



twitter 101 GUIDE

Twitter 101

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Account Set-up

During the set-up process you'll need to enter your name, email, and create a password. Then click [Sign up](#).

Now you'll need to select a Handle (aka username). Your handle is a quick way to describe yourself and whom you represent on Twitter to other users. This is also the way other users will tag, or include you in conversations.

Examples: The Archdiocese of Washington's Twitter handle is @WashArchdiocese and Cardinal Wuerl's is @Cardinal_Wuerl. Both of these handles quickly let you know who each of these accounts belong too.

Once you have selected a Handle click [Create my account](#). That's it - you are now a member of the Twitter community!

Set-up your profile

Your profile picture, header image, and bio should be created next. These images should each reflect who you are and what you represent.

All of your public information can be edited, by clicking [Edit Profile](#) in the top right corner of your Profile page under the header image.

Profile Picture - This image should adequately reflect who you are. For example, a priest representing himself would use a photo of himself, a Church could use an image of their Church building or a branded image commonly associated with the Church, and a Church organization would use an organization logo.

Profile images are 400x400 (pixel) square images saved as JPG, GIF, or PNG's at a maximum file size of 100 KB.



Header Image - The Header is the first thing people see when they look at your profile. This image can be changed periodically, but should continue to represent you or your organization.

For example: The Archdiocese of Washington used an image of Jesus' resurrection during the season of Easter, but once the season concluded it was changed to imagery from inside the Cathedral.

Header images are 1500x500 (pixel) rectangular images saved as JPG, GIF, or PNG's at a maximum file size of 10 MB

Bio and other information - Here you will fill in information for your location, website or blog (if any), and a brief bio. The bio can only be 160 characters and should tell other users a little bit more about you.

For example:

@FrMParis (Fr. Michael Paris) Bio says, "So blessed to serve Christ and his Bride; the Church."
@DCCatholic's Bio says, "Young Adult Ministry (20s/30s) in the Archdiocese of Washington."

Be sure to click the **Save** button.

Following

Once you have your page set-up look for users to **Follow** that you know or have similar interests as you. When the users you Follow tweet something it will appear in your newsfeed.

To find users from your profile page click in the top right corner in the **Search Twitter** box. Here you can search for users by typing in their handles, organization or personal name, or by searching for hashtags.

To follow another user click on the Profile you wish to follow and then click on the **Follow** button.

A good place to start is by following:

@WashArchdiocese
@Cardinal_Wuerl
@ADWCathSchools
@Pontifex
@CathStandard
@CatholicNewsSvc



Tweeting

The easiest way to think of Twitter is as a room full of people. You know some people and some you don't know. As you move around the room you hear bits of conversations. You may start a conversation or you may stop and contribute to a conversation already happening. The people you know may include you in conversation with people you don't know. You may carry one conversation on to another sphere of people. And sometimes you may simply listen but not contribute.

Twitter allows you to do all of these things. You can start conversations by sharing a brand new tweet, you can participate in conversations by retweeting, replying, or using a #hashtag. You can be introduced to new users through mentions, retweets, and #hashtags; and sometimes you can just be an observer- listening to what's going on before choosing to participate.

Here's the basics:

A tweet is 140 characters in length. You can include images and webpage or YouTube links, but they will count as characters.

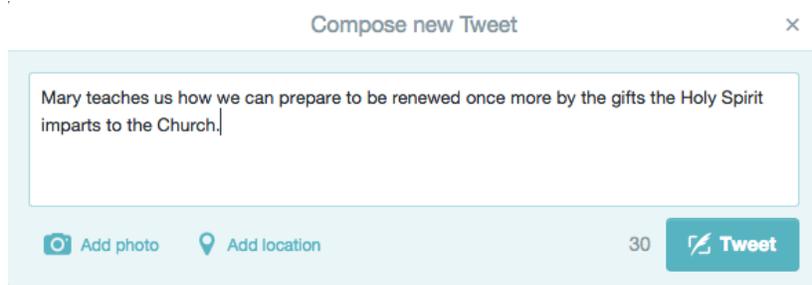
Note: Images generally use 20 characters and links generally use 22-23 characters.

Think of your tweet as a conversation. You want to say something interesting, helpful, or entertaining for your followers - remember you're developing a reputation for yourself online!

Another important thing to remember is that whenever you send out a tweet, you are speaking to *everyone on Twitter*. Your posts are public.

To write a tweet click on  . A dialogue box will open where you can compose your tweet and add images. Twitter includes a character count and will notify you if you've gone over the limit.

Once you've composed something you like, click the blue [Tweet](#) button and your tweet will post to your profile and the newsfeed of anyone who follows you.



That's it!

Ways to join a conversation

So now that you know how to tweet, how can you participate in conversations? One way to participate is to [Reply](#) to another user's tweet. A reply directs a tweet toward a specific user, but can still be seen by anyone following you or the other user.

To reply click [Reply](#) directly from their tweet or open a new tweet and start by typing in their handle first and then your reply.



For example a reply might look like this:

@DCCatholic I can't wait to join you for the #LighttheCity event on Saturday!



Another way to take part in a conversation is to [Retweet](#) another user's tweet. This will share their tweet to your profile, and will be seen by anyone who follows you. To do this you just need to click the [Retweet](#) button on their tweet.



You can also [Like](#) someone's tweet. This lets them know that you like what they're saying, but this won't be shared on your profile.

Another way to encourage conversation is by [Mentioning](#) another user in your tweet. [Mentioning](#) someone is a way to reference another user by his or her Handle (username) in a tweet. Users are notified when they have been mentioned. It's a way to conduct discussions with other users in a public realm.

Take this tweet for example from @WashArchdiocese:

Disagreement is not discrimination @Cardinal_Wuerl and @CatholicUniv President in the @washingtonpost #FreeSince1791.

In this tweet the Archdiocese of Washington mentioned, Cardinal Wuerl, Catholic University, and the Washington Post. Each user was notified that they were mentioned and could choose to share the post again by retweeting or replying.

A final option for joining in a conversation is by using [Hashtags](#).

Hashtags allow you to join in a larger twitter conversation by denoting a specific topic. The hashtag is represented by the number sign "#." Putting one of these symbols in front of a word or phrase indicates a subject you think is worth talking about.

You can click on a hashtag to see all the tweets that have used the same hashtag, in real time- even from people you don't follow.

You can create your own subjects - just make sure you don't use any spaces between words in a hashtag.

A popular hashtag to use is #tbt, which means "Throwback Thursday". Users generally use this tag on Thursday's to share fun old images of themselves or their organization.

By using the tag #tbt they are literally joining in a worldwide topic of discussion.



The Archdiocese of Washington uses hashtags to denote special events and encourage other users to join in the conversation, thereby evangelizing through social media.

For example: Every year during the March for Life the Archdiocese hosts a Mass for Life for high school students across the country. The Archdiocese uses the hashtag #Mass4Life in all tweets posted promoting the event and throughout the day of the event.

The thousands of attendees at the event are also encouraged to use the tag as they share their March for Life stories on their personal Twitter profiles. This use creates a vibrant nationwide conversation sharing the March for Life and the Pro-life cause with thousands across the country and even the world.

NEW Moments: These are stories curated by Twitter around a topic. They are designed to help viewers discover stories that are unfolding on Twitter instantly.

To open Moments - tap on  Moments

As new stories emerge Twitter updates the list of Moments throughout the day.

When you click into a Moment, you'll be taken to an Introduction with a title and a description. Swipe to the left to view the story composed of tweets, including images, videos, and GIFS.

By tapping the screen once the image or video will enlarge. Double tap to instantly Favorite the tweet.

A progress bar at the bottom indicates how much more of the story you have left to view.

Swipe up or down to return to the menu of Moments.

That's it! You've created your own profile, followed other users, retweeted or replied to tweets, and have created and sent your own tweet!

Now, it's important to remember to stay active on your Twitter. As an everyday evangelizer you want people to follow you and share your tweets, which means you have to join the conversation!

Think about why people follow you or talk to you. Are you an expert in a particular subject? Do you add humor or a new perspective to a topic? Do you share quality articles or interesting photos? Find your niche within the audience you want to reach and stick with it!

Twitter Best Practices

Determine your twitter goals.

- What purpose do you have for opening a Twitter profile?
- How often will you post?
- Generally tweet or retweet 2-8 times daily, spread throughout the day

Track your successes and failures.

- What are you posting that people are interested in?
- How can you expand on those ideas to improve the number of people you reach?
- Twitter users are generally more active in the afternoons and on weekends
- Watch your account and see which times your followers are most active and adjust your tweeting accordingly

Be authentic and believable.

- How can you relate to your followers?
- Go back to your goals and determine how you can achieve them while remaining a real and active member of the Twitter community
- Start genuine conversations

Keep up with your Profile.

- Upload and use properly sized photos
- Keep your photos and images up to date

Tweeting tips:

- Write tweets in clear, concise language. Try not to abbreviate and always use proper punctuation
- Including image and links to quality content sources such as news articles, blog posts, etc. in your tweets will increase retweets
- Using more than 2 hashtags in a tweet can decrease your retweet rate - tweets overloaded with hashtags look messy and are hard to read

SOCIAL MEDIA



@WASHARCHDIOCESE



FACEBOOK.COM/ADW.ORG



WASHARCHDIOCESE



@WASHARCHDIOCESE



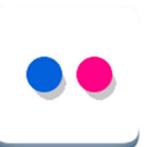
WASHARCHDIOCESE



@WASHARCHDIOCESE



+WASHARCHDIOCESE



@WASHARCHDIOCESE



WASHARCHDIOCESE

TREND THE GOOD NEWS

CARDINAL WUERL



@CARDINALWUERL



SEEK FIRST THE KINGDOM
CARDINALSBLOG.ADW.ORG

ARCHDIOCESAN WEBSITES



ADW.ORG



CATHSTAN.ORG



ELPREG.ORG



CAPITALCATHOLIC APP



educate engage evangelize