How to use twitter to make news announcements

What is twitter?

Twitter is an online service and not a University managed micro blogging tool. It can be used for personal or corporate communication between groups of people. The user is limited to 140 characters in each post, but this number allows the inclusion of URLs enabling you to link to bigger news articles.

What can it be used for?

- Getting others opinions
- Following people and finding out what other teams or competitors are doing
- Give advice or warnings or explanations
- Creating discussion and thus formulating ideas

Login to twitter: URL http://twitter.com/

First time users must register an account with Twitter. Enter your chosen departments username and password and click to:

Once you are signed in:

Tweet box

Tweets from others and yourself & URL

People you are following

Character counter

What you need to know

1. The text box where you enter the your post (tweet)
2. Tweets from people you are following and about tiny URLs
3. The character counter
4. How to follow people
Where you post a tweet:

To post a tweet you type your news in the text box. Every character you type will deduct a number off the character counter. If you go into minus numbers it will disable the update button and you will not be able to post until you go back into positive numbers.

How to write a worthwhile message?

To stay within this number and still create a post that will interest people it is important to think about how you write. There are a few things to keep in mind:

- Don’t use technical words
- Keep your post short and concise
- Concentrate on main points
- Link to a further in-depth information so people can get the bigger picture.
- Think about what you post i.e. is the information sensitive (stored outside University security)

How to follow other people?

If you want to read the tweets of other people you can find them and choose to follow them. You can find your friends by name, using people search, Twitter search, address book import, or URL look up.

Find people by name

To use people search, click on the 'Find People' link in the top navigation bar, and select the 'Find on Twitter' tab. Search for a first, last, or user name. For further information visit http://help.twitter.com/portal
What if I want to remove a tweet?

Posts that are made by you and by those people you are watching will appear below the tweet box. If you make a mistake you can delete it by clicking on the bin icon and start again.

Delete update icon

URLS in tweets

**UniofBath** Young people in Swindon can join 'I am the Mighty Jungulator' for a video and music workshop [http://tinyurl.com/lnw736](http://tinyurl.com/lnw736).

To stay within the 140 words is difficult even without adding a lengthy URL. Notice above the tiny URL that is aptly named tinyurl. If you want to link to outside news article and pages, you will need to shrink the URL. This can be found at: [http://tinyurl.com/](http://tinyurl.com/). It is simple paste in a URL and click on "make tiny".

**Enter your URL**

![Enter another long URL to make tiny:](http://www.bath.ac.uk/bucs/email/)

**Click here to make tiny**

**Example of Tiny URL**

[http://tinyurl.com/m5a6n7](http://tinyurl.com/m5a6n7)

Feed to my blog or webpage

Any thing that accepts java or html can have a twitter badge (feed). A twitter badge will display your latest tweets on your web page or blog for more information and the tool to create the code you need visit [http://twitter.com/badges](http://twitter.com/badges).