



# Twitter Basics: The Lingo

By Megan Blusys | @MeganBlusys

## Direct Message (DM)

A DM is a private message sent to a user. Only you and the recipient can interact in direct messages.

- ✉ You're able to send a direct message by clicking on the envelope icon below a tweet.

## Follow

The follow feature lets you subscribe to a user, causing their tweets to appear in the feed of your Twitter homepage. You can mute, block, or report those you follow by clicking on the three dots next to the follow button (on the web) or on the gear (on mobile).

## Handle

A Twitter handle is a username, indicated by an "@" symbol before the name.

- @ For example: "@unmcfacdev" is the handle of the UNMC Faculty Development account.

## Hashtag

Hashtags are basically a community forum for users to share and connect related tweets about a topic.

- # Best practice is to use only 2 hashtags per tweet. If you use more, engagement can drop by 17%.

## Like

By liking a tweet, you show your appreciation for a user's tweet without retweeting or replying to it.

- ♥ You're able to like a tweet by clicking on the heart icon below it.

## Mention

Adding a user's handle to a tweet mentions the user and notifies them.

## Notifications

Notifications show interactions with other accounts, such as mentions, follows, retweets, and likes.

## Reply

This allows you to reply to a user's tweet, creating a public conversation.

- 💬 To reply to a person's tweet, click on the conversation bubble icon below their tweet.

## Retweet (RT)

A retweet publicly shares someone else's tweet to your own page so everyone who follows you can see it, too.

- ↻ To retweet, click on the two arrows forming a square shape icon below a tweet.

## Search

Use the search function in Twitter to find users, keywords, and hashtags.

## Trends

A trend is a currently popular hashtag or keyword.

## Tweet

A public post that has a limit of 280 characters. Tweets can include links, images, videos, hashtags, and handles. They are archived in order from newest to oldest.

# Twitter Basics: Home Page 101

## Moments

Moments are curated stories showcasing what's happening on Twitter.

## Notifications

All alerts will be shown here.

## Messages

This is where you will find any direct messages you've received.

## Search

Search for hashtags, names, handles, etc.

## Account Info & Help

Click on your profile photo to bring up a list of options, including Twitter's Help Center.

The screenshot shows a Twitter profile for 'Dr. John Doe' (@TheRealJohnDoe). The profile includes a header photo of a mountain landscape, a circular profile photo of a man with glasses, and a bio: 'A short biography about yourself highlighting why people should connect with you. Use hashtags to make your bio searchable. #leadership #highereducation'. The profile also shows location (Omaha, NE), join date (July 2016), and 10 followers. The main content area displays tweets, including one from Dr. John Doe about mentioning someone and another retweeted by Eva Dobler. The right sidebar shows 'Who to follow' (SUPPORT MPSI, Gregory M Karst, Alissa Fial) and 'Trends for you' (Black Friday, Bob Diaco, iPhone X, #WednesdayWisdom, #MedicareForAll, #AskACurator, #NationalPeanutDay).

## Header Photo

When choosing the banner for the top of the page, start with one that is horizontal in layout

## Profile Photo

Your picture is seen on both your profile and next to your tweets. You can't go wrong with a professional headshot.

## Name

Handle  
user name

## Professional Bio

Limit of 160 characters

## Tweet

Click this button to start a tweet

## Edit profile

Click this button if you want to change your bio, name, photos, etc.