

Twitter Toolkit

June 2020



Twitter User Statistics

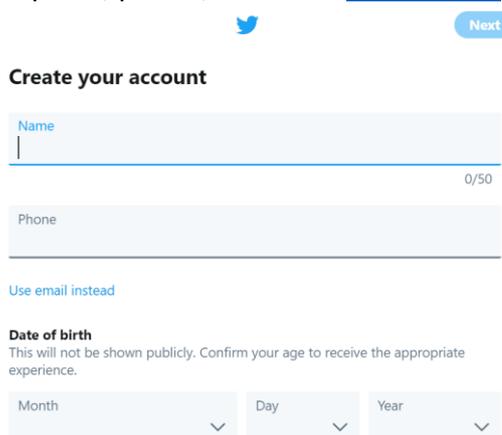
1. There are 330 million monthly active users and 145 million daily active users on Twitter.
2. 63 percent of all Twitter users worldwide are between 35 and 65.
3. The ratio of female to male Twitter users is roughly one to two: 34 percent female and 66 percent male.
4. The average session on Twitter is 3.39 minutes.
5. 500 million tweets are sent out per day.

What Is Twitter?

Twitter is one of the most popular social networks in the world. Whether you plan on joining Twitter for personal reasons such as to follow friends and celebrities, or for business reasons to promote your services, the platform can be a good source of enjoyment and opportunity for almost anyone.

How to Set up a Twitter Account

1. Open Twitter from your computer, phone, or tablet: twitter.com and select Sign Up.



The screenshot shows the Twitter sign-up process. At the top, there is a Twitter logo and a blue 'Next' button. Below this is the heading 'Create your account'. There are two input fields: 'Name' and 'Phone'. The 'Name' field has a character count of '0/50'. Below the 'Phone' field is a link that says 'Use email instead'. Further down is the 'Date of birth' section, which includes a note: 'This will not be shown publicly. Confirm your age to receive the appropriate experience.' Below this note are three dropdown menus for 'Month', 'Day', and 'Year'.

2. Type your phone number or switch to the email address option in the first box provided.
3. Make your selections on the next Customise Your Experience page.
4. Click Sign Up on the Step 3 of 5 page.
5. Follow the verification instructions which follow.
6. Complete the Sign-Up process.



Edit Profile

Clicking on the Edit Profile option allows you to edit your profile at any time.

Choose a profile photo that visually represents you and fits well in a small, circular space, typically your logo. This does not just appear on your profile, it is the icon associated with your tweets.

Your header photo can be a changing billboard showcasing what is new or highlights your current projects or activities or it can be an image of your organisation.

Make sure both photos are clear, high-quality, and create visual consistency. Upload photos in JPG, GIF, or PNG formats.



Display and @name

Your account name is what comes after the “@”. It is unique to you, appears in your profile URL, and is tied to everything you do on Twitter. It can contain up to 15 characters and should be directly associated with the name of your group or organisation.

Your display name appears right above your @name and can be changed at any time. A best practice is to have this be the name of your group or organisation. It can contain up to 50 characters.

Scottish ClubSport

@ScotClubSport

Profile Bio

Display your elevator pitch here. In these 160 characters, you will be introducing yourself to the world. Tell people what you do, what value you bring, and why they should follow you. You can include a link to your website, location and any hashtags you use regularly.

Supporting ClubSport networks and Sports Councils to deliver quality services to sports clubs in their local communities [#NationalSupportforLocalSport](#)

📍 Edinburgh, Scotland [🔗 scottishclubsport.co.uk](https://scottishclubsport.co.uk) 🗓️ Joined April 2014

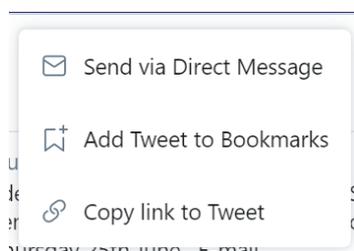
Tweet Options

Retweets or retweeting means a follower of your Twitter account re-shares your tweet to their Twitter feed. You can retweet tweets other people's tweets.

To Retweet click on the logo at the bottom of the tweet you wish to Retweet. When you Retweet a tweet it will appear in your profile as Retweeted.



The Heart logo is the Like tweet option. The Bubble logo allows you to Comment on a tweet. The Download option allows you to do the following:



Hashtags

The # symbol, called a hashtag, is used to mark keywords or topics in a tweet. People use the # in tweets before a relevant keyword allowing it to become searchable and therefore visible to other users interested in the subject that it is referring to. Hashtags are an important tool on Twitter. It is a powerful way of getting other people to read your tweet and can dramatically increase visibility and the size of your network.



Twitter Mentions

Other Twitter users can mention you on Twitter using your @name, you can mention others in your tweets by using their @name also. A mention is when a Twitter @name is included anywhere within a tweet. It is a way of tagging or highlighting someone in your tweet. Along with your followers, each user mentioned in the tweet will see it in their Twitter feed and it will also appear in their list of tweets mentioning. This is very useful, as it is a direct way of letting someone know you are talking about, or to them, even if they are not following you.



Twitter Top Tips

1. Tell people that you are on Twitter, add your Twitter @name to your contact details, e-mail signatures etc.
2. Use the search option to find and follow people. Identify relevant people, groups, organisations in your area or business area and follow them, such as: Councils, Trusts, Councillors, MSPs, Police, Schools, Local Businesses, Youth Groups, Sports Clubs.
3. Using Hashtags # increases visibility and the size of your network.
4. Using @ in front of other users name will mean that they will be made aware that you are talking to or about them - @ScotClubSport
5. RT or Retweet means that you can easily pass on other peoples tweets to your followers.
6. Use Twitter to have a dialogue, not just to tell people about what is happening, but to respond to specific questions aimed at your organisation.
7. Participate in campaigns such as @sportscotland's #SportHour on the first Monday evening of every month.
8. Make the experience interactive for your followers by including links to pictures, videos and interesting stories. You can use a web address (URL) to shorten sites so you do not use up all of your characters.
9. Use slightly more informal language.
10. Tweet regularly, but not too often.