

## Twitter for Dummies *by Mayzie Purviance*

Social Media can be a great tool to reach political and public figures. Per day, President Trump tweets/retweets anywhere from 10-25 tweets and gets thousands of mentions. If we want to be heard, we've got to make our tweets stand using the hashtag #FairCattleMarkets and mentioning President Trump using @realDonaldTrump. There is power in numbers so everyone needs to participate.

If you are new to Twitter and jumping on for a cause, we've made it as easy as possible. Here's a crash course in Twitter and step-by-step instructions to create your account.

### Twitter Dictionary:

- **Twitter:** A social media service and website used to connect and network with other twitter users.
- **Twitter Account/Profile:** Your twitter profile is unique to you. You can customize your profile picture and bio. When someone clicks on your username, they are directed to your profile and are able to view any tweets you have interacted with.
- **Profile Picture:** The photo that will be associated with your twitter account.
- **Bio:** Short information about yourself which is displayed at the top of your profile.
- **Follow:** Following someone on twitter means you will see content they tweet or retweet.
- **Tweets:** Twitter posts. Tweets are limited to 280 characters in length.
- **Retweet:** The act of reposting another user's tweet. Indicated by the square made of two arrows on each specific tweet.
- **Like:** The act of liking a tweet by pushing the heart icon on a tweet. All liked tweets are archived on your specific profile.
- **Comment:** The act of commenting on a user's tweet, always began with an @
- **Timeline:** The home page where tweets are presented. Sometimes referred to as "TL."
- **Thread:** Tweets which are connected. Often used when users want to tweet something that is longer than 280 characters.
- **@:** The @ symbol is used to directly mention another twitter user, simply type @ and the person's username with no space between the characters. When you @ someone, they get a notification. **When tweeting about this specific issue, be sure to @realDonaldTrump**
- **#:** The # is used on social media as a "hashtag." Hashtags are great for social media marketing. If you use a hashtag on a tweet, this tweet is categorized with all other tweets using said hashtag. Be sure to include #FairCattleMarkets when participating in this campaign.

### Twitter Buttons and Icons:

*Along the bottom of your screen are four icons: a house, a magnifying glass, a bell and an envelope. The definitions and functions of these icons are as follows:*

- **House or "Home":** When you click the House icon, you will be directed back to your timeline. If there is a dot next to your Home icon, that means more tweets have been tweeted since you last updated your timeline. To view new tweets, click the Home icon again.
- **Magnifying Glass or "Search":** When you click the Magnifying Glass icon, you will be directed to a page with a search bar. Here, you can type anything in the search bar to see tweets with specific words. You can also search different twitter users through the search bar.
- **Bell or "Notification":** When you click the Bell icon, you are directed to a page with a list of all the times other users have interacted with your tweets (like, retweet, mention/comment).
- **Envelope or "Inbox":** When you click the Envelope icon, you are directed to a page with lists of direct, private messages between you and a twitter user.

## Twitter How-To's

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### How to create a Twitter profile:

1. Download the Twitter app by going to the app store, typing "Twitter" into the search bar and clicking "download."
2. Once the app is downloaded, click the blue icon with the white bird on your phone's screen.
3. After opening the app, you will be presented with a screen and a blue button that says, "Create account" — click it.
4. You will be directed to a page with three fields to enter your name, phone number or email address and date of birth.
  - a. We understand you may not want your personal information online but by contributing this data you will be recognized as an actual person and not a fake account.
5. Click "next."
6. You will be directed to a page titled "Customize your experience." Check the boxes or don't, it's your call.
7. Click "next."
8. You will be directed to a page titled "Create your account," which is just a review of information you have already input.
9. Click "Sign up."
10. You will then be sent a verification code via text message or email, depending on which method of contact you provided. Enter the verification code in the field provided and click "next."
11. Create your password and click "next."
12. Upload a profile picture by clicking the "Upload your photo" icon in the middle of the screen. Click "next."
  - a. Remember, using photos of yourself instead of an image you found online indicates to other twitter users that you are not a fake account.
13. Add a short bio about yourself and click "next."
  - a. This would be a good place to put something simple about your agricultural background. For example, **Owner of John Smith Cattle Company located in City, State.**
14. You will have the option to sync your phone's contacts or to skip this step. If you would like to skip, click "Not now."
15. You will have the option to pick specific topics which interest you. This will help Twitter better gauge which accounts it suggests you follow. If you would like to skip this step, click the words "Skip for now" in the bottom left hand corner.
16. You will be directed to a page titled "Suggestions for you to follow." If you would like to follow some of these people, go ahead. You can skip this step by clicking "next."
17. You will have the option to let twitter track your location. Click "OK" or "Not now."
18. You're all set up and ready to tweet.

### How to follow:

1. Click the magnifying glass at the bottom of your screen.
2. Click the search bar at the center of the top of your screen which reads "Search Twitter."
  - a. For example, type, word for word, "**realDonaldTrump**" without any spaces. You will then see a list of different twitter accounts. The top one should be a photo of the president and the words "Donald J. Trump" with a blue check mark beside the name. The blue check mark indicates his account is "verified" meaning many people created a fake account under his name but this is the real Donald Trump.
  - b. You can follow Western Ag Reporter on Twitter by searching for "WesternAgReport" and choosing the profile with cattle and our logo in the picture.
3. Click on the Donald J. Trump, Western Ag Reporter, or other profile name you searched for. You will be directed to the corresponding profile. Along the top of the screen you will see a white oval with the words "Follow" in it.
4. Click the "Follow" icon.
5. You are now following the president of the United States on Twitter.

### How to Tweet:

1. Open your Twitter app.
2. Click the Feather icon in the right-hand corner of your screen, it should be right above the envelope icon.
3. Type your tweet in the space provided. You may have to reword your thoughts and use abbreviates to get your tweet within 280 characters.
  - a. Remember to **@realDonaldTrump** and use **#FairCattleMarkets** at the end of your tweet.
  - b. We have provided sample Tweets if you would prefer to use an already drafted one.
4. Ask yourself: does this tweet make logical sense? Is this tweet professional? Is it free of profanities?
5. Proofread your tweet to make sure you're not tweeting at the President of the United States with a spelling or grammatical error.
6. Tap the blue "Tweet" icon in the top right-hand corner of the screen.
7. Your Tweet is now live for everyone to view.