

Tabrona is recognised in Yorkshire as a Leader in Diversity, Fundraising and Outreach Consultancy

TABRONA
Marketing & Fundraising Solutions

Factsheet 1: Getting Started

How to set up a Twitter account

The first step is to set up your profile which couldn't be more straightforward. Just go to www.twitter.com and hit the big sign up button. You'll then be asked to submit a few details before getting started properly. Twitter will then make various suggestions regarding people and organisations that you may wish to follow, before asking you to import any existing contacts you may have via other accounts elsewhere, such as hotmail, LinkedIn, etc.

How to create a following on Twitter – the basics

Once you are on Twitter you then need to generate a following. To achieve this you first need to start following others. Click on "Who To Follow" and it will present you with various suggestions of people and organisations that you may wish to follow. The really important tab, however, is the one marked "Find Friends", as this is really what Twitter is all about. Following your favourite celebrity can be a lot of fun, sure, but if this is for business purposes then you're looking to begin new and foster existing relationships with those that are actually going to take an interest in what YOU have to say.

You can begin by typing in the names of friends, colleagues, contacts, etc, that you think may be on Twitter. When they see that you have started following them they will almost certainly follow you back. You now have the beginnings of your Twitter following!

How to Tweet and Direct Message on Twitter

Once you have started following others it is time to begin Tweeting. If you want to send a Tweet to a particular individual then you need to write @ followed by their user name. So if you want to contact your friend James and his user name is bond007, you just need to write @bond007. He will then be alerted to the fact that his name has been "mentioned".

While this is a message to a particular person, everyone else will still be able to see it. If you want to send it privately then you need to use the Direct Message feature. If you don't include an @ "username" then the tweet will be visible to all but not alert anyone in particular

(0113) 274 2772

mail@tabrona.co.uk

www.tabrona.co.uk