

# 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

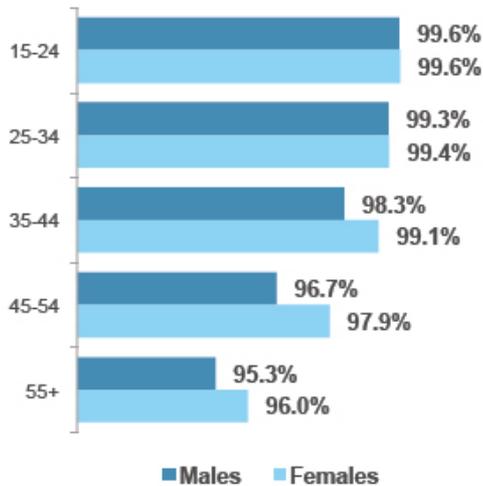


## United States

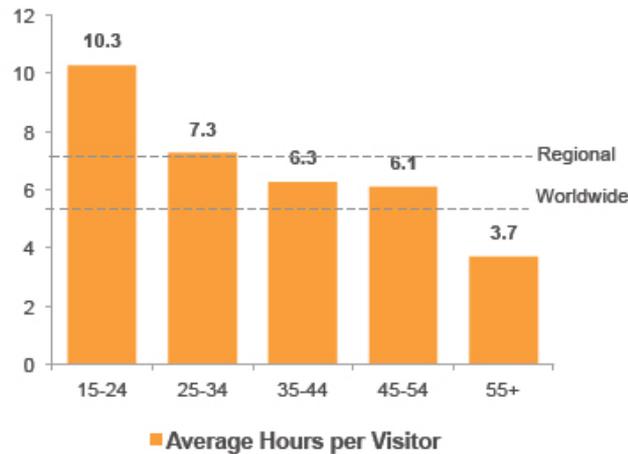
|   |                      |                           |                        |
|---|----------------------|---------------------------|------------------------|
| <b>Total Audience (Age 15+)</b>                   | <b>188.5 Million</b> | <i>Index to Worldwide</i> | <i>Index to Region</i> |
| <b>Total Social Networking Audience</b>           | <b>185.2 Million</b> |                           |                        |
| <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                        |

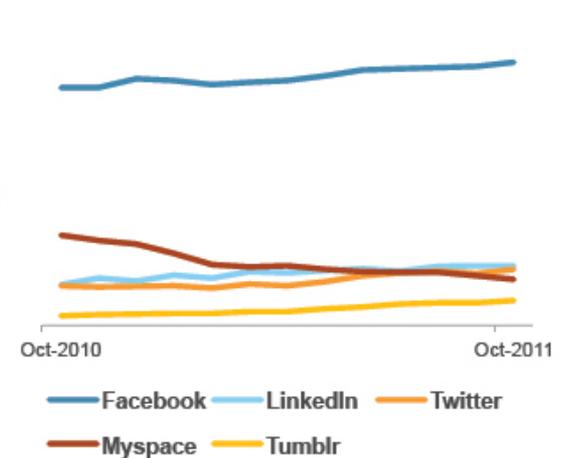
Social Networking Demographic Reach



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.

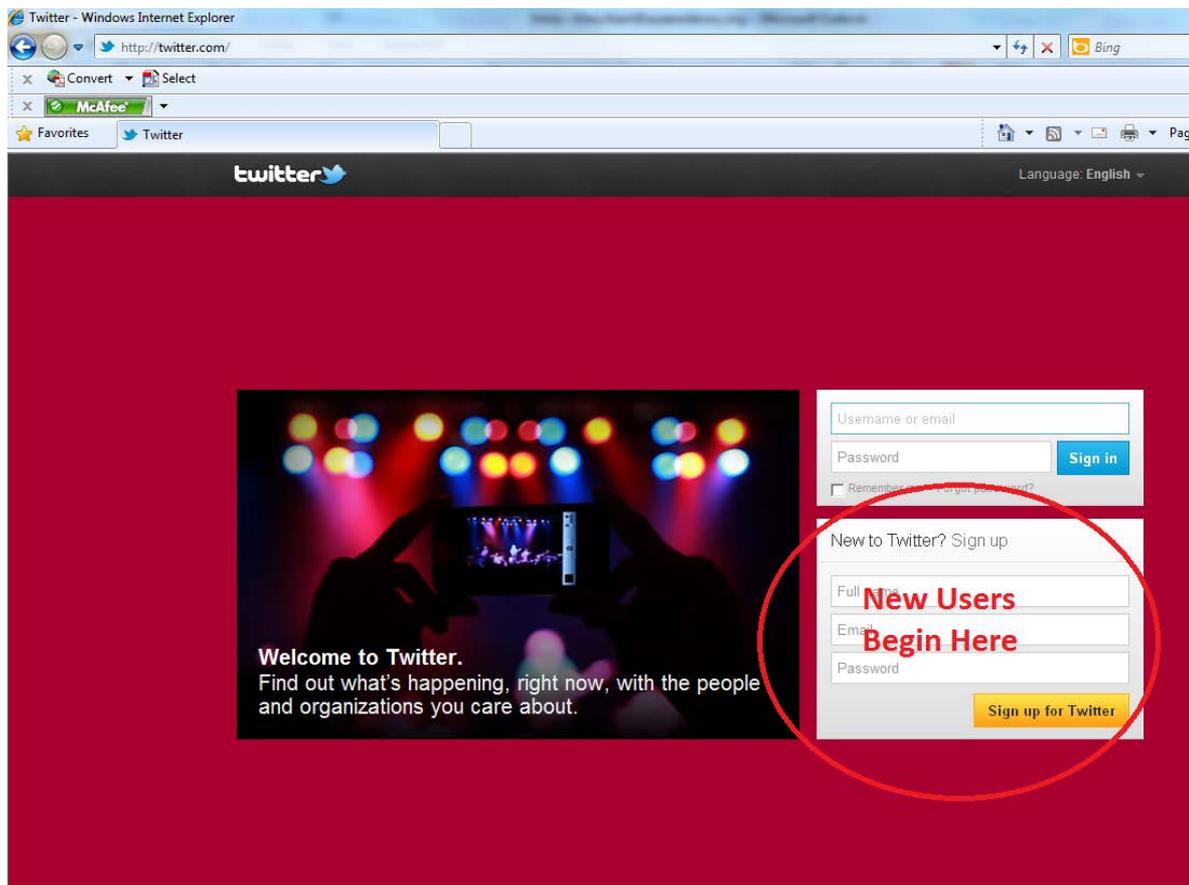
**Favorite:** If you like a tweet, then you can "favorite" it, and it will show up on your "Favorites" lists on your profile. The person whose tweets you like will also be notified.

**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

Twitter, Inc. [US]

Convert Select McAfee

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](#) [TutorialTutorial](#) [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

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

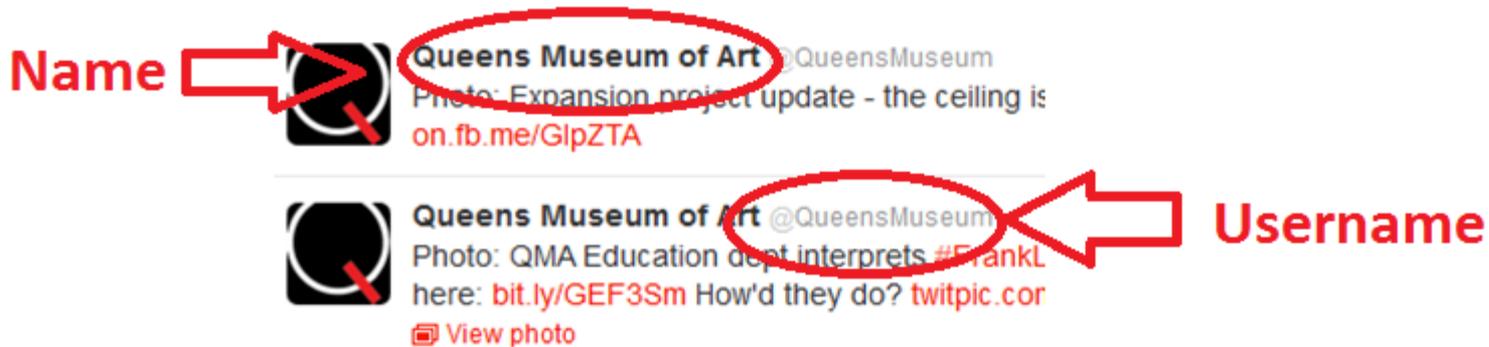
**Create my account**

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.

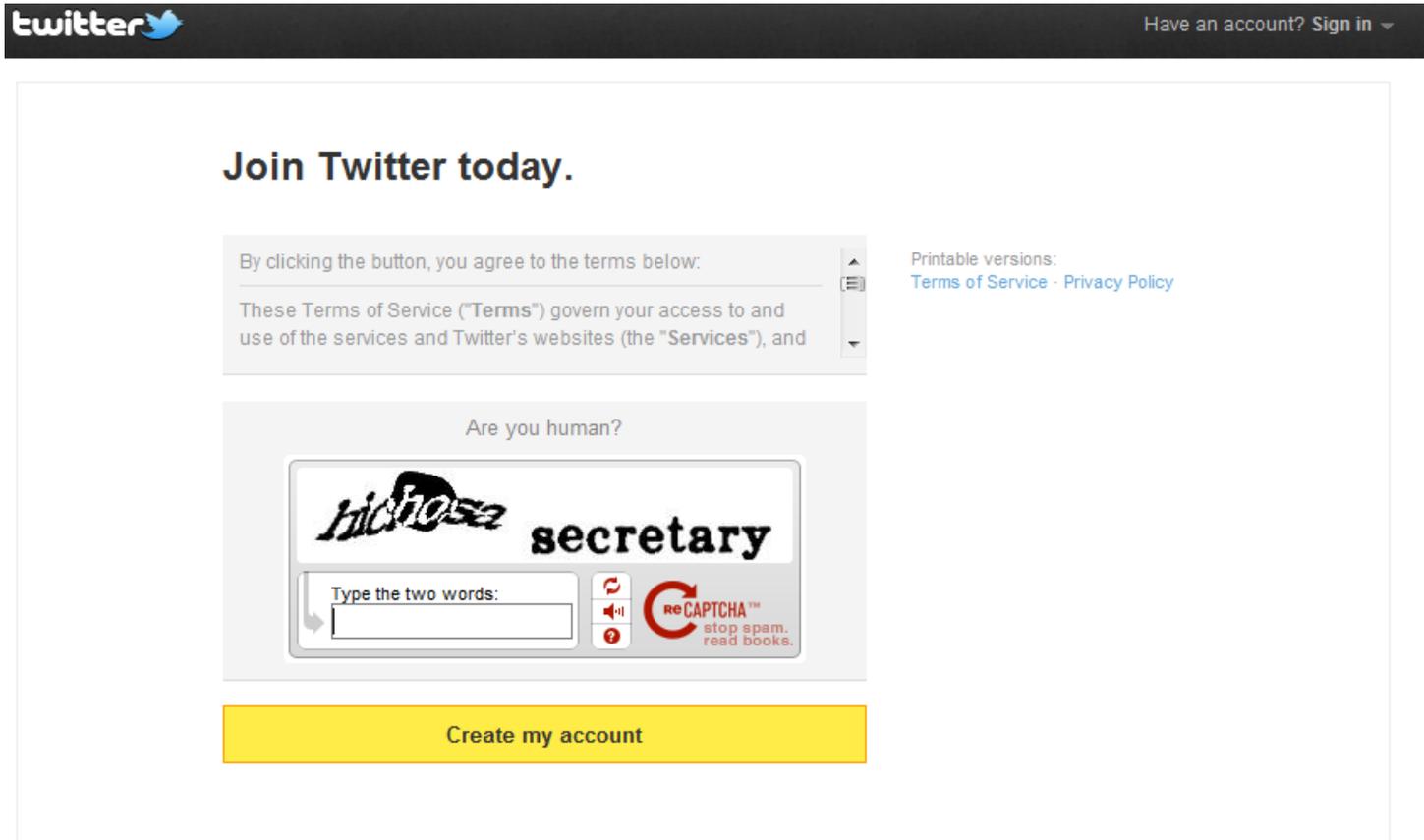
Your name and username can be the same or different. You can change either of these at any point, but some usernames may already be taken. If this is the case, you'll need to come up with a username that is available.

# 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 process. At the top, the Twitter logo is on the left, and a link to "Sign in" is on the right. The main heading is "Join Twitter today." Below this, there is a section for terms and conditions, followed by a CAPTCHA challenge. The CAPTCHA asks "Are you human?" and shows two words: "hichosa" and "secretary". A text input field is provided for typing these words. To the right of the input field are icons for refreshing, audio assistance, and help. The ReCAPTCHA logo is also present. At the bottom of the form is a yellow "Create my account" button.

twitter [Have an account? Sign in](#)

## Join Twitter today.

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

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

Are you human?

*hichosa* secretary

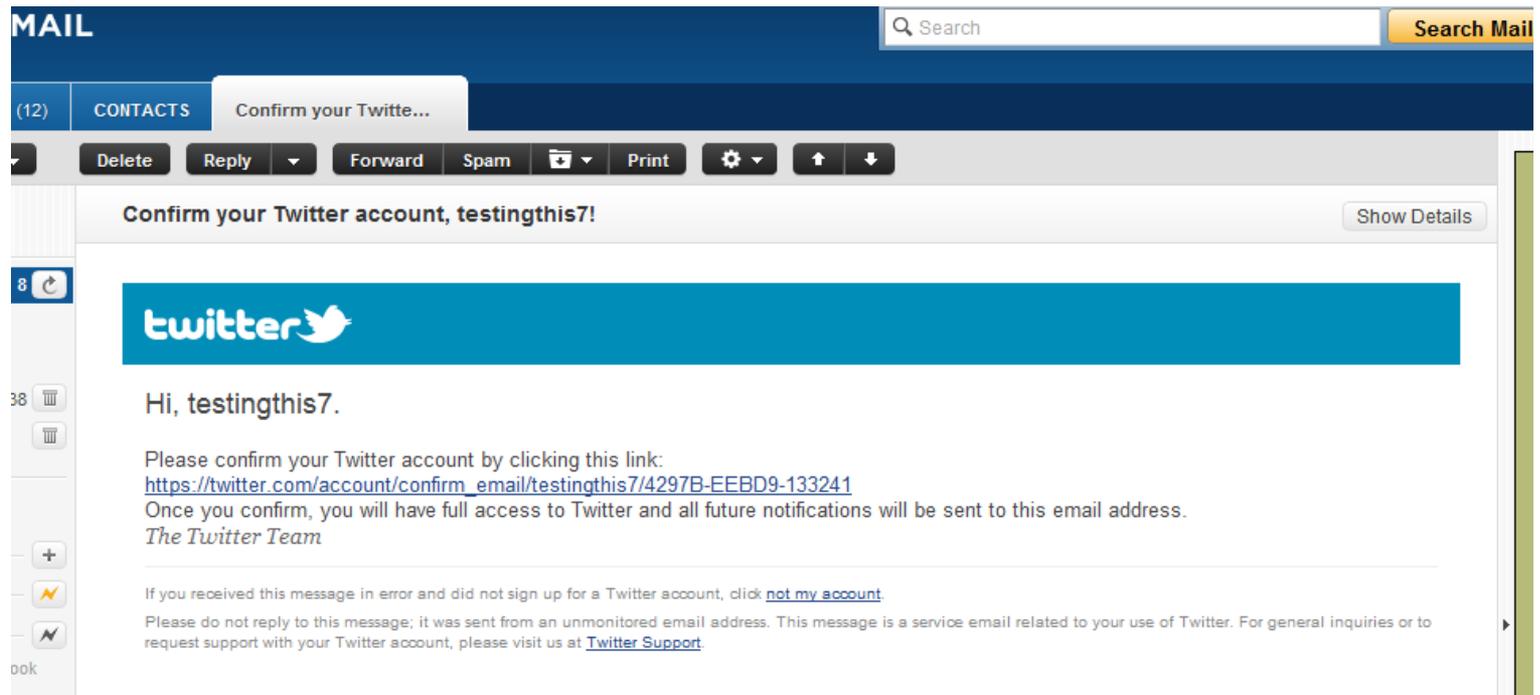
Type the two words:

reCAPTCHA™  
stop spam.  
read books.

Create my account

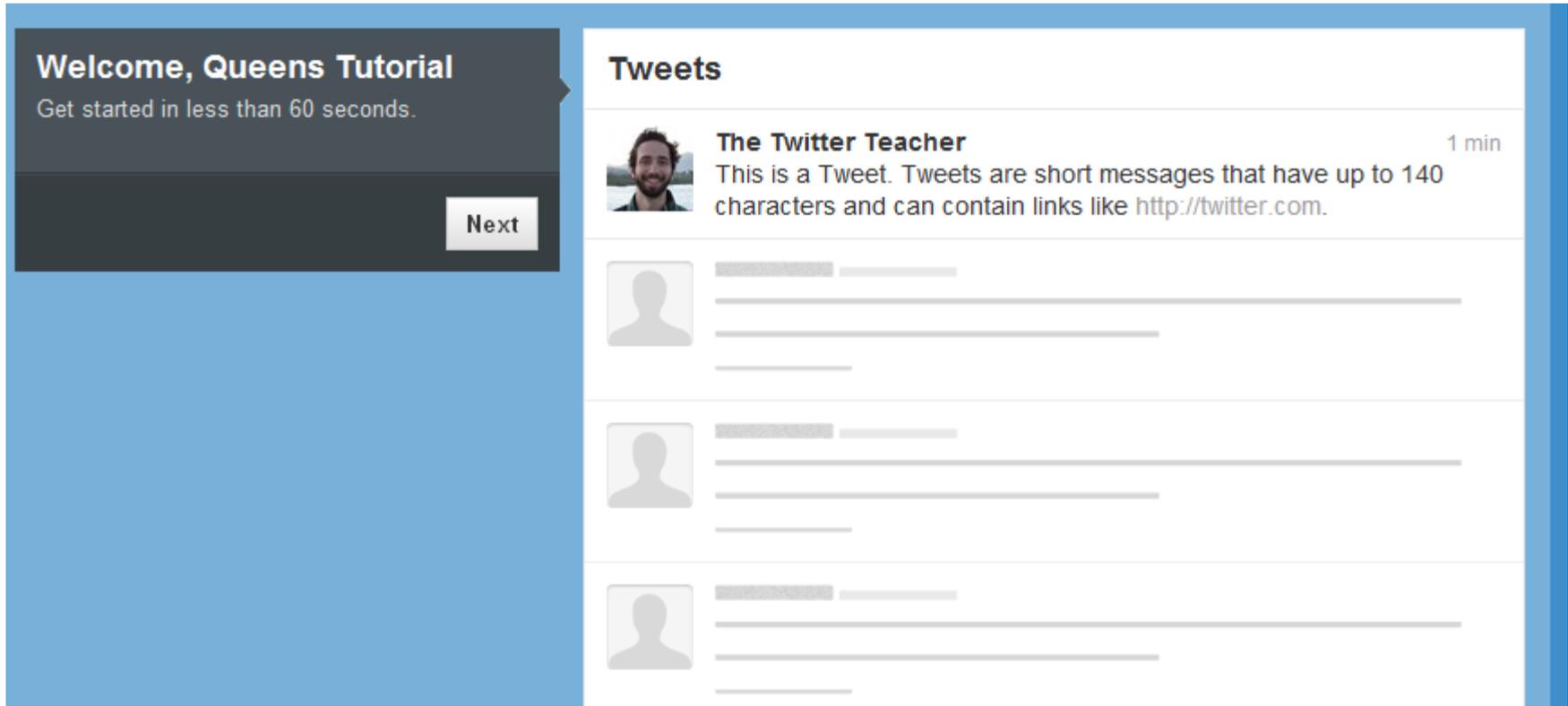
A CAPTCHA is a screening tool used to confirm that you are a human. You will need to type the characters shown in the screen—to the best of your ability—before you can create your account.

# 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.

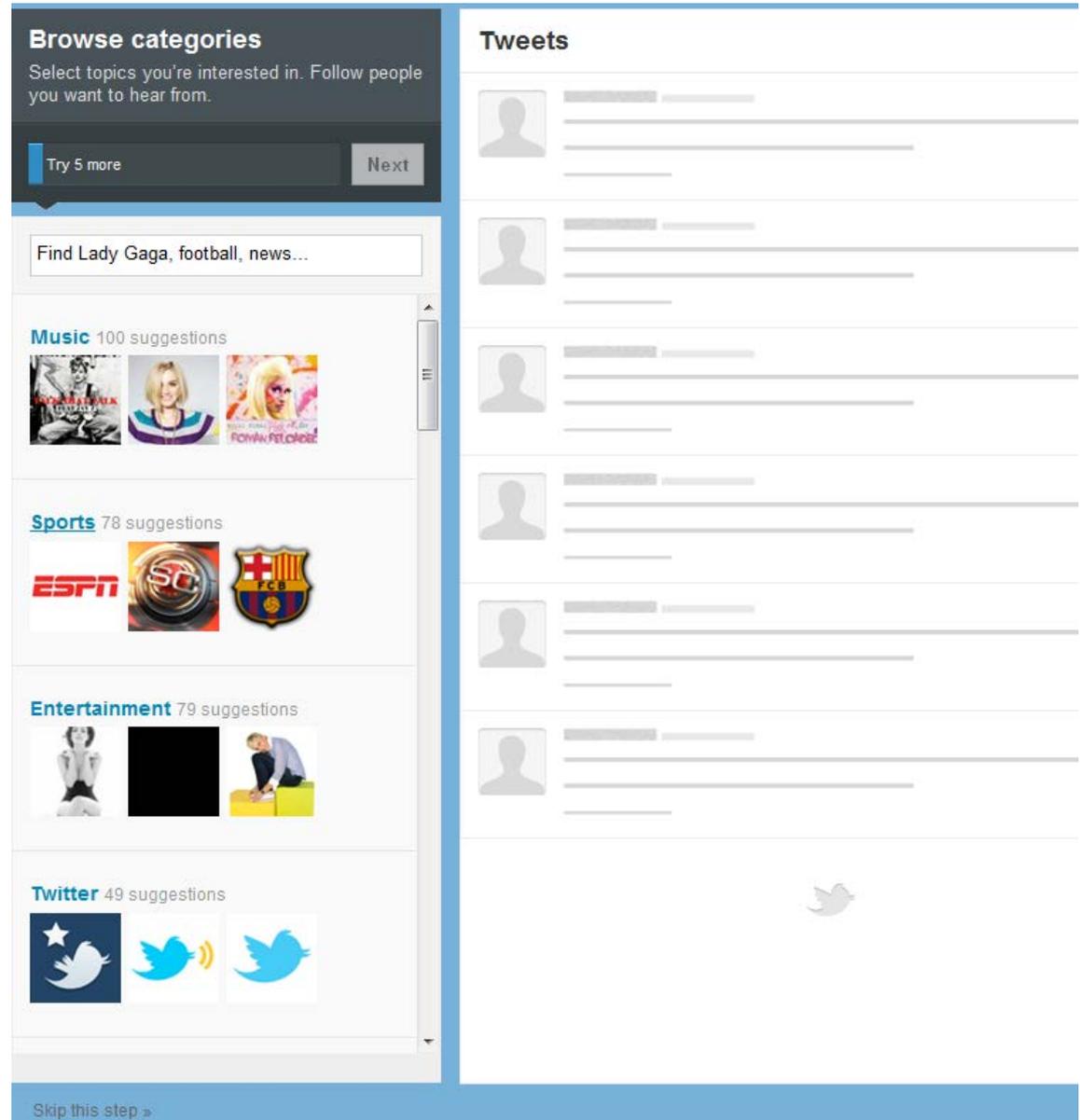
# Find Twitter Accounts to Follow

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.

The screenshot shows the Twitter 'Follow freely' interface. At the top, it says 'Follow freely' and 'To get someone's Tweets, click the Follow Button.' Below this is a dark bar with 'Start by following 5' and a 'Next' button. A search bar contains the text 'Find Lady Gaga, football, news...'. A list of suggested accounts is shown, each with a profile picture, name, handle, and a 'Follow' button. The accounts listed are: LA LA (@lala), Raising Money... (@WalterUs07), CNN Breaking News (@cnnbrk), Queen Latifah (@IAMQUEENL...), Funny Or Die (@funnyordie), Oprah Winfrey (@Oprah), KELENDRIA ROWLAND (@KELLYROW...), Adam Scheffer (@AdamScheffer), and Lady Gaga (@ladygaga). At the bottom of the list is a 'Skip this step >>' link. On the right side, there is a 'Tweets' section with several placeholder icons and lines representing tweets. A small Twitter bird icon is visible at the bottom right of the tweets section.

# 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.



The screenshot shows the Twitter sign-up process. At the top, there is a dark grey box with the heading "Browse categories" and the text "Select topics you're interested in. Follow people you want to hear from." Below this are two buttons: "Try 5 more" and "Next".

Below the buttons is a search bar containing the text "Find Lady Gaga, football, news...".

The main content area is divided into four categories, each with a title and a number of suggestions:

- Music** 100 suggestions: Includes three small profile images of artists.
- Sports** 78 suggestions: Includes three small profile images of sports-related content, including ESPN and FC Barcelona.
- Entertainment** 79 suggestions: Includes three small profile images of entertainment-related content.
- Twitter** 49 suggestions: Includes three small profile images of the Twitter logo.

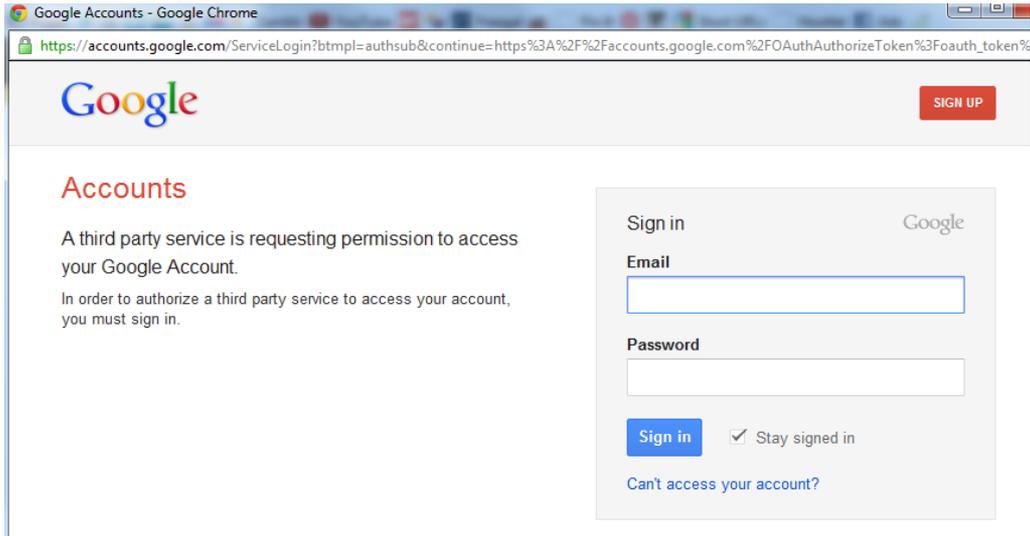
On the right side of the page, there is a "Tweets" section with a list of tweets. Each tweet is represented by a small profile image, a name, and a line of text. At the bottom of the page, there is a blue bar with the text "Skip this step >>".

# Find Your Personal Contacts on Twitter

The screenshot shows the Twitter account sign-up process. On the left, a dark grey panel 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...". Underneath the search bar are four rows of social media icons and "Search contacts" buttons: Gmail, Yahoo, Hotmail & Messenger, and AOL. At the bottom of this panel is a "Skip this step >" link. On the right, a white panel titled "Tweets" displays a list of placeholder tweets, each with a grey profile picture icon, a name, and a tweet body. A Twitter bird icon is centered at the bottom 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



Google Accounts - Google Chrome

[https://accounts.google.com/ServiceLogin?btml=authsub&continue=https%3A%2F%2Faccounts.google.com%2FOAuthAuthorizeToken%3Foauth\\_token%3F](https://accounts.google.com/ServiceLogin?btml=authsub&continue=https%3A%2F%2Faccounts.google.com%2FOAuthAuthorizeToken%3Foauth_token%3F)

Google

SIGN UP

### Accounts

A third party service is requesting permission to access your Google Account.

In order to authorize a third party service to access your account, you must sign in.

Sign in Google

Email

Password

Sign in  Stay signed in

[Can't access your account?](#)

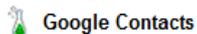
If you click on any of the “Search contacts” buttons on Twitter, a pop-up window for your email account will appear, prompting you to sign into your email account.

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.



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](#)

Grant access Deny access

# 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.

The screenshot shows the Twitter profile for Queens Library (@QueensLibrary). The profile header includes the library's logo, name, handle, bio, location, and website. Bio: "Enrich your life with free #books, information, education, culture and recreation @ our #libraries in #Queens #NYC." Location: "Queens, New York City". Website: "http://www.queenslibrary.org". Statistics: 3,086 TWEETS, 5,807 FOLLOWING, 6,050 FOLLOWERS. A navigation bar at the top includes Home, Connect, Discover, Search, and a profile icon. The main content area is divided into two columns. The left column has a 'Tweets' section with a dropdown menu containing: Following, Followers, Favorites, Lists, and Recent images. Below this is a 'Similar to you' section listing: Southfield Library @SouthfieldPL (Following), Lee County Library @LeeCoLibrary (Follow), and PBC Library System @pbclibrary (Follow). At the bottom left is a 'twitter' footer with copyright and navigation links. The right column displays a list of tweets from Queens Library, including announcements about language classes, health screenings, Foursquare, a Grammy winner show, a cartoonist, and spring celebrations.

Home Connect Discover Search

 **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

© 2012 Twitter About Help Terms Privacy  
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/ZISFYwKzRX\\_](http://tumblr.co/ZISFYwKzRX_)

 **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/ZISFYwllbS8J](http://tumblr.co/ZISFYwllbS8J)

 **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 a light blue header for the user's profile, 'Queens Library', with a 'View my profile page' link. The profile statistics are: 3,086 TWEETS, 5,807 FOLLOWING, and 6,050 FOLLOWERS. A 'Compose new Tweet...' box is visible. The 'Who to follow' section lists 'MGM Grand Hotel' and 'ALA\_TechSource'. The main 'Tweets' section displays three tweets: 'Website Branch' with a biblical quote, 'MomKnowsShopping' with a link to a jewelry site, and 'Forest Hills Patch' with a link to a fan page. A fourth tweet by 'New York Events' is partially visible at the bottom.

**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:

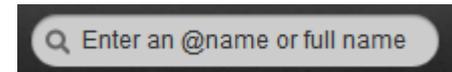
- The day’s popular stories (like a one-stop shop for news on Twitter)
- An activity feed of what your Twitter friends have been up to (who they’ve been following and what tweets they’ve favorited)
- Allows you to find friends by searching for a person’s full name or username or by browsing your email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



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 navigation menu with options: Account, Password, Mobile, Notifications, Profile, Design, and Apps. The main content area is titled 'Account' and includes the following settings:

- Username:** q1staffdemo
- Email:** newsletters@queenslibrary.org
- Language:** English
- Time zone:** (GMT-05:00) Eastern Time (US & Canada)
- Tweet location:**  Add a location to my Tweets
- Tweet media:**  Display media that may contain sensitive content;  Mark my media as containing sensitive content
- Tweet privacy:**  Protect my Tweets
- HTTPS only:**  Always use HTTPS
- Country:** United States

A 'Save changes' button is located at the bottom of the settings area.



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 top navigation bar includes 'Home', 'Connect', and 'Discover' icons, along with a search bar and a user profile icon. The left sidebar contains a navigation menu with options: Account, Password, Mobile, Notifications, Profile (highlighted), Design, and Apps. Below the menu is the Twitter logo and copyright information: © 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers.

The main content area is titled 'Profile' and contains the following fields:

- Picture:** A green square profile picture of an egg. To its right is a 'Browse...' button and a note: 'Maximum size of 700k. JPG, GIF, PNG. Need help uploading a profile image? [Learn more.](#)'
- Name:** A text input field containing 'qlstaff demo'. Below it is the instruction: 'Enter your real name, so people you know can recognize you.'
- Location:** An empty text input field with the instruction: 'Where in the world are you?'
- Website:** A text input field containing 'http://'. Below it is the instruction: 'Have a homepage or a blog? Put the address here.' and a link: 'You can also add Twitter to your site here.'
- Bio:** A text area with a vertical scrollbar. Below it is the instruction: 'About yourself in fewer than 160 characters.'
- Facebook:** A button labeled 'Post your Tweets to Facebook' with the instruction: 'Having trouble? [Learn more.](#)'

At the bottom of the form is a blue 'Save changes' button.

# Using the Hashtag



**Queens Library** @QueensLibrary

17h

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

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

Search results  Search

**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](http://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](http://pic.twitter.com/mCcR7mK5)  
View photo

**Queens Library** @QueensLibrary 17h  
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

**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](http://interfaithcenter.org/archives/2276)

New York trends · Change  
#WantAnR8 Promoted  
#iftwitterdidnotexist  
#connectbiz  
Today is World Water Day  
#bd1  
Cosmopolis  
Photoshop CS6  
Angry Birds Space  
Etch A Sketch  
John Edwards

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.



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

# QUEENS LIBRARY ON SOCIAL MEDIA



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



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



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



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



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



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



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



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



[Gplus.to/queenslibrary](https://plus.google.com/queenslibrary)



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



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