

SIGBI SOCIAL MEDIA GUIDE - TWITTER

For the purpose of this document, references to Soroptimist International Great Britain and Ireland (SIGBI) Limited and Soroptimist International may be written as “SIGBI” and “SI” only.

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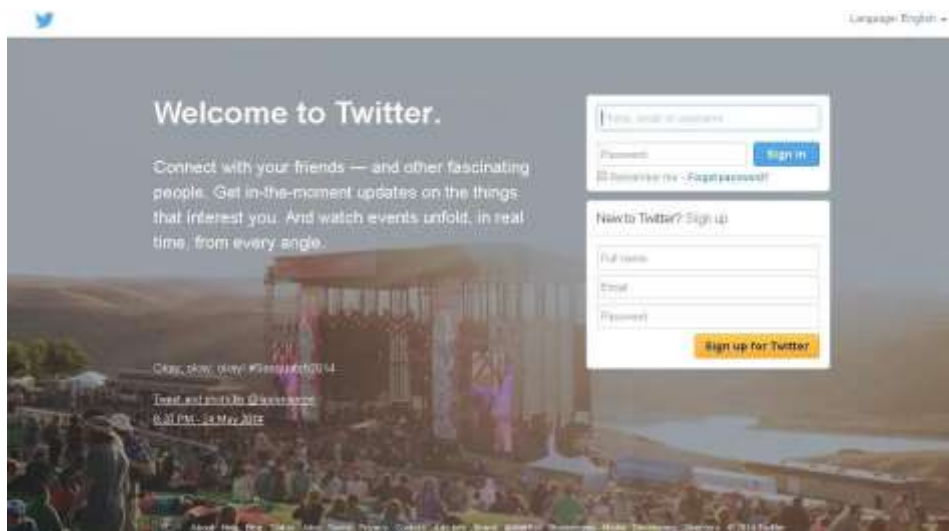
Social Media “How to” Guide – Twitter

Please note this guide has been created using a PC. When you view Twitter on an IPAD, Mac or iPhone it might look different.

1 CREATING AN ACCOUNT

1.1 Step 1

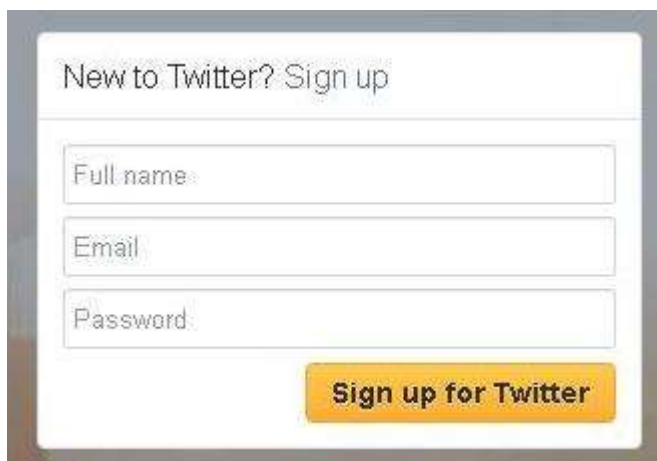
Go to <http://twitter.com> and find the sign up box, or go directly to <https://twitter.com/signup>.



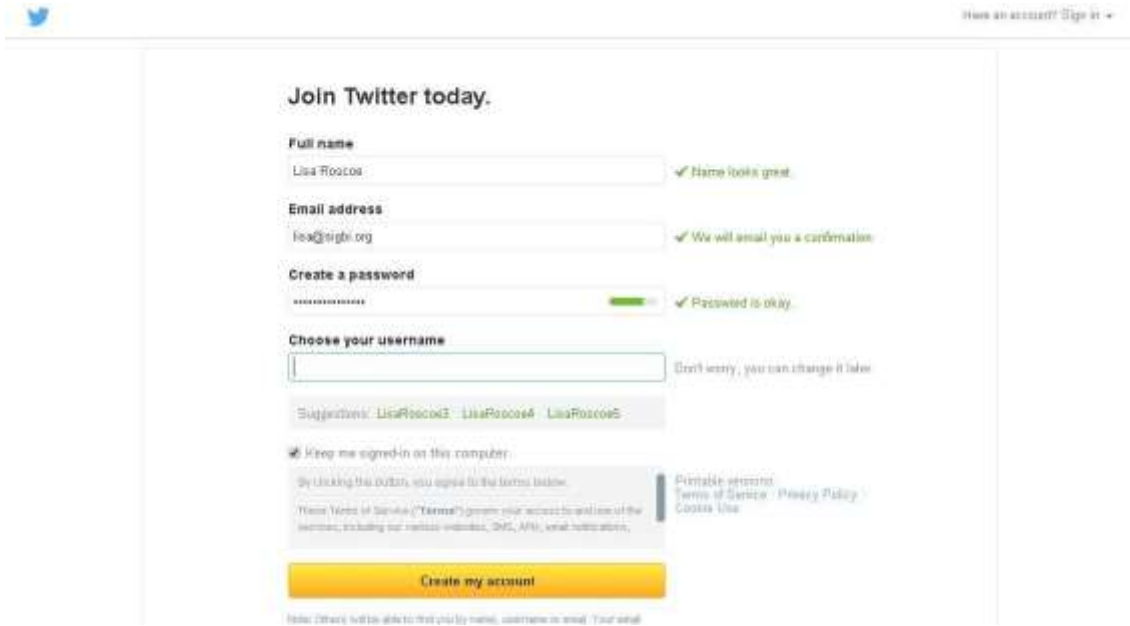
1.2 Step 2

Enter your full name, email address, and a password.

Click “Sign up for Twitter”.



1.3 Step 3



The screenshot shows the Twitter sign-up form with the following fields and feedback:

- Full name:** Lisa Rozcoe (✓ Name looks great)
- Email address:** lisa@sigbi.org (✓ We will email you a confirmation)
- Create a password:** [masked] (✓ Password is okay)
- Choose your username:** [empty] (Don't worry, you can change it later)

Below the username field, there are suggestions: LisaRozcoe2, LisaRozcoe4, LisaRozcoe5. There is also a checkbox for "Keep me signed-in on this computer" and a "Create my account" button.

On the next page, you can select a username (usernames are unique identifiers on Twitter) – type your own or choose one suggested by them. They will tell you if the username you want is available.

TIP

If you are setting up this Twitter account for your Club, please use SI then your Club name – so SIHarrogate for example. Using the format makes it easier for other Clubs and organisations to recognise you.

Double-check your name, email address, password, and username.

Click "Create my account". You may be asked to complete a Captcha to let them know that you're human.

1.4 Step 4

Twitter will send a confirmation email to the address you entered on sign up, click the "Confirm now" link in that email to confirm your email address and account.



1.5 Step 5

Once you have confirmed your email address you will be taken to your Twitter account where you can start following accounts and Tweeting.



2. FINDING YOUR WAY AROUND

2.1 Home

This will take you to the home page where you can view all the Tweets in your timeline (as below).



2.2 Notifications

Under “Notifications” at the top you can track your activity on Twitter. Here you can click “Notifications” or “Mentions”. Notifications tells you if anyone new is following you, if anyone has Retweeted one of your Tweets, if anyone has Tweeted using your Twitter Handle. Mentions show who has used your Twitter Handle specifically.



2.3 Messages

You can send a direct message to other Twitter users. Click "Messages" at the top, click "New Message" enter the name of the person you want to message, they should come up if you are following them or paste in the actual handle. Write your email copy in the bottom box, click "Send Message".

2.4 #Discover

Clicking "#Discover" brings up the best content from around Twitter and is personalised for you. The elements within #Discover are Tweets, Activity, Who to follow, Find friends, and Popular accounts.

2.5 Search Twitter

You use this to search for others on Twitter. This is covered in more detail in 3.1.



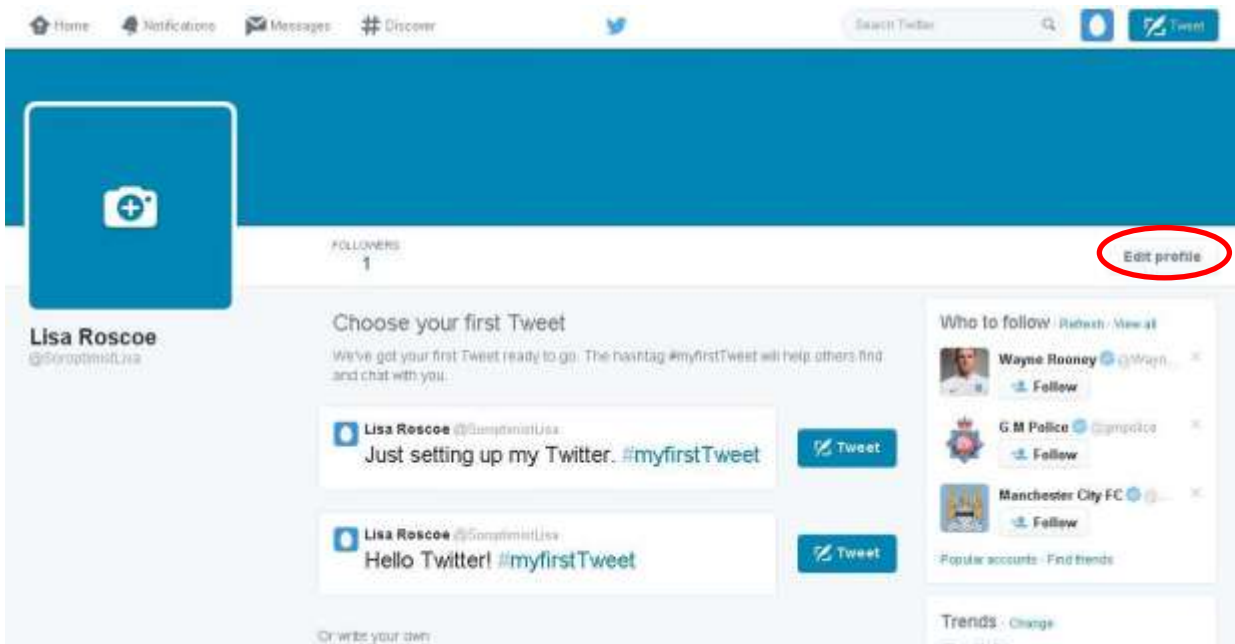
2.6 Profile and Settings

2.6.1 View Profile

"Profile and Settings" is reached through the blue egg (until you change your profile picture – covered further down). Click "View Profile".

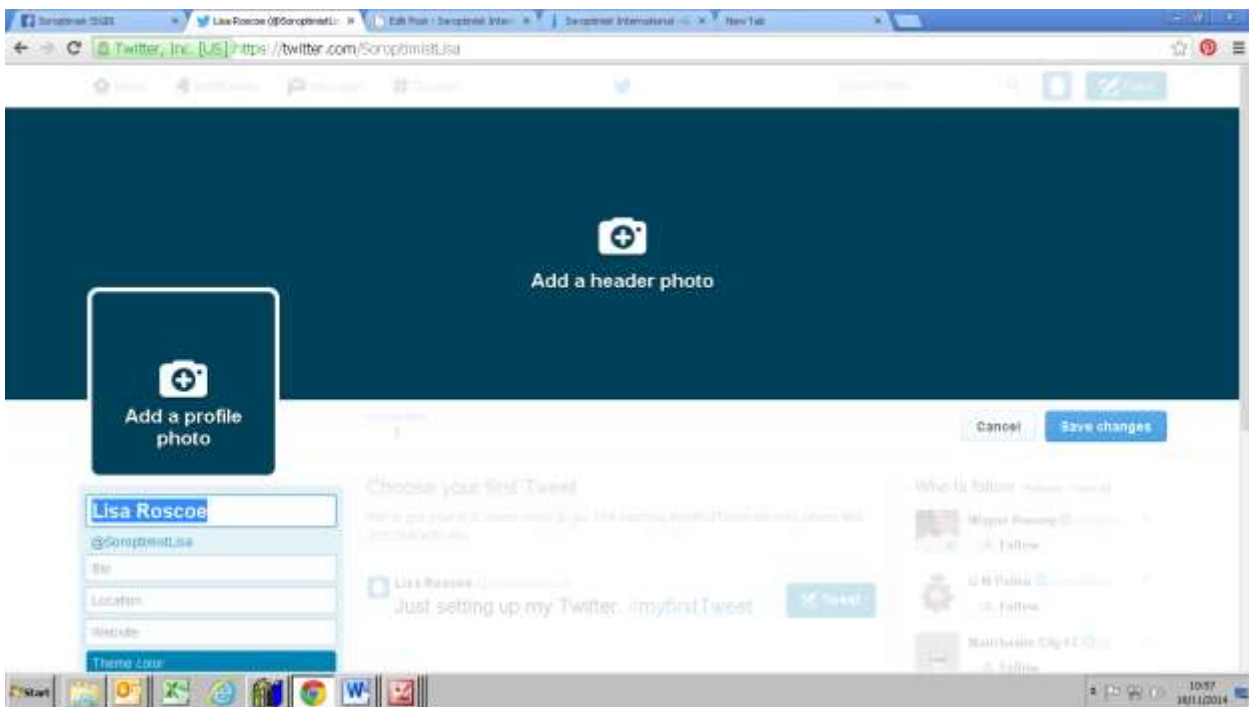


To add a profile photo, header photo and bio Click on “Edit Profile”



Here you can add your profile photo, this is the image used when you Tweet so ideally use the SIGBI Dynamic S, your Header Photo could be a photograph of your Club members or an action shot.

Here you can also write a Bio, add your Location and Club Website link.



Once you have completed this just click "Save changes".

2.6.3 Settings

Once in "Settings" you can review all your accounts settings, such as security settings and how you receive notifications.



2.7 Tweet

Use the “Tweet” button to compose Tweets, this is covered in more detail in 3.2.



3. USING TWITTER

3.1 Following Others

Start by following other people, organisations, media, interesting people.

In the grey search box at the top of the page, type who you would like to follow. If you know their “handle” (Twitter name which starts with an @) use it.



Here are a few to get you started:

@SIGBI1

@end_svc

@TeardropPurple

@UNWomenUK

@waggs_world

Once you type in the handle or search by name you will see a summary of their profile come up, click "Follow".



Once you follow @SIGBI1 you can go into our profile, click "Following" to see who we are following, you can then follow any you are interested in.

You will then start getting news feed with Tweets from people/orgs you are following.

Once you start following people, you will start to get followers too.

3.2 Tweeting

To Tweet. Click the blue square with the feather in on the top right hand side "Compose New Tweet". A box comes up, you can also add a photo to your Tweet "Add photo" link at the bottom of text box. Write your Tweet. This will go out to your followers.



When Tweeting remember you only have 140 characters. Write short, snappy, interesting Tweets. If you use a photograph or link to a webpage, this will take up some of your characters.

3.3 Retweeting

You will start getting other Tweets in your timeline. If you think any would be of interest to your own followers then you can "Retweet" them. Under the Tweet you will see the double arrow, "Retweet" sign. Click this and then click Retweet in the next box.



TIP – PROFILE RAISING

To help raise the profile of Soroptimist International please Retweet as many tweets from SIGBI and other Soroptimist Clubs – this will help spread our name.

3.4 Replying

You can also reply to a Tweet like you would a message. If you have something to say or a response to a Tweet then use the Reply button to start a dialogue. As with all social media be careful, what you say will be out there in the public domain.



3.5 Use Handles

When you Tweet something which you think would be of interest to someone else, or you would like to alert someone to your Tweet, use their handle in your Tweet. If you do this, they receive an alert in their Notifications area (this is covered in 2.2). This

highlights your Tweet to them and they might start to follow you or Retweet your Tweet.

Use @SIGBI1 in your Tweets to alert SIGBI HQ.

TIP – PROFILE RAISING

Retweets are a fantastic way to raise SIGBI's profile. Using the Twitter handles of other organisations in your Tweets is a great way to promote Retweets and followers. If you include their handle they are alerted to this in their Notifications, this means they might Retweet.

3.6 Use Hashtags

Hashtags – these group interest areas on Twitter. You can search for something in Twitter under a certain Hashtag to find out what is being written about it, for example #TimeToAct for the sexual violence in conflict summit.

TIP – PROFILE RAISING

Please try to use #Soroptimist in all your Tweets if possible. We need to get the full name out there as much as we can for recognition and profile raising - it would be great to create a trend one day, see 3.8.

3.7 Check Notifications



Check notifications regularly, it's a great way to see which of your Tweets are engaging with your followers.

3.8 Trending Topics



Trending topics are those topics being discussed more than others. As Twitter explains trending topics, "Twitter Trends are automatically generated by an algorithm that attempts to identify topics that are being talked about more right now than they were previously. The Trends list is designed to help people discover the 'most breaking' breaking news from across the world, in real-time. The Trends list captures the hottest emerging topics, not just what's most popular."

It's good to keep an eye on these to see if there's anything Trending which is of interest, you can then start Tweeting about it too, using the Hashtag if there's one.