



tourism
northernireland

Twitter page management for beginners



Contents

Executive summary	4
Introduction to Twitter	5
Twitter statistics	5
Twitter demographics	6
Logging in & using Twitter	7
Me	8
Composing a tweet	10
Tweets	11
Finding account to follow	12
Notifications	12
Twitter glossary	14
Who to follow	18
Find friends	19
Moments	20
Settings	21

Executive summary

The following guide provides an introduction to Twitter page management for beginners. Covering a complete introduction to Twitter, its size and its audience, this guide will provide you with a greater understanding of the network itself and the key management activities which will have to be undertaken on a regular basis.

These management activities include everything from logging in and adjusting page settings to posting tweets, photos, using hashtags and compiling follower lists.

Introduction to Twitter

Twitter was founded in 2006 with the mission of offering an SMS-like service for people to communicate messages to small groups. The definition of the word 'twitter' is 'a short burst of inconsequential information' and 'chirps from birds' – Twitter founder Jack Dorsey thought this was reflective of the service he aimed to create and so, the social network was named. Today, Twitter is one of the largest social networks however in recent years it has experienced a decline in users and overall activity.

Twitter Statistics

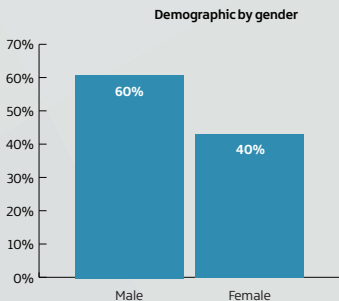
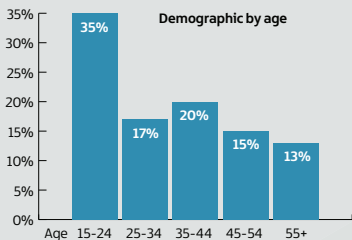
- There are a total of 13 billion accounts, with 326 million monthly active users (this is in decline).
- 500 million people visit the site each month without logging in.
- There are 1.3 million Twitter users in the UK, 37% of whom access it daily
80% of active users access the site via mobile.
- 208 is the average number of followers.
- There are 500 million tweets sent each day That's 5,787 tweets every second (note: this hasn't changed since 2014).
- 77% of Twitter users feel more positive about a brand when their tweet has been replied to.
- 92% of companies tweet more than once a day, 42% tweet 1-5 times a day, and 19% tweet 6-10 times a day.
- The average Twitter user follows five businesses.
- 80% of Twitter users have mentioned a brand in a tweet.
- Tweets with images receive 18% more click throughs, 89% more likes, and 150% more retweets.

(Source: Brandwatch.com, Omnicore and Hootsuite)

Twitter demographics

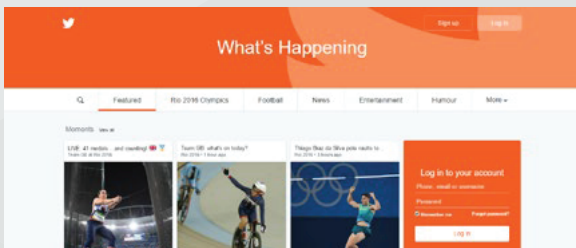
When considering the fundamentals of marketing, before choosing to market your business on any channel, it is important to consider your target audience. Therefore, one should be aware of the breakdown of Twitter's audience.

With 13 million UK users on Twitter, the demographics data below represents users who access Twitter from the UK.

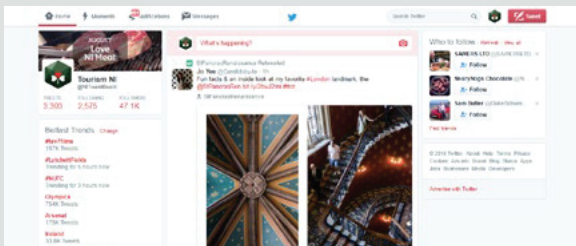


Logging in & using Twitter

1. To log in to Twitter, type `www.twitter.com` into your browser window.



2. Enter your username/email address and password then click 'Log In.'



This is how your page will now appear. You will notice a variety of sections which this guide will take you through step at a time:

- Profile
- Notifications
- Tweets
- Who to Follow
- Moments
- Messages
- Trends

Me

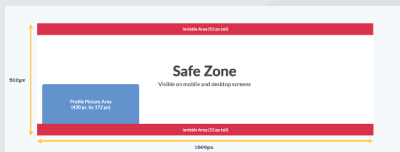


Your profile page - how people who search for you/follow you will see your profile. To access your profile page, either click on your profile name underneath the 'Home' toolbar on the Home page or click on the profile picture icon to the left of the 'Tweet' button on the top right hand corner of your screen.

Within your profile, you have the option to include both a cover image and profile image. This can be anything you want but to maximise impact, make it eye-catching, relevant to your company and reflective of your brand. Often businesses will include their logo as their main profile image.

Twitter recommends images are sized as follows:

- Header image: 1500px x 500px
- Profile image: 400px x 400px
- Image within a post: 506 x 253px (Max size: 1024px x 512px)



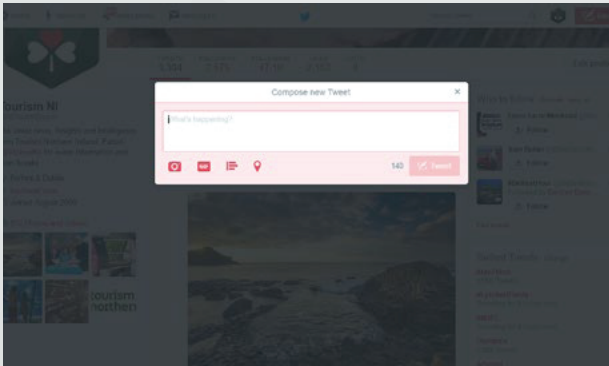
Within your profile, at the top of your twitter timeline, you will see a toolbar which highlights a variety of information:

- Tweets – this will show you how many tweets you have sent.
- Following – this will show you how many people you follow.
- Followers – this will show you how many followers you have.
- Likes – this will show you any tweets you have favoured.
- Lists – this will show you any lists that you create.

To the right of your Twitter timeline you will see suggestions of 'Who to follow'. Below your profile summary you will see a compilation of any pictures you have included in your tweets.



Composing A tweet



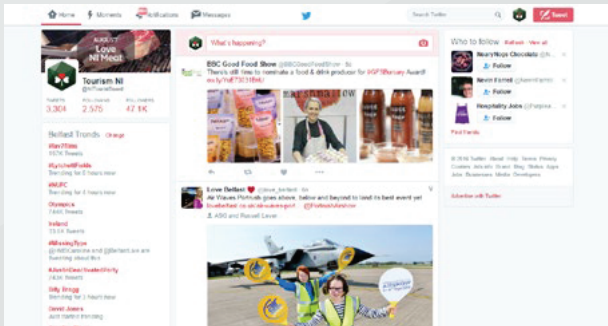
To compose a tweet you need to select the 'Tweet' button in the very top right-hand corner of your profile page. It will bring a box up like the one shown above for you to compose your tweet. Until 2017, Twitter's post limit was an iconic 140-characters. However, this changed recently to 280-characters for all tweets. Images and video don't take away from this limit, so you're free to write great captions for your visual media.

Although there has been an increase in character limit research shows that tweets with 71-100 characters get more engagement.

In the bottom left hand corner of the 'Tweet' box there are 4 symbols:

- **Camera:** Add Photo/Video
- **Gif:** Add a gif
- **Poll:** Add poll
- **Pin:** Add location

Tweets



Within the 'Home' section you will see your news feed. Here you will find both tweets from people/organisations you follow and tweets which have been retweeted by those you follow. This feed will highlight who the tweet came from, what they're saying in the tweet and also when they said it.

Both the company/individual's name and Twitter handle (@name) will appear within the tweet; this is because the company name may differ from the username if, for example, the company name is too long or may already be taken by someone else. It is important to remember that when replying to a tweet, it needs to be to the @name not the company/individual name.

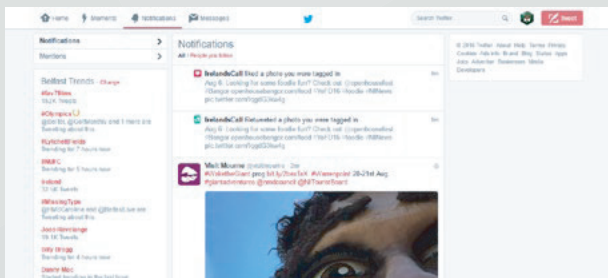
Within your profile, you will see a timeline of your tweets. This will show all of the tweets and retweets that your profile has posted/retweeted. At the top of your timeline, you will also see the option to view tweets/replies, which will show any of your own replies to tweets, as well as Media, which will show any images or videos which have been included in your profile's tweets.

Finding accounts to follow

You can search for other individuals and/or organisations using the 'search twitter' box at the top right of the page beside your company profile picture. You can search by a company name or if you know their exact twitter handle (@name) you can search for this as well.

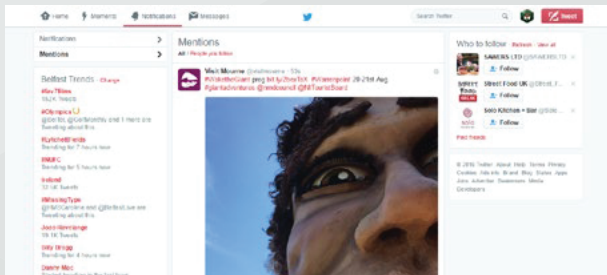


Notifications



This section is where you will find information on any engagement made with your page i.e. likes, mentions, retweets and new followers.

You will notice the current setting for this page is 'Notifications'. If you wish to view only 'Mentions', simply click on the 'Mentions' option underneath the 'Notifications' tab when you navigate to the 'Notifications' page and watch the format change below.



N.B - 'Notifications' is always the default viewing style on the 'Notifications' page.

Twitter Glossary

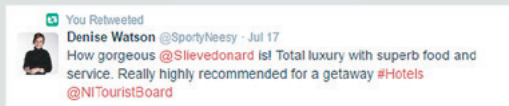
Mention: This is how you talk to someone on Twitter.



Place an @ symbol before the username of a person/company e.g. - @NITouristBoard then the rest of your tweet. It doesn't matter where in the tweet you put the @ NITouristBoard, but common practice is usually to place it at the beginning. If you don't use the @ symbol that person won't be notified and therefore is unlikely to see it. If you place the @Name at the beginning of your tweet, only the account being mentioned will see your tweet. If you place a full stop before the @name, then the tweet will be visible to everyone on Twitter.

You can mention anyone even if you're not following them and likewise, they can mention you even if they're not following you.

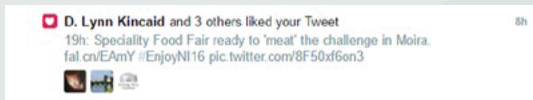
Retweet or RT: This is similar to forwarding on an email.



Retweets are how people share information on Twitter. If they like your tweet for whatever reason, may it be informative, funny, educational etc, they can then retweet it which means it gets shared on the news feeds of all their followers.

To retweet a tweet from someone, simply hover over the tweet and 4 options will appear; hit retweet and that message is shared.

Like: This is similar to a 'Like' on Facebook.



If you see a tweet that is of particular interest or you think could be useful in the future, you can like it and it will remain in your 'Likes' list until you choose to unlike it.

Message or DM: This is a private message between you and the user you choose.



DM stands for Direct Message. Direct Messages are the private side of Twitter. You can use Direct Messages to have private conversations with Twitter users or create group conversations. To DM someone, select 'Messages' from the menu at the top of your screen and select 'New Message'. Enter the @Name of the account you wish to DM, select next and then begin typing your message. Once you have finished your message, hit 'Send'.



DM's can only be sent between accounts who follow each other in relation to private conversations. If you want to DM someone who isn't following you, simply mention them and ask them to follow you back.

In group conversations, anyone in a conversation can send Direct Messages to the group. Everyone in a group can see all messages, even if everyone doesn't follow each other.

Hashtags: A hashtag (written with a # symbol) is used to index keywords or topics on Twitter, allowing people to easily follow topics they are interested in i.e. #DiscoverNI.



Users can click on search a hashtag to see other similarly-themed tweets.

Trends: These are subjects that are being most tweeted about at that particular time.

Belfast Trends · [Change](#)

#MissingType
Fill in the gaps and help save lives by becoming a new blood donor
Promoted by GiveBl__d NHS

Michael Conlan
36.8K Tweets

Rasharkin
Trending for 3 hours now

Brexit
76.2K Tweets

#MUFC
43K Tweets

Ireland
39.9K Tweets

#VictoriaLIVE
@guardian is Tweeting about this

#WednesdayWisdom
@mashdirect is Tweeting about this

#fav7horses
Started trending in the last hour

Metal Gear Survive
20.5K Tweets

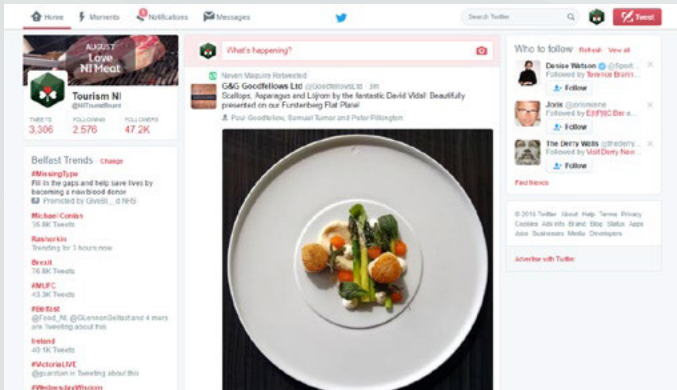
David Beckham
Trending for 2 hours now

Trends are found on the left hand side of your home page.

When signed into your account on the web, trends will be tailored for you based on your location, which can be changed at any time, and who you follow. However, there will be many world and local news events and conversations that will appear in your trends regardless of your personalisation.

Who to follow

Account suggestions on Twitter are based on a number of factors, including your email or phone contacts (if you have chosen to upload them) as well as patterns from your following history. The suggestions are based on algorithms, which means you may or may not know the accounts or find them relevant.



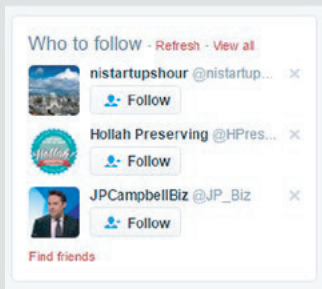
Find friends

This option allows you to find friends who you know may already be on Twitter.

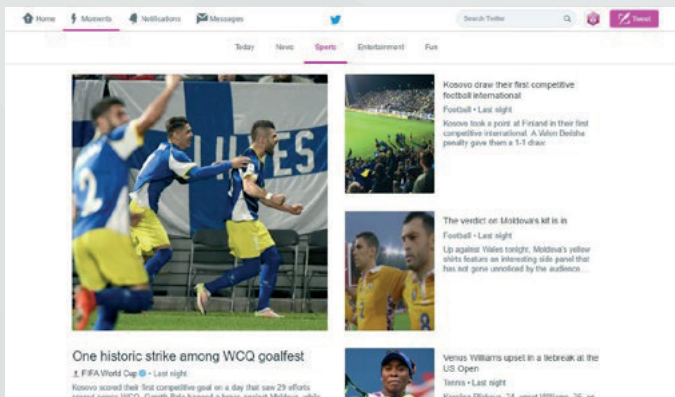
You can search friends simply by entering their name into the search box then clicking 'search Twitter'. Alternatively, you can search current contact lists you have at your disposable via:

- Gmail
- Hotmail

To access the 'Find friends' option, simply click the link at the bottom of the 'Who to follow' section or access this option via your account settings.

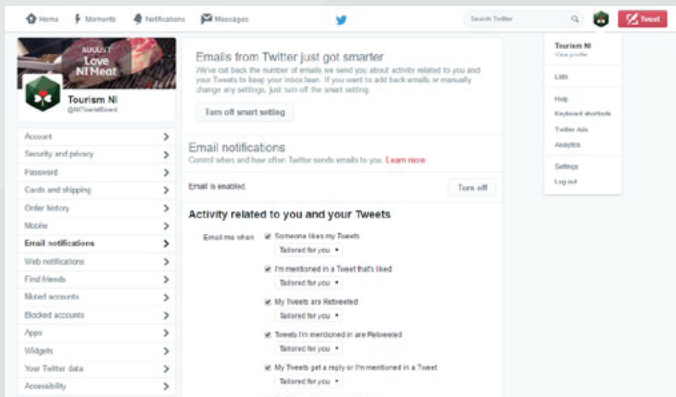


Moments



The Moments section features the best stories which are currently happening on Twitter. You'll find Moments by clicking or tapping the Moments tab on the Twitter toolbar at the top of your page. Within the Moments section you'll see a guide listing the current Moments, customised to show topics that are popular or relevant. If you'd like to see more information on a particular Moment, simply click it to view the entire story.

Settings



The screenshot shows the Twitter settings interface for a user named 'Tourism NI'. At the top, there is a navigation bar with icons for Home, Moments, Notifications, Messages, and the Twitter logo, along with a search bar and a 'Tweet' button. Below the navigation bar is the user's profile header, including their name and profile picture. A left-hand sidebar contains a list of settings categories with right-pointing chevrons: Account, Security and privacy, Password, Cards and shipping, Order history, Mobile, Email notifications (highlighted in blue), Web notifications, Find friends, Muted accounts, Blocked accounts, Apps, Widgets, Your Twitter data, and Accessibility. The main content area is titled 'Emails from Twitter just got smarter' and contains an 'Email notifications' section with a 'Turn off smart setting' button. Below this, it states 'Email is enabled' with a 'Turn off' button. The 'Activity related to you and your Tweets' section lists several notification types, each with a checked checkbox and a 'Turn off for you' link: 'Someone likes my Tweets', 'I'm mentioned in a Tweet that's liked', 'My Tweets are Retweeted', 'Tweets I'm mentioned in are Retweeted', and 'My Tweets get a reply or I'm mentioned in a Tweet'. A right-hand sidebar contains a 'Tourism NI' profile menu with options: View profile, Lists, Help, Keyboard shortcuts, Twitter Ads, Analytics, Settings, and Log out.

Within the 'Settings' area you can control all of your account information such as account details, contact information, security and passwords, frequency of notifications etc.

Settings can be accessed from the Twitter toolbar at the top of your page. Click on your profile image to the left of the 'Tweet' button which will open up a menu of options. From here select 'Settings'.



**tourism
northernireland**

Tourism Northern Ireland,
Floors 10-12,
Linum Chambers, Bedford Square,
Bedford Street,
Belfast BT2 7ES

Tel: +44 (0) 28 9023 1221

Fax: +44 (0) 28 9024 0960

Email: info@tourismni.com