not** have to be a password you've used before—for your email address, for instance—but it can be, if that makes it easier to remember.

**Note:** You do not have to share your real name, but you **do** have to use a valid email address.

# Step 2: Verify Your Name and Username

Twitter / Create an Account - Windows Internet Explorer

https://twitter.com/signup

Convert Select

McAfee

Favorites Twitter / Create an Account

twitter Have an account

## Join Twitter today.

Twitter Tutorial ✓ Name looks great.

newsletter@queenslibrary.org ✓ We will email you a confirmation.

..... ✓ Password is okay.

TwitterTural ✗ This username is already taken!

Suggestions: TuralTutorial TutorialTural tural\_tutorial

☐ Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and

Create my account

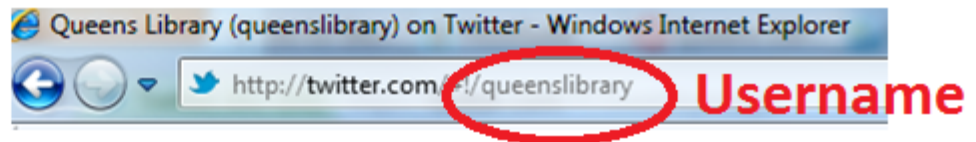
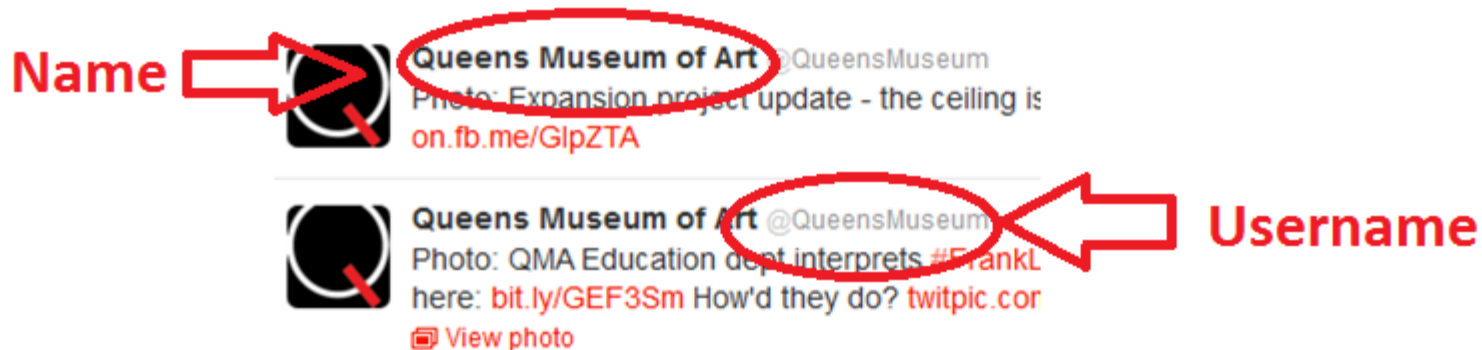
Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

Printable versions:  
[Terms of Service](#) · [Privacy Policy](#)

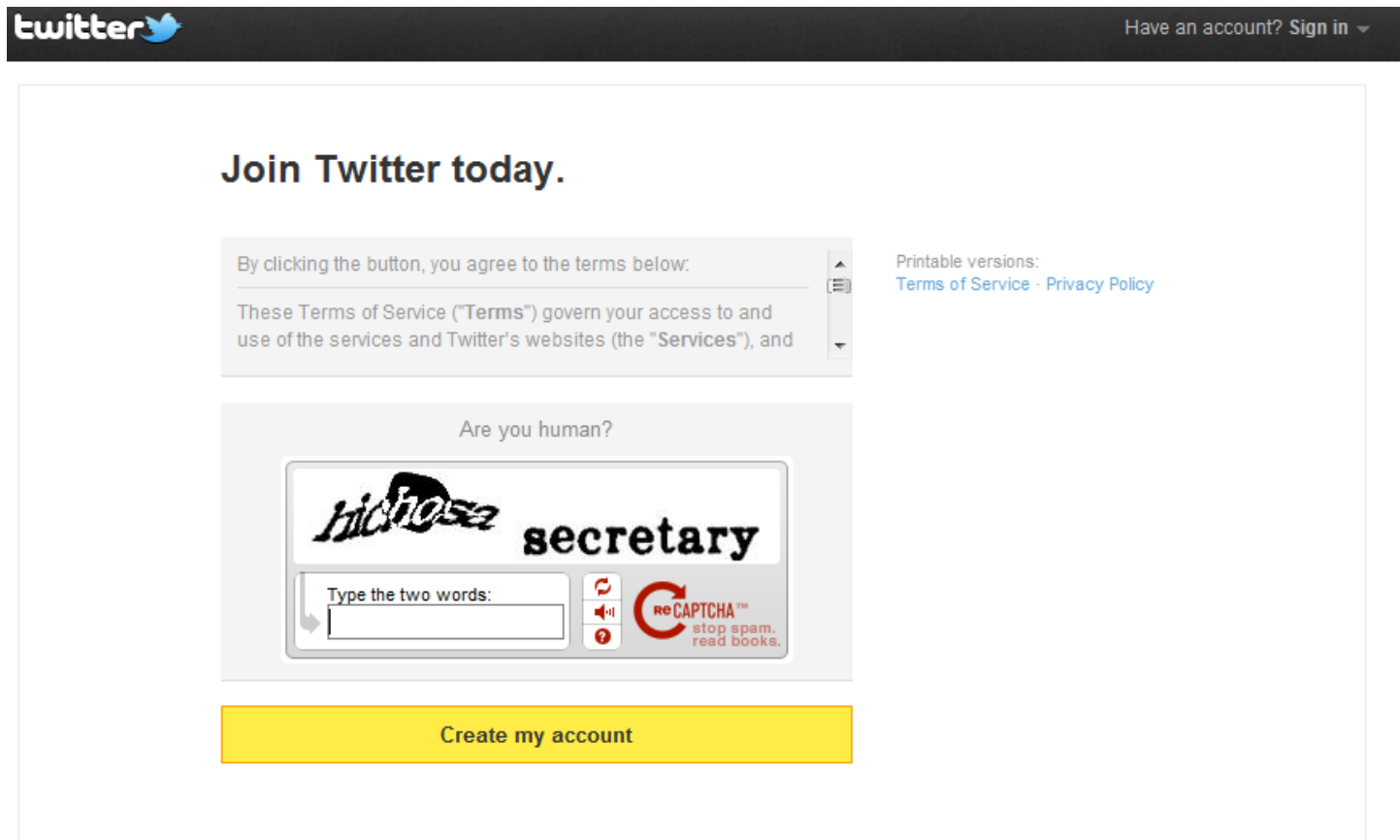
Your name and username can be the same or different. You can change either of these at any point, but some usernames may already be taken. If this is the case, you'll need to come up with a username that is available.

# Name vs. Username

Neither the “name” or the “username” have to be your real name, but many people use the “name” option as their real name, and the “username” as their nickname, screen name, or handle. If you’re worried about having your profile appear in search engine results, both will be visible and could be found in search engines.



# Step 3: Agree to the Terms and Services and Fill out the “CAPTCHA” Screening Step

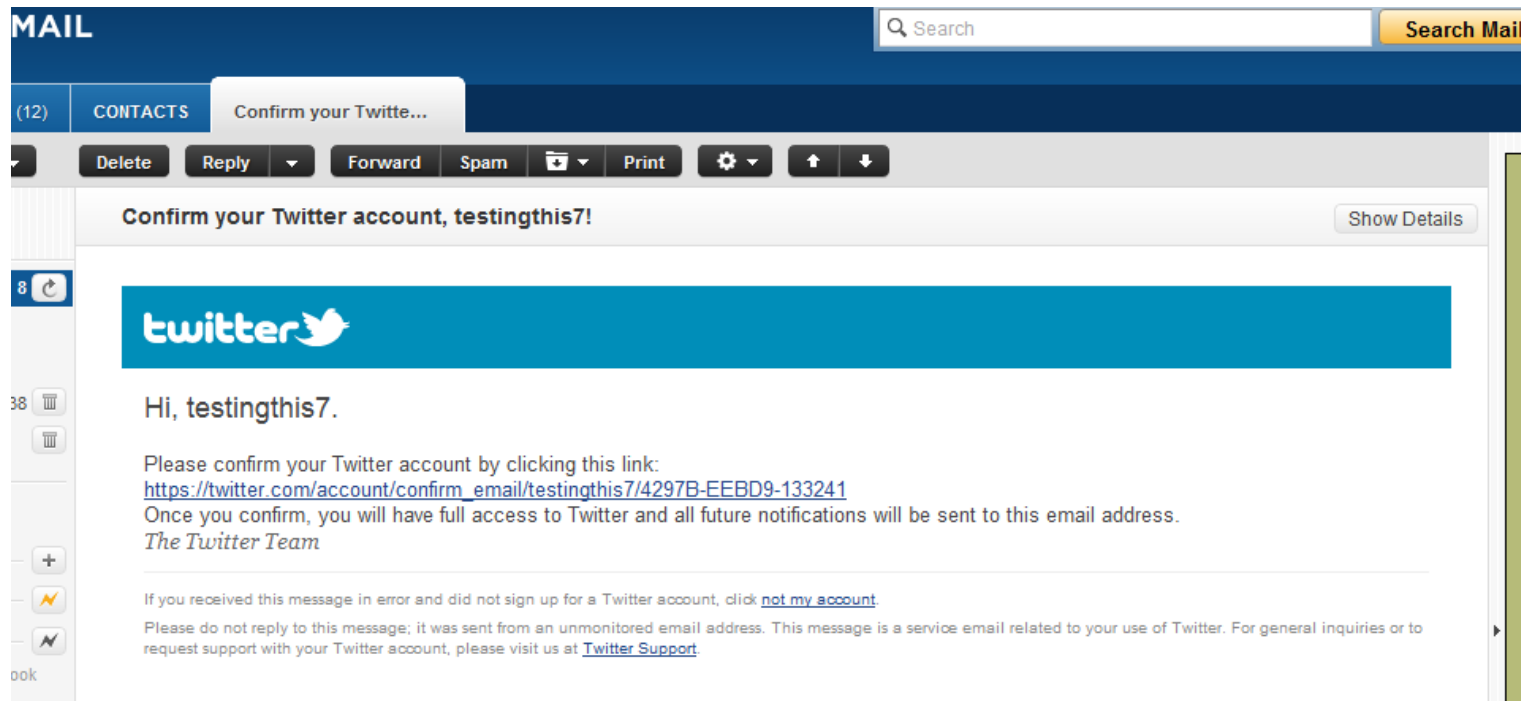


The screenshot shows the Twitter sign-up interface. At the top is a dark header with the Twitter logo on the left and the text "Have an account? Sign in" with a dropdown arrow on the right. Below the header, the main content area has a light gray background. It starts with the heading "Join Twitter today." in bold. Underneath is a light gray box containing the text: "By clicking the button, you agree to the terms below:" followed by a scrollable area showing "These Terms of Service ('Terms') govern your access to and use of the services and Twitter's websites (the 'Services'), and". To the right of this box are links for "Printable versions: Terms of Service · Privacy Policy". Below the terms box is a CAPTCHA section titled "Are you human?". It features a distorted image of the words "hichosa" and "secretary". Below the image is a text input field with the placeholder "Type the two words:". To the right of the input field are icons for a refresh button, a volume icon, and a help icon. Further right is the reCAPTCHA logo with the text "stop spam. read books.". At the bottom of the CAPTCHA section is a large yellow button labeled "Create my account".

A CAPTCHA is a screening tool used to confirm that you are a human. You will need to type the characters shown in the screen—to the best of your ability—before you can create your account.

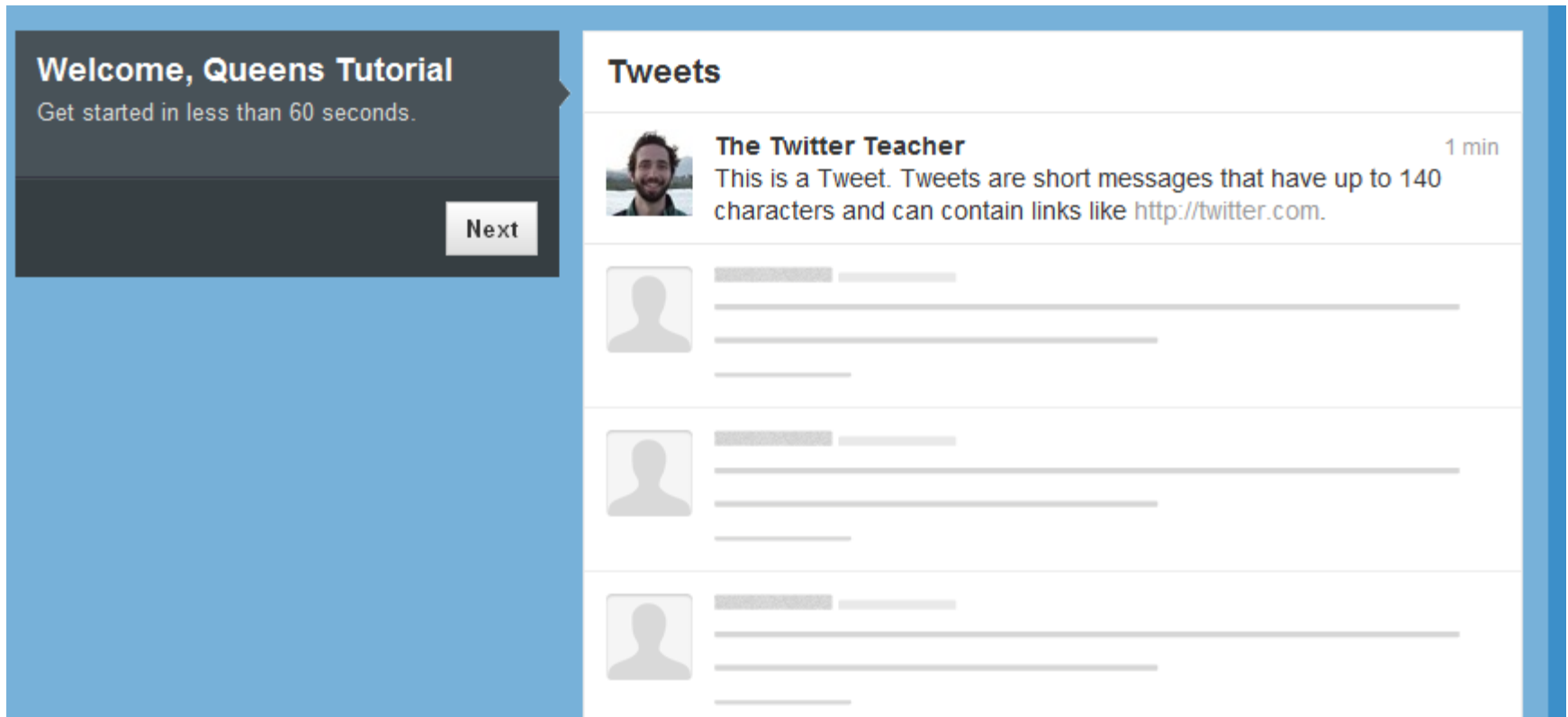


# Step 4: Check Your Email and Confirm Your Twitter Account



Within just a short time of creating your account, you will receive an email notification sent to the email address you've used to set up your account. Click on the link in the email, and your account will be validated and ready to use.

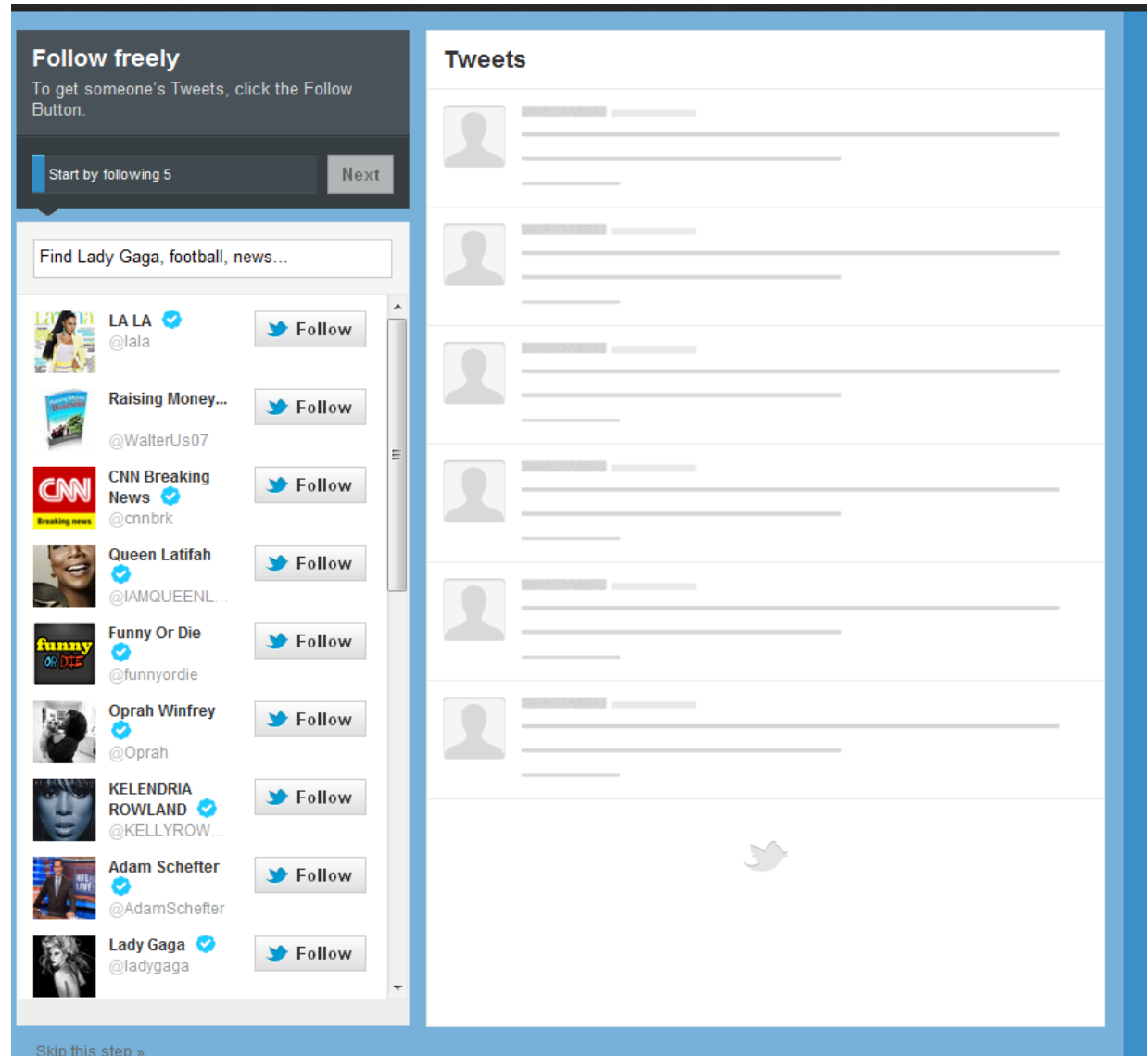
# Step 5: Your Profile Has Been Created, Now Explore!



Twitter has several tips and tutorials that appear as you're setting up, and first log into, your account to help you get familiarized with the site.

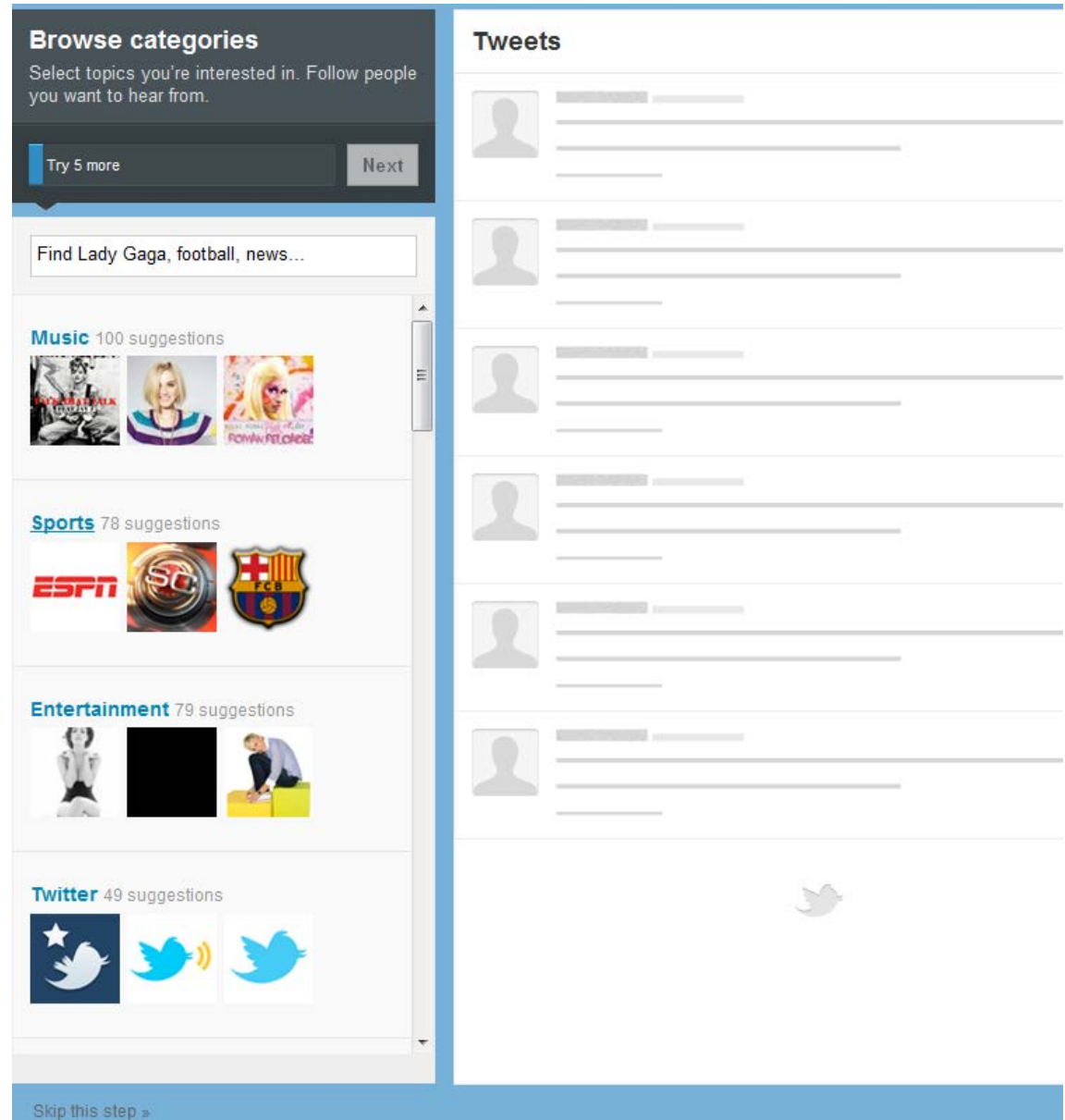
# Find Twitter Accounts to Follow

As a part of the account sign-up process, Twitter will suggest the site's most popular accounts as ones you may want to follow. These are usually celebrities, leaders, and leading organizations. You can follow them by clicking on the "follow" buttons or you can skip this step by clicking on the *very* small "Skip this step >>" link at the bottom of the page.

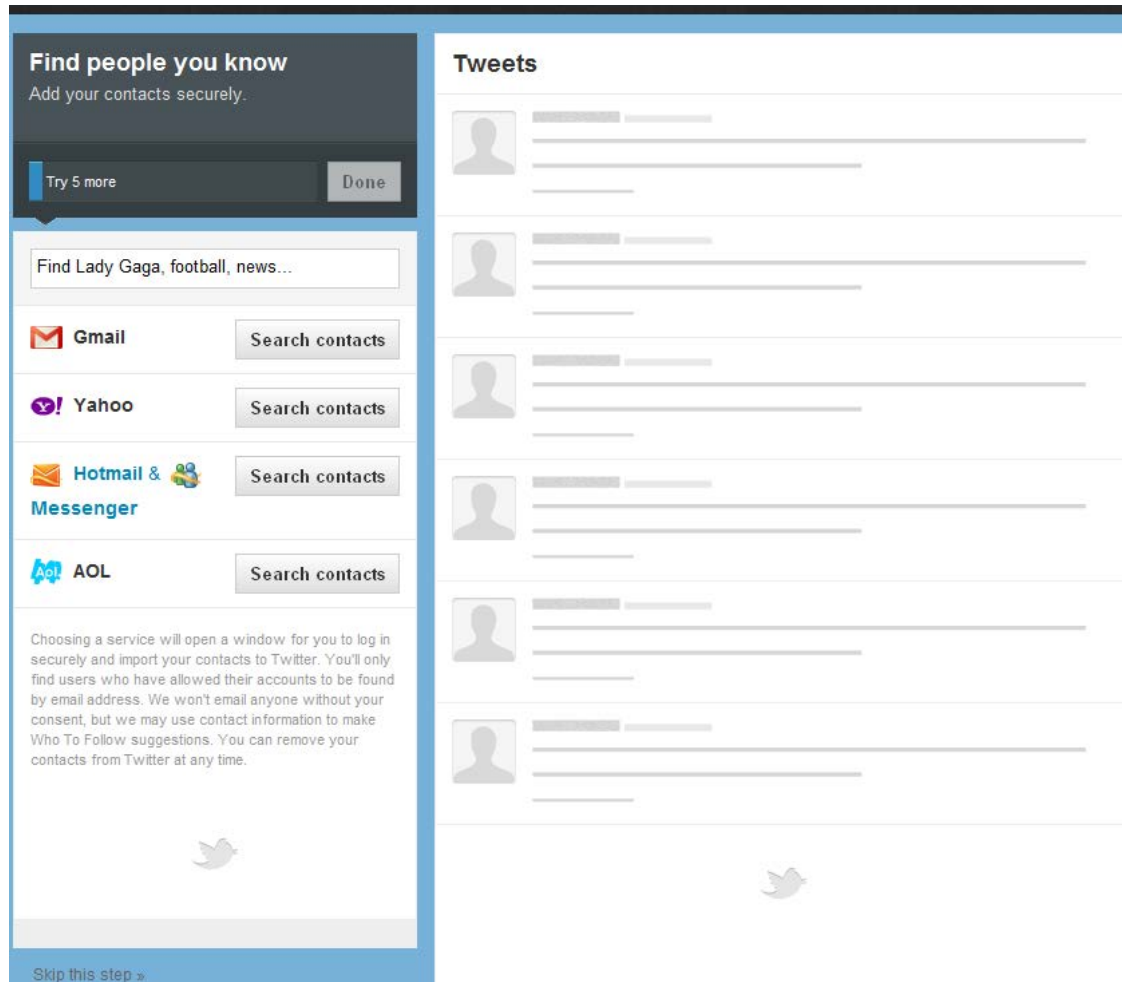


# Find Twitter Accounts by Category

As a part of the account sign-up process, Twitter will suggest the site's most popular categories, and the most popular Twitter profiles within those categories. You can follow these by clicking on the small profile image—this will take you to the profile page for that account—from there you can click on the “follow” button on their page. Or you can skip this step by clicking on the *very* small “Skip this step >>” link at the bottom of the page.



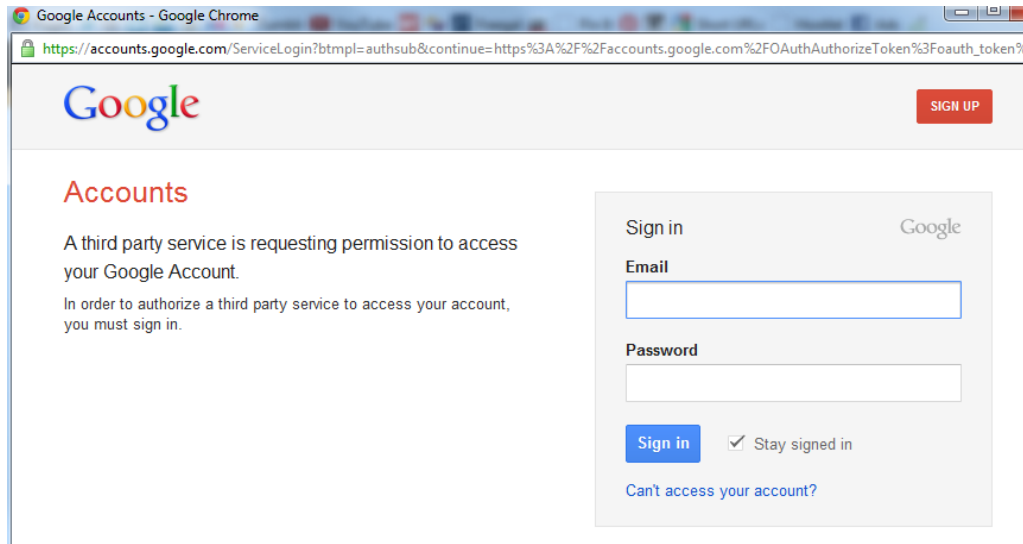
# Find Your Personal Contacts on Twitter



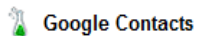
The screenshot shows the Twitter account creation interface. On the left, a dark grey box titled 'Find people you know' contains the text 'Add your contacts securely.' Below this is a search bar with the placeholder text 'Find Lady Gaga, football, news...'. Under the search bar are four rows of social media icons and their corresponding 'Search contacts' buttons: Gmail, Yahoo, Hotmail & Messenger, and AOL. Below these buttons is a paragraph of text explaining the process: 'Choosing a service will open a window for you to log in securely and import your contacts to Twitter. You'll only find users who have allowed their accounts to be found by email address. We won't email anyone without your consent, but we may use contact information to make Who To Follow suggestions. You can remove your contacts from Twitter at any time.' At the bottom of this section is a 'Skip this step >>' link. On the right, a 'Tweets' section displays a list of placeholder tweets, each with a grey profile picture icon and horizontal lines representing text. A small Twitter bird logo is visible at the bottom center of the page.

As a part of the account sign-up process, Twitter will prompt you to browse your email contacts to search to see if any of them have a Twitter account. You can skip this step by clicking on the very small “Skip this step >>” link at the bottom of the page.

# Searching Your Email for Twitter Contacts



The site **twitter.com** is requesting access to your Google Account for the product(s) listed below.



Google is not affiliated with twitter.com, and we recommend that you grant access only if you trust the site.

If you grant access, you can revoke access at any time under 'My Account'. twitter.com will not have access to your password or any other personal information from your Google Account. [Learn more](#)

If you click on any of the “Search contacts” buttons on Twitter, a pop-up window for your email account will appear, prompting you to sign into your email account.

You will then be asked to grant Twitter access to browse your email contacts.

If you grant access, on Twitter.com, a list of your email contacts who are already on Twitter will appear. It will also suggest you can invite your email contacts who are not on Twitter to join.

# Twitter Profile

Your Twitter profile is where you'll see your short bio and a list of all of the tweets you have written. You'll also be able to find who you're following, edit your profile, and find your followers, favorites, lists, and images.

[Home](#) [@ Connect](#) [# Discover](#)    



## Queens Library

@QueensLibrary  
*Enrich your life with free #books, information, education, culture and recreation @ our #libraries in #Queens #NYC.*  
Queens, New York City · <http://www.queenslibrary.org>

[Edit your profile](#)

3,086 TWEETS

5,807 FOLLOWING

6,050 FOLLOWERS

**Tweets** >

Following >

Followers >

Favorites >

Lists >

Recent images >



Similar to you >

 **Southfield Library** @SouthfieldPL  
Following

 **Lee County Library** @LeeCoLibrary  
Follow

 **PBC Library System** @pbclibrary  
Follow

twitter

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[Blog](#) [Status](#) [Apps](#) [Resources](#) [Jobs](#)  
[Advertisers](#) [Businesses](#) [Media](#) [Developers](#)

**Tweets**

 **Queens Library** @QueensLibrary 31m  
Looking for free language classes? Learn beginner Chinese @ the library! March [ow.ly/9EOkD](http://ow.ly/9EOkD) April [ow.ly/9EOkE](http://ow.ly/9EOkE) #queens #nyc

 **Queens Library** @QueensLibrary 4h  
Stay healthy: Sign up for free health screenings - blood pressure, blood glucose & body mass index #nyc [ow.ly/9Btj4](http://ow.ly/9Btj4)

 **Queens Library** @QueensLibrary 5h  
Photo: Are you on #Foursquare? So is Queens Library and so are our 62 #libraries. (Social media sign on a... [tumblr.co/ZISFYwL6zCO](http://tumblr.co/ZISFYwL6zCO)

 **Queens Library** @QueensLibrary 5h  
A free show to see a Grammy winner, Broadway star, world famous mime & more could be yours. Vote for the chance to: [goo.gl/8BEJl](http://goo.gl/8BEJl).

 **Queens Library** @QueensLibrary 6h  
Photo: Come make comics with a professional cartoonist! [tumblr.co/ZISFYwLkzRX\\_](http://tumblr.co/ZISFYwLkzRX_)

 **Queens Library** @QueensLibrary 20 Mar  
Photo: We're celebrating the first day of spring and the return of reading outdoors! Are you? We've got fun... [tumblr.co/ZISFYwLbS8J](http://tumblr.co/ZISFYwLbS8J)

 **Queens Library** @QueensLibrary 20 Mar  
Stay healthy: Sign up for free health screenings - blood pressure, blood glucose & body mass index #nyc [ow.ly/9Btf3](http://ow.ly/9Btf3)

# Twitter Homepage

Your Twitter homepage is unique to you. It is an activity feed of all the tweets from accounts you follow.

The screenshot shows the Twitter homepage layout. At the top is a dark navigation bar with icons for Home, Connect, Discover, a search bar, a profile icon, and a compose icon. Below this is an orange header bar. The main content area is divided into three columns. The left column features the 'Queens Library' profile card, which includes its logo, name, a link to its profile page, and statistics for tweets (3,086), following (5,807), and followers (6,050). Below the stats is a 'Compose new Tweet...' input field. The middle column, titled 'Tweets', displays a list of tweets from accounts followed by the user. The right column contains a 'Who to follow' section with recommendations for 'MGM Grand Hotel' and 'ALA\_TechSource'.

**Queens Library**  
View my profile page

3,086 TWEETS   5,807 FOLLOWING   6,050 FOLLOWERS

Compose new Tweet...

Who to follow · Refresh · View all

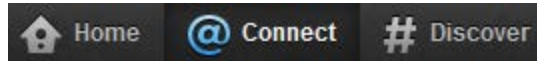
- MGM Grand Hotel** @MGMGrand  
Followed by Old NY Tours and oth...  
Promoted · Follow
- ALA\_TechSource** @ALA\_TechSo...  
Followed by CSH Library and others  
Follow

### Tweets

- Website Branch** @WebsiteBranch · now  
And it shall come to pass, that whosoever shall call on the name of the Lord shall be saved. Acts 2:21 #jesustweeters
- MomKnowsShopping** @MomKnwsShopping · 3s  
Save on Diamond Jewelry! [bit.ly/wnTe2O](http://bit.ly/wnTe2O) #fb
- Forest Hills Patch** @FoHiPatch · 6s  
Forest Hills Jets Fans: Show Us Your Tebow! [fb.me/1gORZMmDp](http://fb.me/1gORZMmDp)
- New York Events** @NY\_Now · 16s  
More buzz for NYC sales and promotions: [sch.mp/a0M](http://sch.mp/a0M)



# Important Twitter Symbols, Functions



The **Home** button will allow you to return to your Twitter.com homepage.

The **@Connect** button shows you activity between you and other Twitter accounts—including who has started following you, who has mentioned you, who has retweeted your tweets (or shared your tweets with their followers), and who has “favorited” your tweets (this is a way to save the tweets for later and to indicate you like the tweet).

The **# Discover** button shows you:

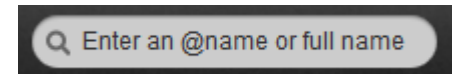
- The day’s popular stories (like a one-stop shop for news on Twitter)
- An activity feed of what your Twitter friends have been up to (who they’ve been following and what tweets they’ve favorited)
- Allows you to find friends by searching for a person’s full name or username or by browsing your email contacts.
- Allows you to browse popular categories on Twitter and discover accounts within those topics.



**Profile button:** Clicking on this will take you to your profile, your direct (private) messages, your lists, Twitter Help, and your settings.



**“Compose a new tweet” button:** Clicking on this will allow you to write a new tweet. You can click the camera button to add an image to your tweet and the target button to add your location to your tweet.



Use this to search bar for any topic you’re interested in. The results will show you Twitter accounts and tweets related to the topic.

← Reply ↻ Retweet ★ Favorite · Open

These will appear when you hover your mouse over a tweet. You can reply to a person’s tweet, retweet their message, favorite it, or open it to see more details.

# Edit Your Profile, Account Settings

The screenshot shows the Twitter 'Account' settings page. On the left is a sidebar with navigation links: Home, Connect, Discover, and a profile icon. Below these are links for 'q1staff demo' (View my profile page), Account, Password, Mobile, Notifications, Profile, Design, and Apps. The main content area is titled 'Account' and includes a subtitle: 'Change your basic account, language, Tweet privacy, and location settings.' The settings are organized into sections: Username (q1staffdemo, with a link to the profile), Email (newsletters@queenslibrary.org, with a note about public display and a 'Let others find me by my email address' checkbox), Language (English, with a link to the Translation Center), Time zone ((GMT-05:00) Eastern Time (US & Canada)), Tweet location (checkbox for 'Add a location to my Tweets', a 'Delete all location information' button, and a warning about deleting past tweet locations), Tweet media (checkbox for 'Display media that may contain sensitive content' and a checkbox for 'Mark my media as containing sensitive content'), Tweet privacy (checkbox for 'Protect my Tweets' and a warning about future tweet visibility), HTTPS only (checkbox for 'Always use HTTPS'), and Country (United States). A 'Save changes' button is at the bottom.

q1staff demo  
View my profile page

Account  
Password  
Mobile  
Notifications  
Profile  
Design  
Apps

twitter  
© 2012 Twitter About Help Terms Privacy  
Blog Status Apps Resources Jobs  
Advertisers Businesses Media Developers

**Account**  
Change your basic account, language, Tweet privacy, and location settings.

Username   
<https://twitter.com/q1staffdemo>

Email   
Email will not be publicly displayed. [Learn more.](#)  
☒ Let others find me by my email address

Language   
Interested in helping translate Twitter? Check out the [Translation Center.](#)

Time zone

Tweet location ☐ Add a location to my Tweets  
When you tweet with a location, Twitter stores that location.  
You can switch location on/off before each Tweet. [Learn more](#)  
  
This will delete all location information from past Tweets. This may take up to 30 minutes.

Tweet media ☐ Display media that may contain sensitive content  
☐ Mark my media as containing sensitive content  
If you tweet images or videos that may contain sensitive content, please check this box so that people can be warned before they see it. [Learn more.](#)

Tweet privacy ☐ Protect my Tweets  
If selected, only those you approve will receive your Tweets.  
Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

HTTPS only ☒ Always use HTTPS  
Use a secure connection where possible.

Country   
Select your country. This setting is saved to this browser.



Click on your profile button at the top of any Twitter page and click on “settings” to get to this page.

Here you can change your username, email address, language, password, email notification settings, profile, profile background image and design, and more.

## Privacy Settings

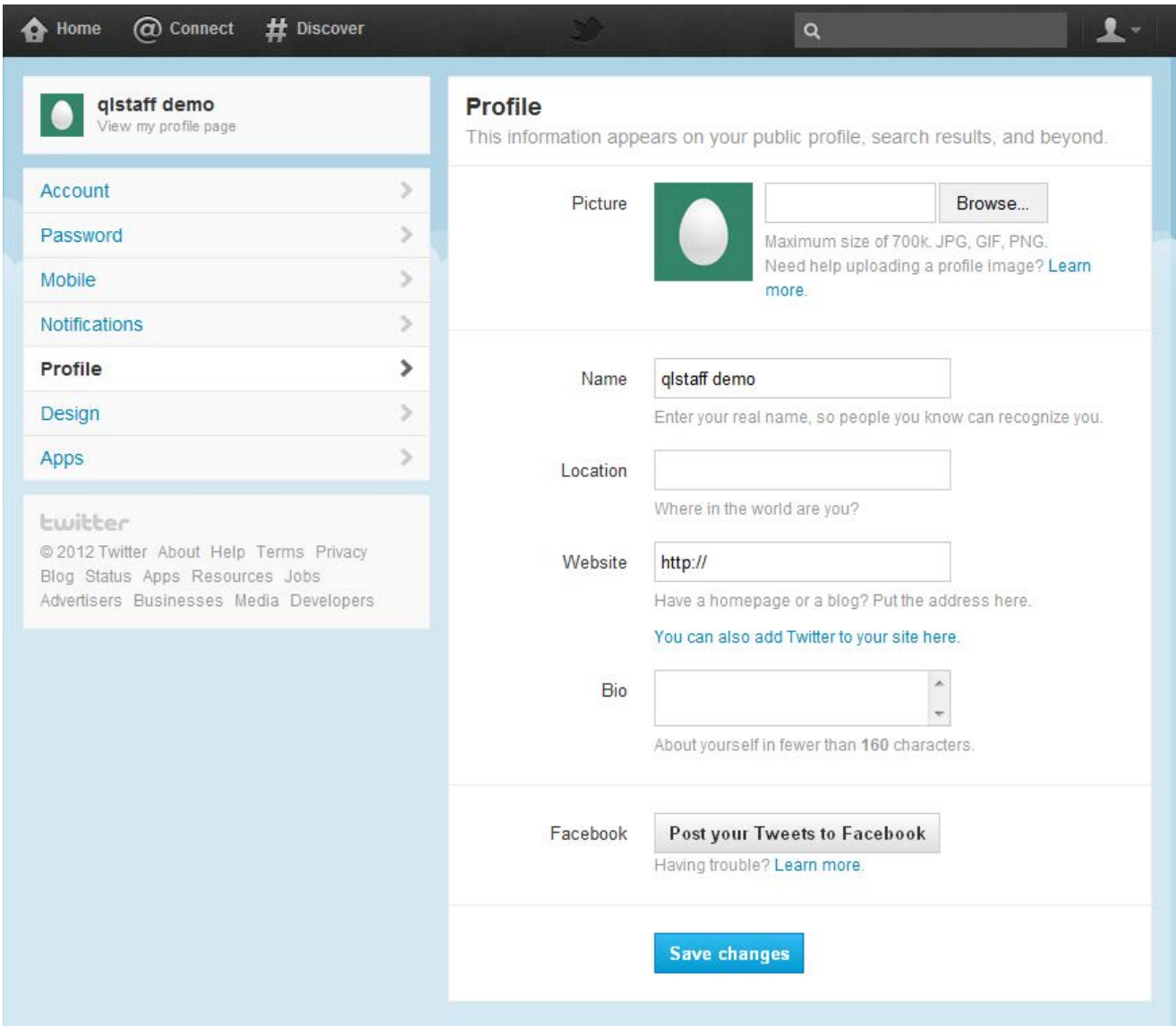
Tweet privacy ☐ Protect my Tweets

If selected, only those you approve will receive your Tweets. Your future Tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places. [Learn more.](#)

To remain anonymous or private on Twitter, you have limited options: use a fake name, do not use a profile photo that is identifiable, and to check the “Protect My Tweets” box under Account Settings. This means someone will need your permission in order to view your tweets.

# Edit Your Profile Picture, Bio

Here is where you can upload a new profile picture, change your name, change your location, list a website, write or edit your bio, and link your Twitter account to Facebook, if you want.



The screenshot shows the Twitter profile edit interface for a user named 'qlstaff demo'. The left sidebar contains navigation links: Home, Connect, Discover, and a search bar. Below these are links for Account, Password, Mobile, Notifications, Profile (selected), Design, and Apps. The main content area is titled 'Profile' and includes a sub-header: 'This information appears on your public profile, search results, and beyond.' The profile picture section shows a green square with a white egg-like shape and a 'Browse...' button. The name field is filled with 'qlstaff demo'. The location field is empty. The website field is filled with 'http://'. The bio field is empty. At the bottom, there is a 'Post your Tweets to Facebook' button and a 'Save changes' button.

**Profile**  
This information appears on your public profile, search results, and beyond.

**Picture**  
Maximum size of 700k. JPG, GIF, PNG.  
Need help uploading a profile image? [Learn more.](#)

**Name**  
qlstaff demo  
Enter your real name, so people you know can recognize you.

**Location**  
Where in the world are you?

**Website**  
http://  
Have a homepage or a blog? Put the address here.  
[You can also add Twitter to your site here.](#)

**Bio**  
About yourself in fewer than 160 characters.

**Facebook**  
[Post your Tweets to Facebook](#)  
Having trouble? [Learn more.](#)

[Save changes](#)

# Using the Hashtag



**Queens Library** @QueensLibrary

17h

Looking for free language classes? Learn beginner Chinese @ the library! March [ow.ly/9EOkD](https://ow.ly/9EOkD) April [ow.ly/9EOkE](https://ow.ly/9EOkE) [#queens](#) [#nyc](#)

Home @ Connect # Discover Search

Search results  Search

**Tweets**

People

Top videos

Top images

New York trends · Change

- [#WantAnR8](#) Promoted
- [#iftwitterdidnotexist](#)
- [#connectbiz](#)
- Today is World Water Day
- [#bdi1](#)
- Cosmopolis
- Photoshop CS6
- Angry Birds Space
- Etch A Sketch
- John Edwards

**Tweets** Top / All

**Zagat** @Zagat 19 Mar  
Vote in our NYC Restaurants Survey for a chance to win dinner for two at your favorite restaurant (\$500 value) — [zagat.bz/xN21xC](https://zagat.bz/xN21xC)  
Promoted by Zagat

**Breaking911** @Breaking911 1h  
[#Queens](#) "WORKING STRUCTURE FIRE" Beach Channel Drive & Beach 53 St. [#FDNY](#) has [#FIRE](#) on 5th floor of 7 story building. [#FarRockaway](#) [#BREAKING](#)

**Nick Rafter** @NRafter 10h  
There's apparently been a shooting of some sort in Glendale, 67 St and Myrtle Ave. [#Queens](#)

**Nick Rafter** @NRafter 12h  
Fog at Meadow Lake, Flushing Meadows [#Queens](#) [pic.twitter.com/mCcR7mK5](https://pic.twitter.com/mCcR7mK5)  
View photo

**Queens Library** @QueensLibrary 17h  
Looking for free language classes? Learn beginner Chinese @ the library! March [ow.ly/9EOkD](https://ow.ly/9EOkD) April [ow.ly/9EOkE](https://ow.ly/9EOkE) [#queens](#) [#nyc](#)

**Interfaith Center NY** @ICNY 20h  
Public Invitation to Learn with the Jain Community of New York City, at Jain Center of America in [#Queens](#) on April 18: [interfaithcenter.org/archives/2276](https://interfaithcenter.org/archives/2276)

To use a hashtag, type the pound sign (#) immediately followed by a word or phrase, with no spaces.

Clicking on a hashtag will take you to an index page of all the tweets that have used that hashtag recently. This is a great way to track topics of interest. Using hashtags is a way to have your tweets discovered.

# QUEENS LIBRARY ON SOCIAL MEDIA



[Facebook.com/queenslibrarynyc](https://Facebook.com/queenslibrarynyc)



[Twitter.com/queenslibrary](https://Twitter.com/queenslibrary)



[Youtube.com/queenslibrary](https://Youtube.com/queenslibrary)



[LinkedIn.com/company/queens-library](https://LinkedIn.com/company/queens-library)



[Foursquare.com/queenslibrary](https://Foursquare.com/queenslibrary)



[Queenslibrary.tumblr.com](https://Queenslibrary.tumblr.com)



[Goodreads.com/group/show/58240.Queens](https://Goodreads.com/group/show/58240.Queens)



[Flickr.com/photos/qbpllid](https://Flickr.com/photos/qbpllid)



[Gplus.to/queenslibrary](https://Gplus.to/queenslibrary)



[Web.stagram.com/n/queenslibrary](https://Web.stagram.com/n/queenslibrary)



[Pinterest.com/queenslibrary](https://Pinterest.com/queenslibrary)