



ClubsOnline – Twitter

Workshop Manual



Department of
Sport and Recreation

This workshop is designed to assist with the creation and use of a Twitter account.

DISCLAIMER:

The software applications covered in these training sessions are for illustrative purposes and are not necessarily endorsed or prescribed products. There are many open source or proprietary applications that perform equivalent functions and participants are encouraged to further explore the range of products available.

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AUTHORS NOTE:

Ask questions

Make mistakes

Have fun ☺

Learn best by just doing it!

Sandi Morley

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ClubsOnline – Twitter

WHAT IS TWITTER AND HOW IS IT USEFUL

Twitter is an information network made up of 140-character messages called Tweets and an easy way to discover the latest news related to subjects you care about. Twitter contains information you will find valuable and messages from users you choose to follow will show up on your home page for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting – you can discover news as its happening; learn more about topics that are important to you, and get the inside scoop in real time.

11 (12) reasons why sports clubs should take the lead in Social Customer Relationship Management (CRM)

Posted by [Kristian Gotsch](#) on February 8, 2010

To read this post in full click the link: http://www.customerthink.com/blog/will_sports_clubs_take_the_lead_in_social_crm

- 1) Fans are interested in engaging with their club.
- 2) Fans feel like they (ought to) have a say.
- 3) Players and club individuals are perfect communication icons.
- 4) Fans speak out – and influence others.
- 5) Fans are easy to reach.
- 6) Clubs are going international.
- 7) Fanship is emotional and loyalty is long term.
- 8) New media is critical to economic success of clubs.
- 9) Social media is mobile - sport is mobile.
- 10) Clubs are big brands but small or medium sized organisations.
- 11) Fans and sponsors simply expect it.

The 12th Reason why Sports Clubs Should Take the Lead in Social Media and Social CRM

Posted by [Kristian Gotsch](#) on September 20, 2010

Availability of Content

Compared to other industries the world of sports produces a lot of content and at a very fast pace. Sports content can be divided into "on-field related" and "off-field related" content. The on-field related content is primarily centred on games and training sessions which both happen on a regular basis but also includes more irregular events such as open training sessions, exhibition games, etc.

The off-field related content includes content about the clubs in the community, players' private lives, and transfer rumours, to name a few.

Putting the on-field as well as the off-field content together and getting coverage via different media (print, radio, TV, online), we end up with an unrivalled amount of content compared to other industries. How many companies receive dedicated coverage every day in the newspaper and have reporters assigned to cover their every move?

Social Media increases fan involvement and enjoyment while also reaching out to new fans:

"50% of fans spend more time watching and following their respective leagues now than they did prior to their social media engagement"

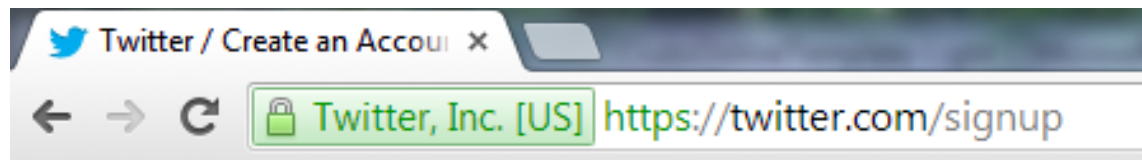
"Social media platforms also give clubs insights into their fan base [...] – very valuable insight when it comes to sponsor deals, TV rights and even merchandise sales"

GETTING STARTED

Create a Twitter Account

- 1) Open your internet browser (Firefox or Chrome is recommended, but Internet Explorer is also supported).
- 2) In the browser address bar type:

<https://twitter.com/signup>



- 3) Then press the Enter key on your keyboard.
- 4) The Join Twitter Today page will be activated.

Join Twitter today.

Full name

✓ Name looks great.

Email address

✓ We will email you a confirmation.

Create a password

✓ Password is perfect!

Choose your username

✓ Username is available.
You can change it later.

Suggestions: [club_test](#) · [myclubenquiries](#)

☒ Keep me signed-in on this computer.

☒ Tailor Twitter based on my recent website visits. [Learn more.](#)

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services, including our various websites, SMS, APIs, email

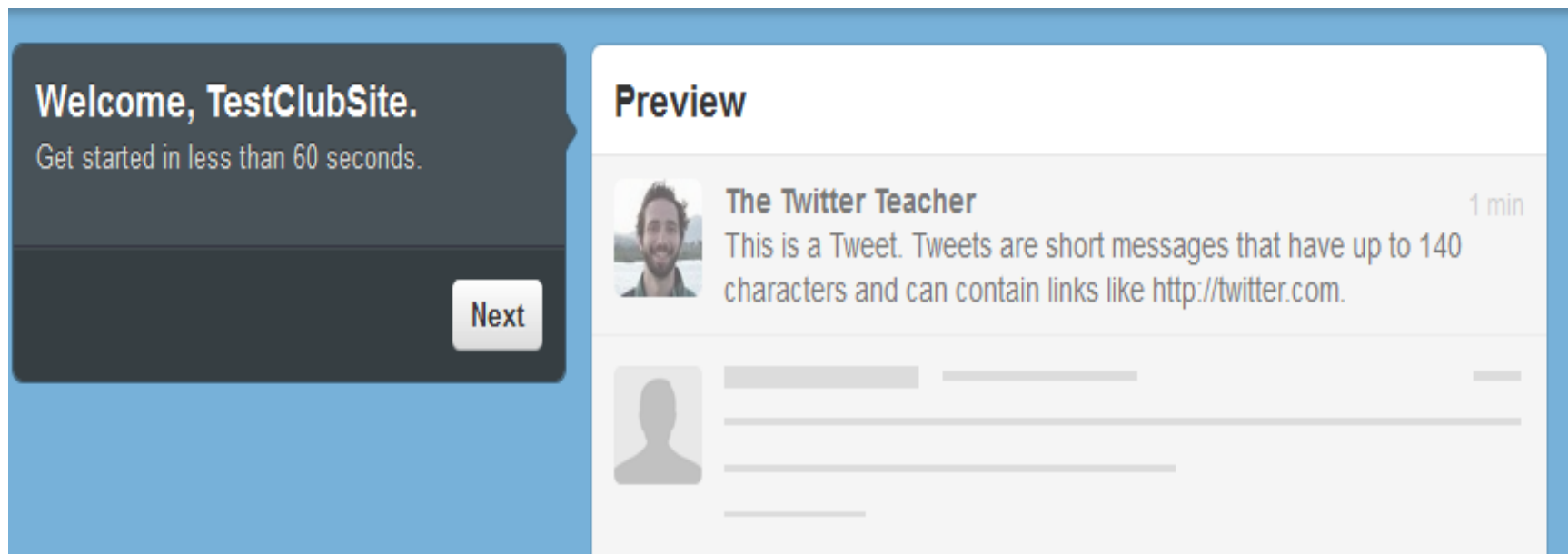
Printable versions:
[Terms of Service](#) · [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

5) Complete the form then mouse-click the Create My Account button.

- 6) The Welcome page is displayed with an example of a Tweet.



IMPORTANT: Before going any further check your email account! You should receive an email requiring confirmation of your Twitter account, which will give you full access to the Twitter site.

IMPORTANT: Before going any further check your email account! You should receive an email requiring confirmation of your Twitter account, which will give you full access to the Twitter site.

TestClubSite,
Please confirm your Twitter account

Confirming your account will give you **full access to Twitter** and all future notifications will be sent to this email address.

Confirm your account now

Or click the link below:

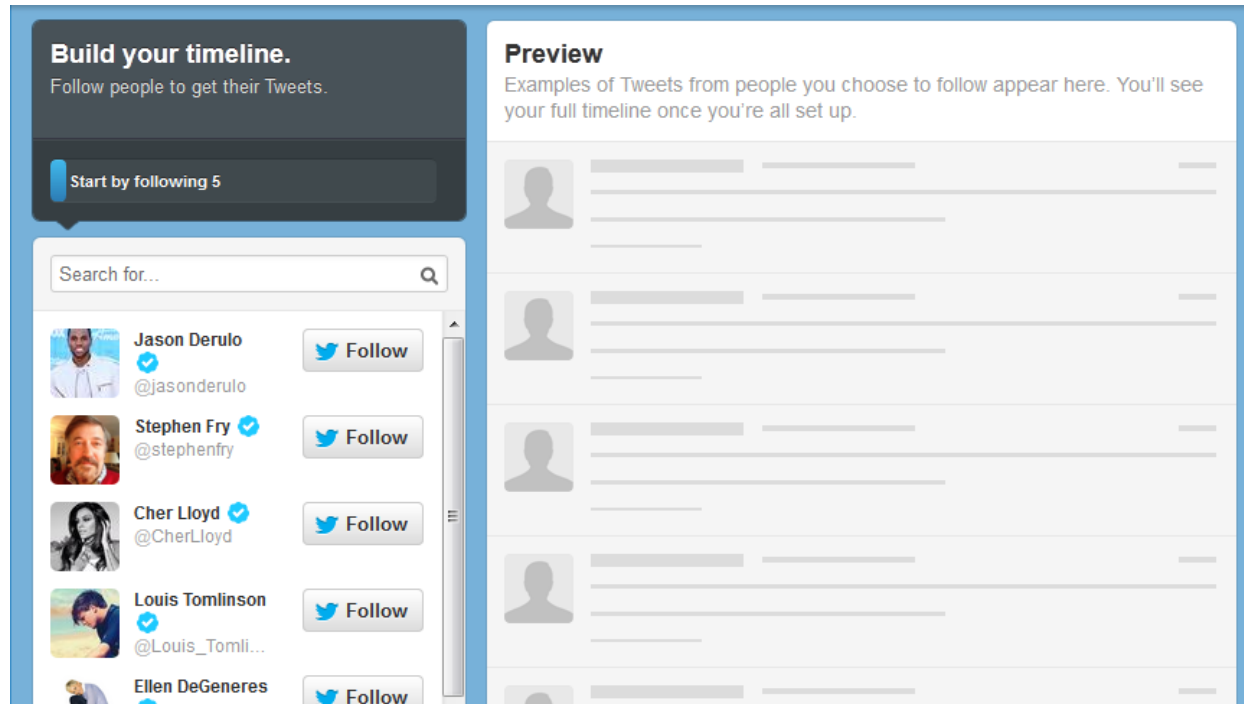
https://twitter.com/account/confirm_email/TestClubSite/7BGB2-2H72C-136080

- 1) Mouse-clicking the **Confirm your account now** button will take you to your new Twitter account web page and display the following message.

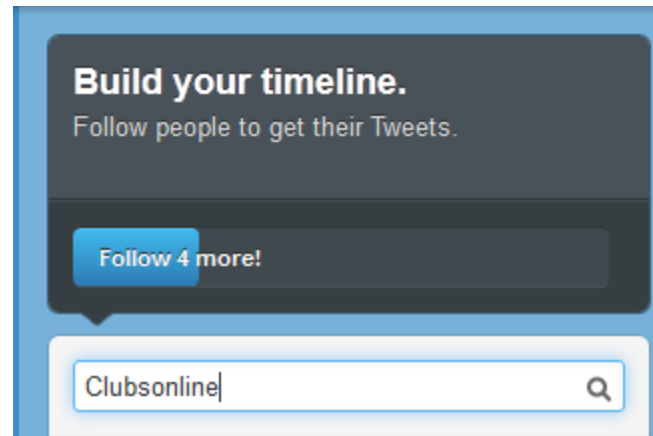
Your account has been confirmed. Thanks!

- 2) Shut down the Twitter welcome page and then switch back to your Twitter account page so we can work through the menu and options available to manage your Twitter account.

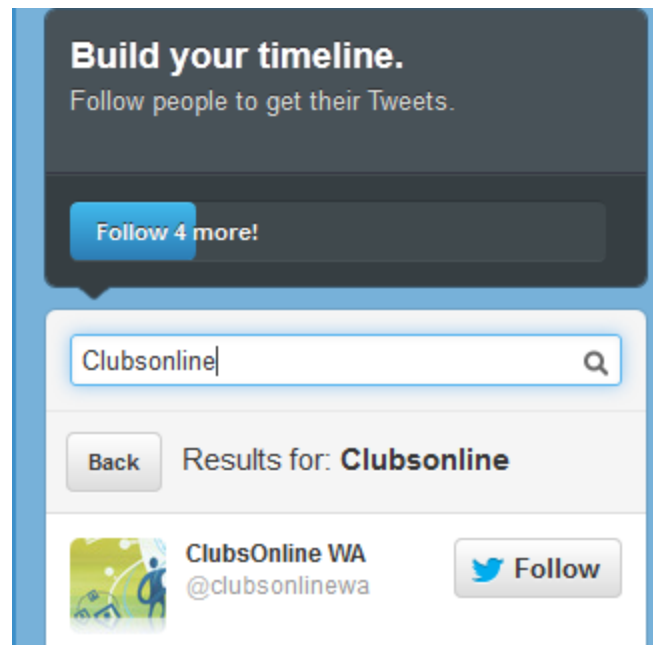
- 1) Mouse-click the Next button.
- 2) The **Build Your Timeline** page will be displayed.



- 3) Use the keyboard to type **ClubsOnline** in the **Search For.....** text box.



- 4) Mouse-click the magnifying glass or press the **Enter** key on the keyboard to activate the search.
- 5) The results screen should appear similar to the graphic








- 6) Mouse-click the **Follow** button to the right of the search result you wish to select.
- 7) Your selection now appears in the **Preview** section of the web page.



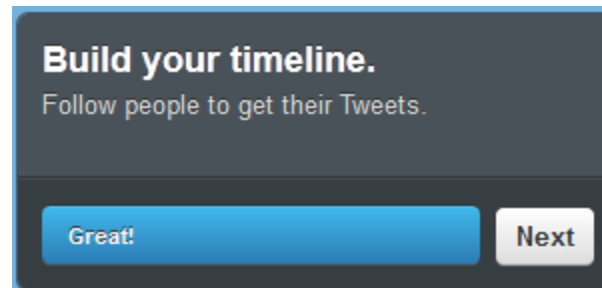
- 8) Search for and select a total of 5 **Accounts** to follow on Twitter.

Preview

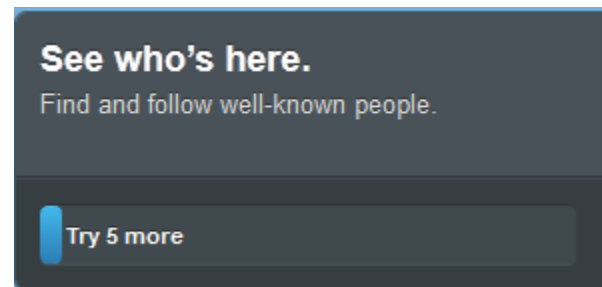
Examples of Tweets from people you choose to follow appear here. You'll see your full timeline once you're all set up.

	RAC WA @RACWA We'll be Tweeting LIVE tomorrow from 10am at the RAC & @720perth WA Transport Forum: ow.ly/hFuen. See you then! #ABCTransForum	17h
	ABC News 24 @ABCNews24 We're joined now by @NationalFarmers 's Jock Laurie to discuss their report, Blueprint for Aust. Agriculture http://t.co/XirK70Fe	5m
	Fremantle Dockers @Fremantle_FC Chris Mayne has been added to the leadership group - Full story: bit.ly/Y8bexD #gofreo	15h
	TennisAustralia @TennisAustralia Aussies draw Swiss in #FedCup play-off #tennis ow.ly/hHgCO	34m
	ClubsOnline WA @clubsonlinewa Welcome aboard! MT "@WAAFL The Secret Harbour #Dockers #Football Club will join the #WAAFL in 2013 ... #gameon"	8 Feb

9) Mouse-click the **Next** button.



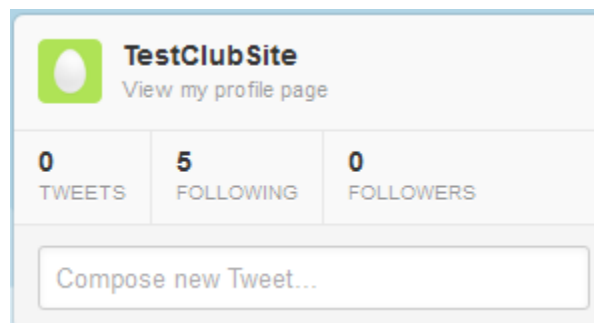
10) The Twitter wizard will suggest you search for 5 more accounts, this time individuals. . If you have a favorite sportsperson, singer or movie star search Twitter to see if they have an account and add them to your list.



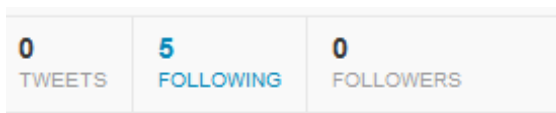
Follow Interesting Accounts

Find and follow people whose Tweets interest you from your Discover tab. Browse tailored recommendations on the who to follow page, find friends using your address book, or browse categories of popular accounts.

Your home page menu should look similar to the graphic as shown:



- 1) Mouse-click on the number above the **Following** text to:
 - a. Manage the **Accounts** you are following
 - b. Search for friends
 - c. Browse categories



The screenshot shows a Twitter profile for 'TestClubSite' (@TestClubSite). The profile has 0 tweets, 5 following, and 0 followers. The 'Following' list includes RAC WA, ABC News 24, Fremantle Dockers, TennisAustralia, and ClubsOnline WA. On the left sidebar, the 'Who to follow' section lists Oprah Winfrey, ABC News, and Taylor Swift. Below this, 'Browse categories' and 'Find friends' are circled in green. The 'Trends' section lists various hashtags and topics. The footer contains copyright information for 2013 Twitter and links to various resources.

Home Connect Discover Me Search

Tweets
Following
Followers
Favorites
Lists

Who to follow · Refresh · View all

Oprah Winfrey @Oprah
Follow

ABC News @abcnews
Follow

Taylor Swift @taylorswift13
Follow

Browse categories Find friends

Trends · Change

#CandyHeartRejects
#QuieroUnaFotoCon
#OnValentinesIllBe
#GH1
#JustMightGetYouKilled
Mañana 14
Matías Vega
Happy Valentines Day
Landry Fields
Feliz San Valentín

© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

TestClubSite
@TestClubSite

0 TWEETS 5 FOLLOWING 0 FOLLOWERS

Following

RAC WA @RACWA
RAC members are happier. You can email us at twitter@rac.com.au

ABC News 24 @ABCNews24
This account details #ABCNews24's live coverage, guests and programs. Also follow @ABCNews for general news alerts. This is an official @ABCAustralia account.

Fremantle Dockers @Fremantle_FC
Official updates from the Fremantle Dockers Football Club

TennisAustralia @TennisAustralia
Tennis Australia

ClubsOnline WA @clubsonlinewa
ClubsOnline is a place for WA sport & recreation clubs to share ideas, promote & develop their clubs & find the latest sport and recreation news and research.

An interesting person I have found is Tracey Lewis:



Once you are happy with the number of accounts you have selected to **Follow** move on to the next section **Your Profile Page**.

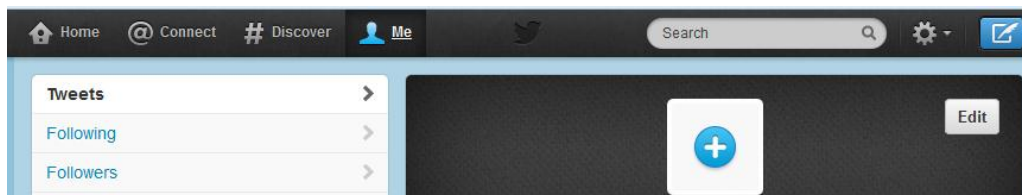
Your Profile Page


Accessing your profile from the **Me** tab in the top navigation bar will display a general overview of your account with your Tweets, photos, stats, and information about who you are. **Edit your profile** by simply clicking on the **gear icon** in the upper right corner of the screen and selecting **Edit profile**.

- 1) On the Twitter menu mouse-click the Me icon.



- 2) Hover your mouse over the white cross, the **Edit** button will appear, then mouse-click either to update your profile.





TestClubSite
View my profile page


Account >
Password >
Mobile >
Email notifications >
Profile >
Design >
Apps >
Widgets >

© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Profile

This information appears on your public profile, search results, and beyond.

Photo

Change photo
This photo is your identity on Twitter and appears with your Tweets.

Header

Change header
Recommended dimensions of 1252×626
Maximum file size of 5MB
Need help? [Learn more.](#)

Name

Enter your real name, so people you know can recognize you.

Location



Where in the world are you?

Website

Have a homepage or a blog? Put the address here.
[You can also add Twitter to your site here.](#)

Bio

About yourself in 160 characters or less. 160

Facebook




The following permissions are needed to post to Facebook:

- Post on your behalf to your profile.

Allow Disconnect

Having trouble? [Learn more.](#)

3) Mouse-click on the **Change Photo** button to add or update your photo.



TestClubSite
View my profile page

Account >

Password >

Mobile >

Email notifications >

Profile >

Design >

Apps >

Widgets >


© 2013 Twitter About Help Terms Privacy
Blog Status Apps Resources Jobs
Advertisers Businesses Media Developers

Profile

This information appears on your public profile, search results, and beyond.

Your avatar was published successfully. x


Photo



Change photo ▾

This photo is your identity on Twitter and appears with your Tweets.

Header



Change header ▾

Recommended dimensions of 1252×626
Maximum file size of 5MB
Need help? [Learn more.](#)

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?




Website

Have a homepage or a blog? Put the address here.
You can also add [Twitter](#) to your site here.

Bio

About yourself in 160 characters or less. 90

Facebook

The following permissions are needed to post to Facebook:

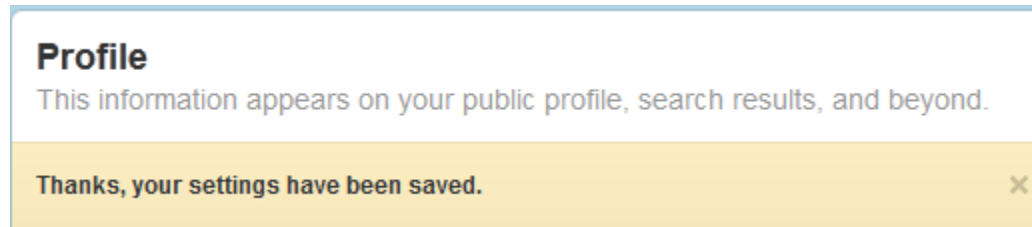
- Post on your behalf to your profile.

Allow

Disconnect

4) When you have completed your profile update mouse-click the **Save Changes** button.

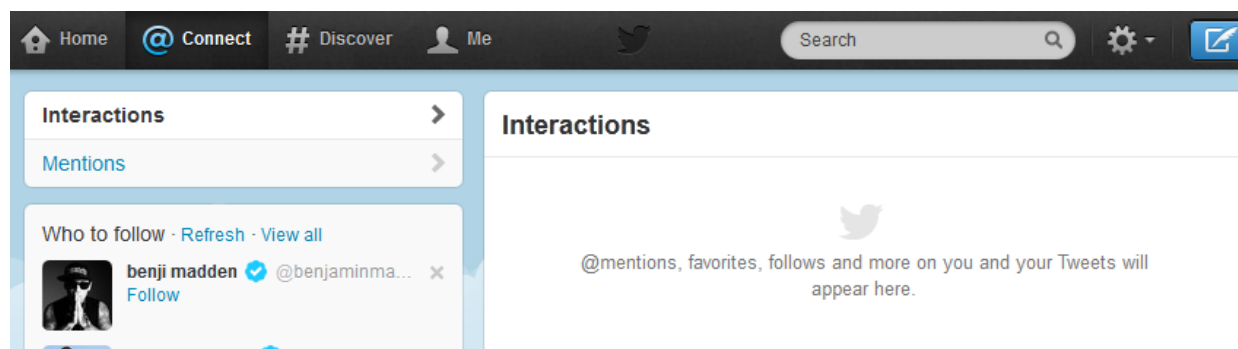
- 5) At the top of the web page the following system-generated message will be displayed when your profile has been successfully updated.



Track Your Interactions

Your Connect tab's **Interactions** timeline shows you how others have been interacting with you on Twitter. Twitter will tell you when someone marks your Tweet as a favorite, mentions your username, follows you, or retweets your content.

@Connect | Interactions



Monitor Your Mentions

When another user includes your username preceded by the @ symbol in a Tweet, it is called a “mention.” Your **Mentions** tab collects Tweets that mention you by your username so you can keep track of conversations others are having with you. Click a Tweet to see the conversation.

@Connect | Mentions



Discover What's Happening

Your **Discover** tab displays the top Trends and Tweets on Twitter. Tweets shown here are personalized for you based on:

- Your connections
- Your location and language settings
- Recent spikes in a topic's popularity

#Discover | Tweets

A tweet is a message posted via Twitter containing 140 characters or fewer.



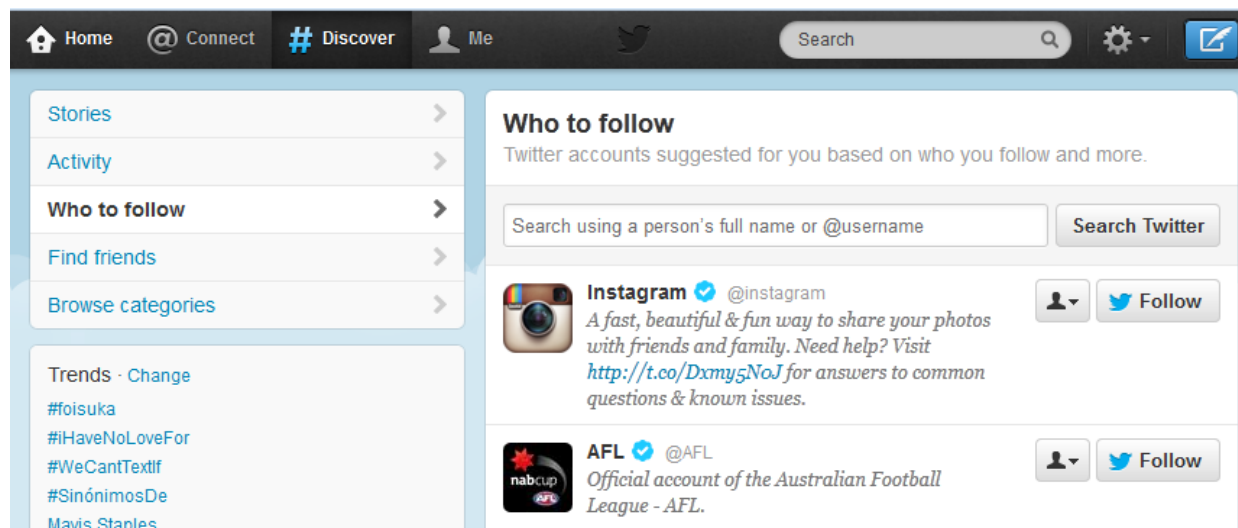
#Discover | Activity

Activity is a real-time dashboard to view what the people you're following are up to on Twitter. You can view Tweets they've favorited and discover other good content on Twitter.



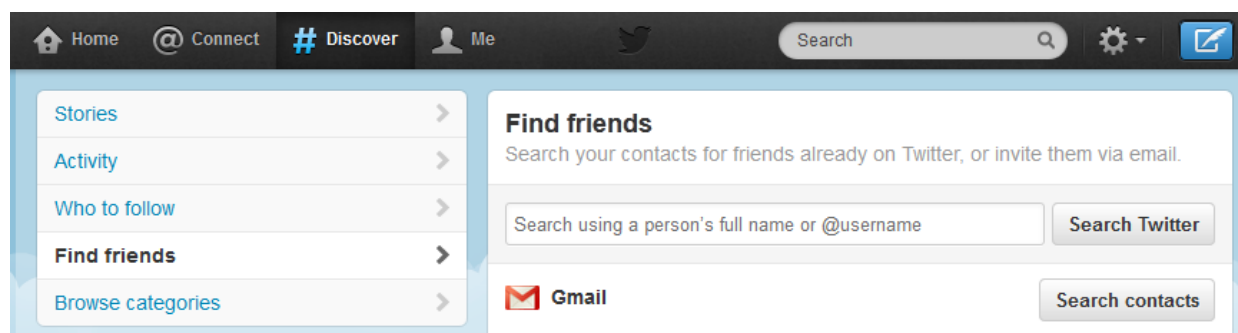
#Discover | Who to Follow

Browse tailored recommendations on the who to follow page,



#Discover | Find Friends

Find friends using your address book and follow those whose Tweets interest you.



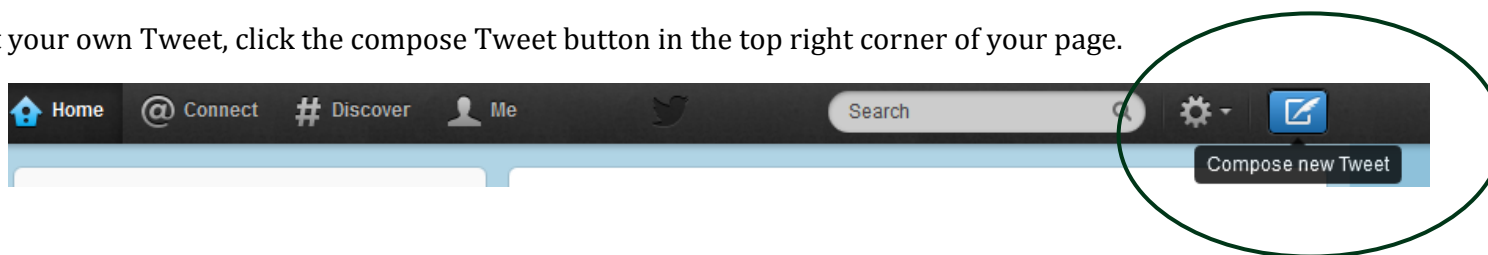
#Discover | Browse Categories

Browse categories/ topics you're interested in. Follow people you want to hear from.

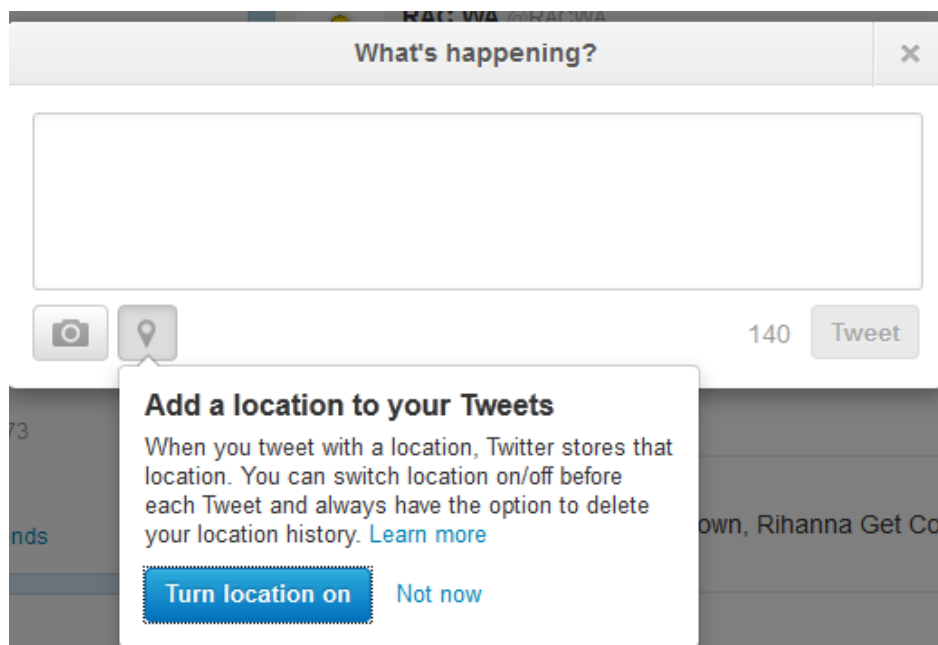


Post Your Own Tweets

- 1) To post your own Tweet, click the compose Tweet button in the top right corner of your page.



- 2) You can link to images, videos, or web URLs in your 140-character message, and add location if you want to show users where you are.



Reply to a Tweet

We will use this Tennis Australia Tweet as the example for this exercise.



- 1) Mouse-click the Expand link to view further options.



2) To reply to the Tennis Australia add your message to the **Reply to** text box.



To Retweet a Tweet

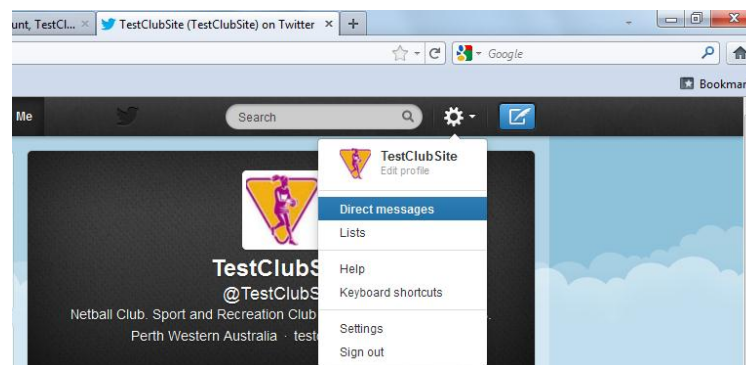
Follow step 1 above and then mouse-click the Retweet link.



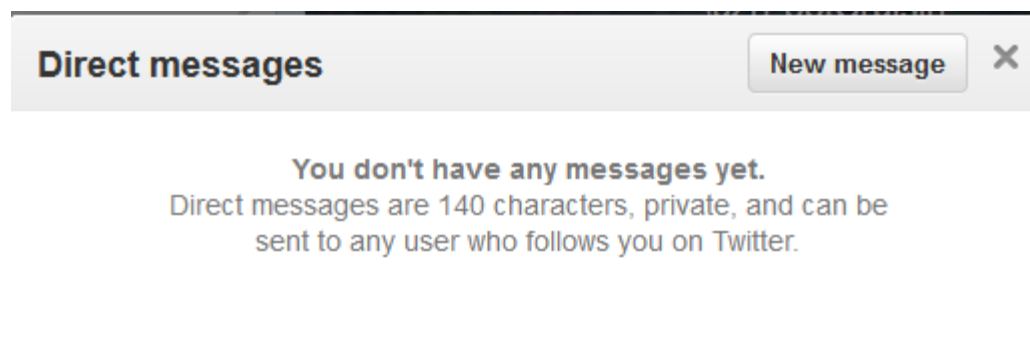
Send Direct Messages

A **direct message** is a personal Tweet seen only by the sender and the recipient.

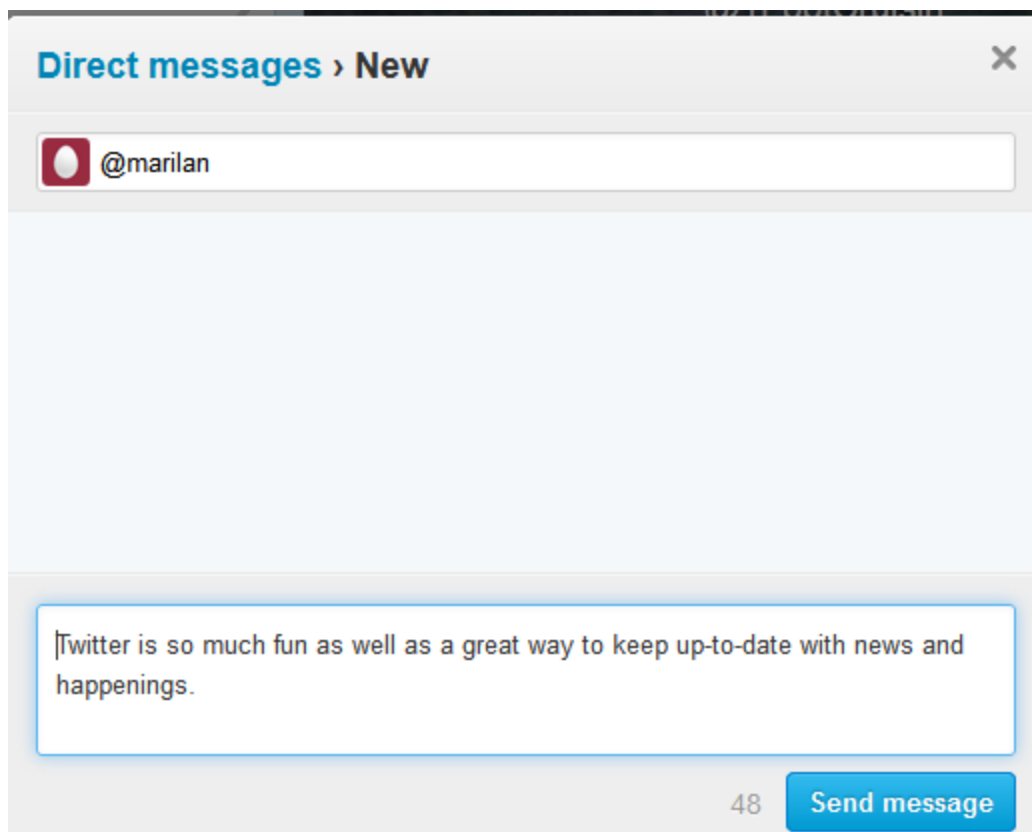
- 1) To send a **Direct Message** from the **gear** icon drop down menu select direct messages.



- 2) Mouse-click the **New Message** button



- 3) Use the keyboard to type the address of the recipient as well as your message

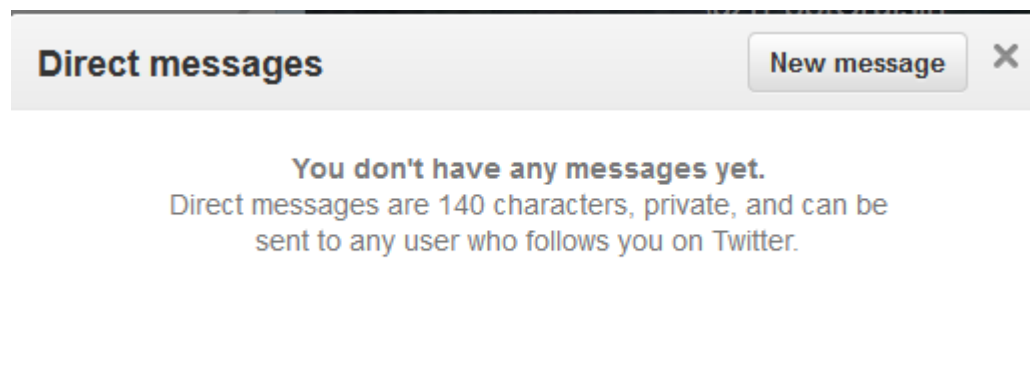


- 4) Mouse-click the **Send Message** button.
- 5) If the recipient does not follow you then the message will not be sent.



Receive Direct Messages

To read direct messages sent to you, click on **Direct messages** from the gear icon drop down menu in your navigation bar.



TYPES OF TWEETS AND WHERE THEY APPEAR

This information has been taken from: <https://support.twitter.com/articles/119138-types-of-tweets-and-where-they-appear#>

Have you ever wondered where your @reply will appear once you've sent it? Hopefully this table gives a better outline of where Tweets go when you click the "Tweet" button.

Normal Tweets:



- **Definition:** Any message with fewer than 140 characters posted to Twitter.
- **Where it appears for the sender:** On the sender's profile page and Home timeline.
- **Where it appears for the recipient:** In the Home timeline of anyone who is following the sender.
- **Places it will *never* appear:** On anyone else's profile page, unless they retweeted the message.

Mentions:



- **Definition:** A Tweet containing another user's Twitter username, preceded by the "@" symbol, like this: Hello @NeonGolden! What's up?
- **Where it appears for the sender:** On the sender's profile page of public Tweets.
- **Where it appears for the recipient:** In the recipient's Mentions and Interactions tabs, which is accessible only by them. Additionally, mentions will appear in the recipient's Home timeline view (not on their profile) if they are following the sender. Note: Anyone on Twitter who is following the sender of a mention will see the Tweet in their Home timeline.
- **Places it will *never* appear:** On anyone's profile page, unless they wrote the message.

@Replies:

- **Definition:** A Tweet that begins with another user's username and is in reply to one of their Tweets, like this: @NeonGolden I can't believe you thought that movie was cheesy!
- **Where it appears for the sender:** On the sender's Profile page.
- **Where it appears for the recipient:** In the recipient's Mentions and Interactions tabs. Like mentions, @replies will also appear in the recipient's Home timeline if they are following the sender. Anyone following the sender and the recipient of an @reply will see it in their Home timeline.
- **Places it will *never* appear:** On anyone's profile page, unless they wrote/sent the message.

Direct messages:

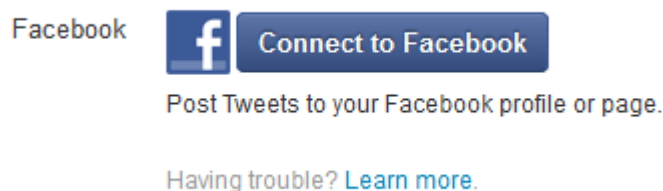
- **Definition:** A personal message sent directly to someone who follows you or sent directly to you from someone you follow.
- **Where it appears for the sender:** In the sender's direct messages folder (accessible by clicking on the person icon in the top navigation bar). A direct message will disappear completely if either the sender or the recipient deletes it.
- **Where it appears for the recipient:** In the recipient's direct messages. It will disappear if the sender deletes it.
- **Places it will *never* appear:** In any public timeline or public search.

LINKING TO YOUR BLOG OR WEBSITE

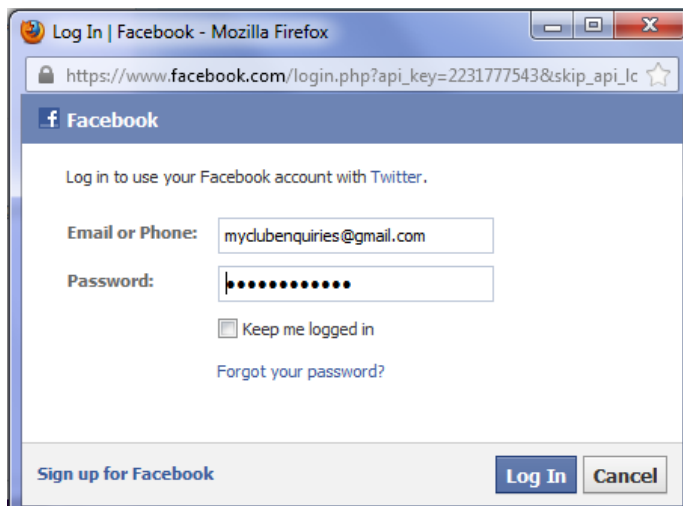
Connect your Twitter account to your club Facebook Page:

If you have a Facebook Fan Page, or are the admin of one, you can post Tweets from your Twitter account to your Facebook Page.

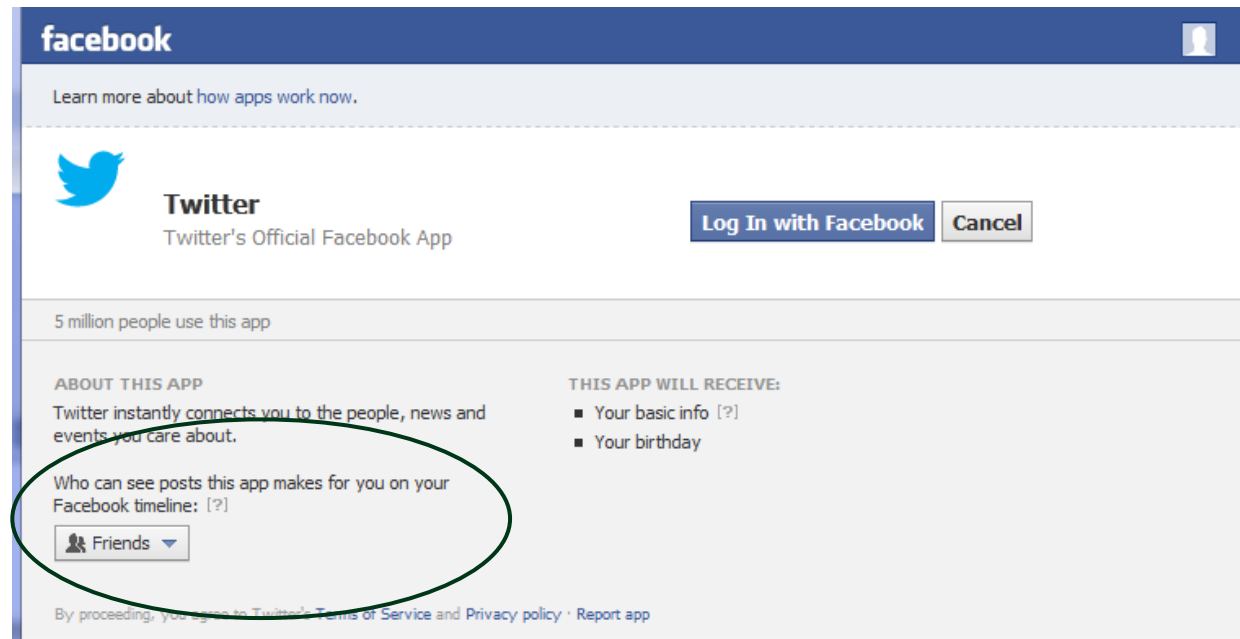
- 1) Open your Twitter profile settings page and locate the **Connect to Facebook** button at the bottom of the page.



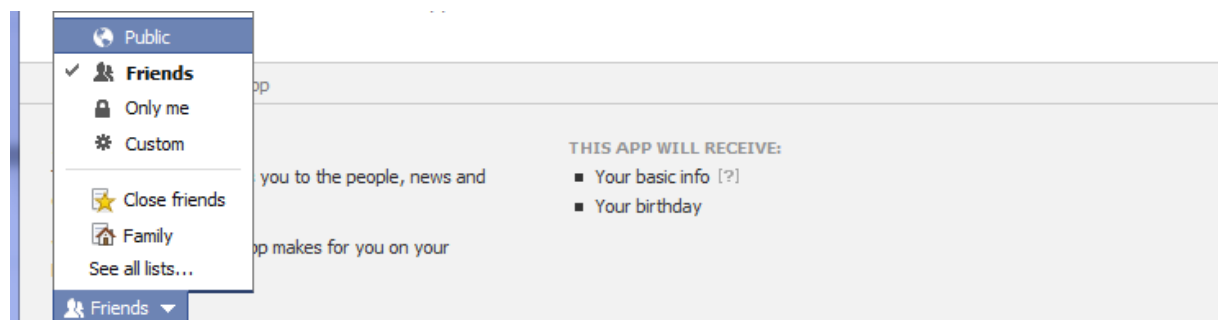
- 2) Mouse-click the **Connect to Facebook** button and then log in to your club Facebook page.



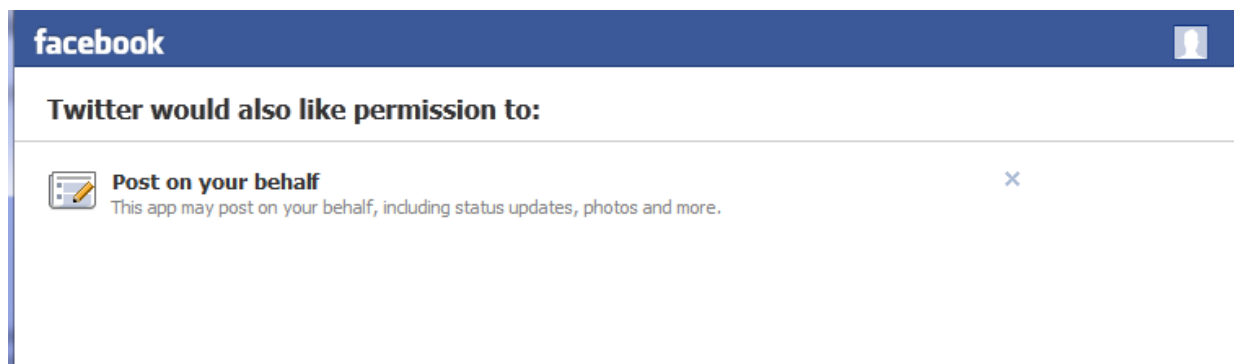
3) Your Facebook page should appear similar to the graphic below.



4) From the drop-down list select who can see the Tweets posted to your club Facebook page.



- 5) In the next window Twitter asks for permission to post to your Facebook page on your behalf.



- 6) I selected Skip because I only wish to have Tweets that the club has posted or received appearing on the club Facebook page. This is a decision best made at Committee level of your club.



Privacy Notes:

To control who sees your Tweets and username, go to your Facebook Application settings and click **Edit** for the Twitter app to restrict who can see your Tweets on your Facebook wall. Unless you have explicitly chosen to authorize Twitter for Facebook to connect your Twitter account to your Facebook account, Twitter will not cross-post to Facebook on your behalf, or display on Facebook your Twitter username, profile picture, or other profile information.

When you choose to connect your Twitter account to your Facebook account, the Facebook authentication dialog screen specifies the Facebook account information that you authorize sharing with Twitter. This information allows Twitter to cross-post between Twitter and Facebook and may help improve your Twitter experience, for example, with better suggestions and content on Twitter. If you disconnect your Facebook account from Twitter, Twitter will delete the Facebook account information that you previously authorized. Please note that it may take up to a few weeks for this information to be fully removed from their systems.

If your Tweets do not post:

- 1) Make sure the box to **Post your Tweets to Facebook** is checked in your Twitter Profile settings or try disconnecting and reconnecting again.


The screenshot shows the Facebook 'App settings' page. The left sidebar contains links for General, Security, Followers, Apps (selected), Adverts, Payments, Gifts, and Support Dashboard. The main content area is titled 'App settings' and includes a warning about public availability of information. Below this, there are four sections: 'Apps you use', 'Apps others use', 'Instant personalisation', and 'Old versions of Facebook for mobile'. The 'Apps you use' section lists the Twitter app with a privacy setting of 'Public'. The 'Edit' link for the Twitter app is circled in green. The 'Settings' link in the top right corner of the Facebook header is also circled in green.

Section	Description	Status	Action
Apps you use	Use apps, plugins, games and websites on Facebook and elsewhere?	On	Edit
	Twitter	Public	Edit x
Apps others use	People who can see your info can bring it with them when they use apps. Use this setting to control the categories of information people can bring with them.		Edit
Instant personalisation	Lets you see relevant information about your friends the moment you arrive on select partner websites.	On	Edit
Old versions of Facebook for mobile	This setting controls the privacy of things you post using old Facebook mobile apps that do not have the inline audience selector, such as outdated versions of Facebook for BlackBerry.	Only me	Edit

2) Mouse-click the **Edit** text to make changes to your club settings for Twitter and then click the Close text to hide the Twitter settings..


Apps you use

Use apps, plugins, games and websites on Facebook and elsewhere? **On** [Edit](#)

 **Twitter**

Last logged in: Less than 24 hours ago [Close](#)

Posts on your behalf

 **Public** ▼

This app needs

- Your basic info [?]
- Your birthday

Last data access

Basic Information [See details](#) · [Learn more](#) Today

When to notify you?

The app sends you a notification ▼

Legal

[Privacy policy](#) · [Terms of Service](#)

[Remove app](#)


How to Add Twitter Buttons to Your Website

- 1) Open your Twitter Profile page and locate the link **You can also add Twitter to your site here.**

Profile

This information appears on your public profile, search results, and beyond.


Photo



Change photo ▾

This photo is your identity on Twitter and appears with your Tweets.

Header



Change header

Recommended dimensions of 1252×626
Maximum file size of 5MB
Need help? [Learn more.](#)

Name

Enter your real name, so people you know can recognize you.

Location

Where in the world are you?

Website

Have a homepage or a blog? Put the address here.
[You can also add Twitter to your site here.](#)

- 2) Mouse-click the link which will take you to the **Twitter Trademark and Content Display Policy** web page.

[About](#) / [Logo & Brand](#)

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Twitter Trademark and Content Display Policy

This policy is designed to help you use our brand and assets, including our logo, content and trademarks without having to worry about negotiating a separate agreement with us or talking to our lawyers. If you'd like to make any use of our marks that is not covered by this document, you must contact us at trademarks at twitter.com and include a visual mockup of intended use.

- 3) If your club is happy to continue with placing a Twitter link on the club website then mouse-click the Buttons link in the sidebar.

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[About Twitter](#)

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Twitter Buttons


Add buttons to your website to help your visitors share content and connect with you on Twitter.

Choose a button


☒ Share a link

 Tweet 93


☐ Follow

 Follow @twitter

☐ Hashtag

 Tweet #TwitterStories

☐ Mention

 Tweet to @support

- 4) Select the button you'd like to use and copy the HTML code that pops up (highlighted below).

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  Follow @twitter
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Button options


User

- ☒ Show username
☐ Large button
☐ Opt-out of tailoring Twitter [?]

Language

Preview and code

Try out your button, then copy and paste the code below into the HTML for your site.

 Follow @TestClubSite

```
<a href="https://twitter.com/TestClubSite"
class="twitter-follow-button" data-show-
```

- 5) Paste that code in the appropriate area of your website's source code. That's it!

TWITTER GLOSSARY

# - Use hashtags to categorize Tweets by keyword:	<ul style="list-style-type: none"> • People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search. • Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword. • Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end. • Hashtagged words that become very popular are often Trending Topics.
@	The @ sign is used to call out usernames in Tweets, like this: Hello @Twitter! When a username is preceded by the @ sign, it becomes a link to a Twitter profile.
Activity	Lives in the "Connect" tab. Activity is a real-time dashboard to view what the people you're following are up to on Twitter. You can view Tweets they've favorited and discover other good content on Twitter.
Avatar	See Profile Picture.
Bio	A short personal description of 160 characters or fewer used to define who you are on Twitter.
Blocking	To block someone on Twitter means they will be unable to follow you or add you to their lists, and we will not deliver their mentions to your mentions tab.
Bug	A bug is an internal error in our site code and functionality. We find and fix them all the time (nobody's perfect). If you see one, point it out to @support by sending us a message.
Buttons	Twitter buttons are available in the Resources tab of your account, and are used to link to Twitter from other webpages.

Connect	The Connect tab lets you view interactions, mentions, recent follows and Retweets. Using the Connect tab you're able to view who has favorited or retweeted your Tweets, who has recently followed you, and all of your @replies and @mentions.
Connections	The Applications tab in your Twitter settings shows all third-party websites and applications to which you've granted access your public Twitter profile. Revoke access at any time.
Deactivation	A way to remove your profile from Twitter. Information from deactivated profiles remains in our system for 30 days.
Direct Message	Also called a DM and most recently called simply a "message," these Tweets are private between the sender and recipient. Tweets sent over SMS become DMs when they begin with "d username" to specify who the message is for.
Discover	The Discover tab is where you'd find top Tweets, Who to Follow, Activity, Find Friends, and Browse Categories. The Discover tab is all about, you guessed it, discovering new and engaging things to do on Twitter!
DM	See Direct Message.
Email Notifications	Preferences set by Twitter users to regulate notifications via email about events on your account, such as new followers and new direct messages.
Favorite	To favorite a Tweet means to mark it as one of your favorites by clicking the yellow star next to the message. You can also favorite via SMS.
FF	#FF stands for "Follow Friday." Twitter users often suggest who others should follow on Fridays by tweeting with the hashtag #FF.

Follow	To follow someone on Twitter is to subscribe to their Tweets or updates on the site.
Follow Count	The numbers that reflect how many people you follow, and how many people follow you. Found on your Twitter Profile.
Follower	A follower is another Twitter user who has followed you.
Following	Your following number reflects the quantity of other Twitter users you have chosen to follow on the site.
Geolocation / Geotagging	The use of location data in Tweets to tell us where you are in real time. Is also called "Tweet With Your Location."
Handle	A user's "Twitter handle" is the username they have selected and the accompanying URL, like so: http://twitter.com/username .
Hashtag	The # symbol is used to mark keywords or topics in a Tweet.
Help Ticket	A request for help filed to our Support team via links in relevant articles on support.twitter.com. Also called simply a "ticket" or a "support ticket."
HT or h/t	Usually means "hat tip." A way of acknowledging the person who originally shared the content being tweeted, such as a link to an article or video.
Interactions	A timeline in the Connect tab displaying all ways other users have interacted with your account, like adding you to a list, sending you a @reply, marking one of your Tweets as a Favorite, retweeting one

	of your Tweets.
Listed	To be included in another Twitter user's list. Listed numbers and details appear in the statistics section of your profile.
Mention	Mentioning another user in your Tweet by including the @ sign followed directly by their username is called a "mention".
MMS	Multimedia Messaging Service (MMS), often called picture messaging, allows you to send media like audio or photos from your phone.
Mobile Web	Twitter's website tailored to fit your mobile device.
MT	Similar to RT, an abbreviation for "Modified Tweet." Placed before the retweeted text when users manually retweet a message with modifications, for example shortening a Tweet.
Name	A name that can be different from your username and is used to locate you on Twitter. Must be 20-characters or fewer.
OH	"OH" most often means "overheard" in Tweets. Used as a way to quote funny things people overhear.
Over Capacity Page	Users sometimes refer to this page as the "Fail Whale" page. The "Twitter is over capacity" message and a whale image shows up when our site is having trouble keeping up with traffic.
Phishing	Tricking a user to give up their username and password. This can happen by sending the user to fake login page, a page promising to get you more followers, or just simply asking for the username and password via a DM or email.

Profile	A Twitter page displaying information about a user, as well as all the Tweets they have posted from their account.
Profile Picture	The personal image uploaded to your Twitter profile in the Settings tab of your account.
Promoted Tweets	Tweets that selected businesses have paid to promote at the top of search results on Twitter.
Protected/Private Accounts	Twitter accounts are public by default. Choosing to protect your account means that your Tweets will only be seen by approved followers and will not appear in search.
Reactivation	The act of bringing a deactivated account back to life on Twitter. It's alive!!
Retweet or RT	A Tweet by another user, forwarded to you by someone you follow. Often used to spread news or share valuable findings on Twitter.
RLRT	"Real Life Retweet" is another way of saying OH ("overheard"). Used to quote something a person said in "real life."
Robot (Something's Not Working Error)	An error message when something on the Twitter site is not working. (Hint: try refreshing the page to make him go away.)
Sleep Time	Hours in which all mobile Twitter updates will cease to be delivered to your phone. Can be set up through your Settings tab.
Suspended	The act of being prevented from using Twitter due to breach of the Terms of Service

Top Tweets	Tweets determined by a Twitter algorithm to be the most popular or resonant on Twitter at any given time.
Tweet	Tweet, tweeting, tweeted. The act of posting a message, often called a "Tweet", on Twitter. A message posted via Twitter containing 140 characters or fewer.
Tweet Button	A button anyone can add to their website. Clicking this button allows Twitter users to post a Tweet with a link to that site.
Tweeter or Twitterer	An account holder on Twitter who posts and reads Tweets. Also known as Twitterers.
Twitter	An information network made up of 140-character messages from all over the world.
Unfollow	To cease following another Twitter user. Their Tweets no longer show up in your home timeline.