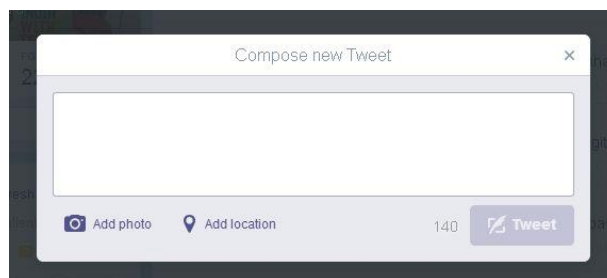




Here are some words native to Twitter that you may already know. These terms and their abbreviations will help in order to understand Twitter:

- **Tweet:** A 140-character message.
- **Retweet (RT):** A re-tweet will publish the original tweet on your own timeline, to be potentially seen by your followers.
- **Feed:** The stream of tweets you see on your homepage. It's comprised of updates from users you follow.
- **Handle:** Your username.
- **Mention (@):** A way to reference another user by his username in a tweet (e.g. @BCS365). Users are notified when @mentioned. It's a way to start conversations with other users.
- **Direct Message (DM):** The Direct Message now has unlimited characters and can be sent to multiple people. You can decide whether to accept a Direct Message from any Twitter user, or only from users you are following. You may only Direct Message (DM) a user who follows you.
- **Hashtag (#):** A way to denote a topic of conversation or participate in a larger linked discussion (e.g. #itsupport). A hashtag is a discovery tool that allows others to find your tweets, based on topics. You can also click on a hashtag to see all the tweets that mention it in real time — even from people you don't follow.



This is what a tweet looks like before you add any text. You have a maximum of 140 characters, images can be uploaded, hashtags can be added and other users on Twitter can be mentioned. You can really utilise a tweet and increase your social reach. A tweet is essentially a text message, with the difference being that your tweet can be potentially seen worldwide!

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.