Tip Sheet # 4
Twitter account

If you have not heard about short messages of up to 140 characters long called tweets, you could find out more in this instruction leaflet. Twitter does not have a large user database like Facebook and it works on a completely different principle.

- To begin with, you need to set up your account. Choose any **email address** and **name** you want to use for this purpose, it does not need to be original and unique. On Twitter.com, fill in this basic information.
- The next step is to choose your **twitter name** which is how people will tag you in tweets and ultimately how you will be known on Twitter. This name must be absolutely unique. So, if you did not set up your Twitter account until now, you could be surprised that your preferred name may already be occupied. The undisputed advantage is the fact that if you cannot think of a breath-taking name for your account, you can **change it at any time**.
- **Learn how to use Twitter:**
  1. Go to Twitter.com and create a free account. First, Twitter will introduce itself a bit which may be very useful.
  2. Learn Twitter terminology. When you post something, it's a tweet. When you repost something from another user, it's a retweet or RT. Trending topics (called TT) are topics discussed by many users at a given time. You can favourite a tweet by clicking on the star. That is a great way to recognize someone for sharing your content.
  3. Explore. See who is on Twitter and what people are tweeting.
- Twitter is useless if you do not watch anyone interesting. So, in the next step you will be forced **to choose five users** you want to watch. And when you choose them, you'll have to choose another five.
  Tip: The "Next" button will appear after you selected three accounts to watch. You can even fool Twitter, because even if you stop watching the marked accounts immediately, you can still go on.
- The following screen will help you **finding friends**. Twitter is useless if you do not watch any of your friends. That's why you can search your friends straight through several services. By clicking on *Skip* you can end this and proceed.
- **Take a good picture.** Use a close-up headshot of yourself or a logo of your business. This image will show up on your profile page and next to any comment you make on Twitter. You want people to recognize you. Make sure the image is clear, well-lit and with your face in the centre.
- **Changing your profile image.** To change your profile image, click on the gear icon located at the top of the page, and select *edit profile*.