Use of Twitter: draft v2

(This is a **very early draft** of a Twitter strategy and policy. Although this document is based on Neil Williams' Template Twitter strategy for Government Departments, it is substantially different; beware that some items here are in direct contradiction to the original document.)

Twitter strategy

This document is for internal uses. How we communicate this to the public is set out in our public Twitter Policy.

1. About this document

This document describes why and how we intend to establish and manage a corporate presence on the microblogging social network http://twitter.com.

It covers:

2. Twitter overview
A brief explanation of how Twitter works.

3. Objectives and metrics
Why we are using Twitter, and how we will assess its value.

4. Risks
How we will contain the risks to our corporate reputation.

5. Channel proposition and management
How we will populate and use the channel.

6. Promotion
How we will promote our presence on Twitter to maximise value.

2. Twitter overview

Twitter is a 'microblogging' platform which allows users to post short text messages (up to 140 characters in length) via the internet. Unlike email or text messaging, these conversations take place in the open.

The platform is experiencing a phenomenal adoption curve in the UK and is used increasingly by government departments, Members of Parliament, a number of our stakeholders as well as millions of businesses, non government organisations and individuals. It is free to use with a relatively low impact on resources and has the potential to deliver many benefits in support of our communications objectives.

For more about Twitter and why it's important that we use it, see Appendix A. For a glossary of terms see Appendix E.

3. Objectives and metrics

Objective	Measures
Extend reach of existing corporate messages online by building relationships with relevant audiences, including intermediaries, stakeholders, and key influencers such as journalists and bloggers (see Appendix B)	• Number of followers • Relevance and type of followers • Number of web traffic referrals from Twitter to our website content
Provide informal, 'human' voices to promote comprehension of and engagement with our corporate messages	Feedback from followers (unsolicited and solicited)
Increase our visibility as experts in our field, both generally and in the context of social media	• Feedback from followers (unsolicited and solicited) • Number of re-tweets • Number of clickthroughs from our tweets
Demonstrate commitment to and understanding of digital channels through exemplary use	• Feedback from followers (unsolicited and solicited) • Positive, negative and neutral mentions elsewhere on the internet
Provide an additional, low-barrier method for audiences to interact with us and to provide feedback, seek help and suggest ideas	• Volume and quality of @reply and DM contact from followers • Feedback from other staff on the impact of such contact
Provide ways for our audiences to subscribe to updates (eg by populating with RSS feeds)	• Number of re-tweets • Number of clickthroughs from our tweets • Compare fluctuations in interest in other areas (eg email newsletter) with our Twitter activity. Use third party tools (such as..) to keep track of our activity (eg when we posted a particular tweet)
Monitor mentions on Twitter of our brand, our projects and flagship policy initiatives, engaging with our critics and key influencers to resolve problems/dissatisfaction and correct factual inaccuracies, and with satisfied	Qualitative assessment of individual cases of turning negatives to positives and positives into brand advocates

customers to thank them for and amplify their positive comments	
Provide live coverage of events (such as seminars, public debates, competition finals) for those who cannot attend	• Number of events covered per year • Positive feedback on that coverage

We will gather evaluation data using a range of methods:

- **Web analytics**
  For URLs in our tweets (using a link shortening service such as bit.ly) to track referrals from Twitter to our web pages

- **Twitter surveys**
  Straw polls on Twitter to ask for feedback

- **Twitter data**
  The follower/following data presented in our Twitter account

- **Third party tools**
  Analytics tools including measures based on

  - re-tweeting (Retweet Radar; Twist);

  - online reputation (Monitter, Twitter Grader, Twitalyzer, Klout);

  - impact and influence (Twinfluence, Twittersheep, Twitalyzer, Klout);

  - unfollowers (Qwitter)

- **Alert services**
  tweetbeep.com and other methods for tracking mentions of our stuff

- **Real time observation**
  http://twitterfall.com/ and similar tools

- **Analysis of our followers**
  Using http://tweepler.com/ and similar tools

  We will evaluate using all of the above methods every three months.

4. Risks

Risk	Mitigation
Criticism of our ability to respond	• Published and follow a clear Twitter policy • Always respond to queries immediately, even if only to say that the enquiry is being dealt with • If inundated, respond to 'themes' rather than individual queries.

Criticism of inappropriate use (eg too formal, corporate, self-promoting or 'dry')	• Keep the content varied (see Resources and Content principles below). Accept that there will be some criticism regardless.
Criticism of: • jumping on the bandwagon • wasting money • publishing pointless content	Reduce by evaluating against objectives and adhering to content principles.
Inappropriate content published in error, such as: • embargoed news releases • sensitive information	Establish clear lines of responsibility.
We bombard our followers with automated tweets via RSS, as a result of intensive news and blog activity	1. Temporarily disable the offending feed 2. Review the organisation's regularity of news items and blog posts. 3. If that level is deemed appropriate, review the use of automated feeds with Twitter.
Security breaches of the Twitter account	• Change Twitter password regularly using strong passwords • Keep the password secure. The named account holder is responsible for this, and could break Twitter's terms of use by sharing it. • Avoid using unknown third party tools that require the account password.
Hijacking of our identity	• Accept residual risk and monitor for this occurring. • Report spoof accounts to Twitter for suspension.
Lack of availability due to Twitter being over capacity	• If a suitable and trusted backup service becomes available, take regular backups of our updates
Changes to Twitter (eg new or altered features, changes to user access)	Review business case for continuing to use the service
Loss of data due to problems with Twitter, accidental account termination, etc	If a suitable and trusted backup service becomes available, take regular backups of

	our updates.
	Ensure all enquiries made to us via Twitter are recorded elsewhere.

5.   Channel proposition and management

5.1.   Positioning and profile

Our avatar is...

Our profile text currently reads...

Our public-facing [Twitter policy](#) is at [Appendix D](#).

5.2.   Tone of voice

The account **must not** be anonymous (ie an individual must be identifiable, either within the tweets themselves or in the the Twitter profile). An organisation as an entity cannot have an individual 'voice', it is the collective voices of the staff (on behalf of the organisation) that engage in discussion.

Currently the account is managed by ..., positioning the channel as an extension of the corporate website.

5.2.1.   WRITING STYLE

Twitter may be informal, but that is no excuse for shoddy writing. It is possible to write with brevity without resorting to shortcuts. We are representing the organisation.

- **Always capitalise** sentences and proper nouns
- **Never abbreviate with numbers** instead of words (eg use 'for' and not '4'). If necessary you may be able leave the word out (provided doing so doesn't undermine the clarity of the message).
- Where possible **avoid acronyms** and abbreviations that may not be understood by all of your audience. This isn't always possible, in which case try and include a link to a document that *does* have it in full.

5.3.   Commitment

For the corporate Twitter account, the ... team will be responsible for:

- sourcing and publishing tweets
- monitoring activity
- evaluating activity
- reporting on activity.

Publishing and monitoring are together expected to take under an hour a day.

Evaluation and reporting are together expected to take approximately one day every three months.

5.4. Content principles

Content for our Twitter channel will be:

- **Varied**
  We will cover a range of content in order to retain interest levels and to appeal to a broad audience.

- **Human**

  - Our tone will be informal spoken English, human-edited and specially written or paraphrased.

  - If our tone is engaging, other people will engage with us. As our tweets are not anonymous we can reflect human experiences (provided our tweets remain appropriate).

  - Some use of RSS feeds to populate our Twitter output is acceptable so long as it does not dominate the whole stream. Twitter users can be hostile to the over-use of automation (such as generating Twitter content entirely from RSS feeds) and to regurgitation of press release headlines.

- **Appropriate**

  - Messages need not always be directly related to our work, but they must be appropriate: if we wouldn't speak it in public while representing the organisation, we won't say it on Twitter. (A personal voice is by its nature not an organisational one, but we are still *representing* the organisation.)

  - We will respect our followers: we will endeavour to keep our tweets relevant unobtrusive.

- **Credible**

  - The majority of our tweets will relate back to our organisational objectives.

  - Where possible we will include a link to related content.

- **Frequent**
  We will publish frequently to keep the content fresh.

- **Re-tweetable**
  To make it easy for others to re-tweet our most important announcements, we will restrict those tweets to a number of characters that allows sufficient space for "RT @user: " to be added as a prefix.

- **Timely**
  In keeping with the *zeitgeist* feel of Twitter, our tweets will be about issues of relevance today or coming soon. For example it will not be appropriate to cycle campaign messages without a current 'hook'.

- **Inclusive**
Exclusive use of Twitter for self-promotion can lead to criticism and alienation. in keeping with the knowledge-sharing culture of social media, we will signpost relevant content elsewhere and re-tweet messages from stakeholders and other friends (see [retweeting policy](#)).

5.5. Types and sources of content

Content will comprise a mixture of general communications output re-purposed for Twitter, and content produced exclusively for Twitter.

5.5.1. LEVERAGING EXISTING WEB CONTENT

- **News releases, speeches and statements published on the web**
Titles of new items with a link to the full post are currently fed to Twitter automatically via RSS.

- **Marketing campaign messages**
Information about events we are running or attending, campaign materials we want to disseminate online.

- **Other online activity**
We will alert our Twitter followers to new rich media content (eg images on Flickr and videos on YouTube). Where possible, we will embed images into our tweets (using a third-party service such as [twitpic](#)).

- **Blog posts**
As with news, titles of new items with a link to the full post are currently fed to Twitter automatically via RSS.

- **Other website updates**
Changes and additions to our corporate website or blog, such as: new or updated sections, new publications, user surveys, interactive consultations.

- **Other communications teams**
invite contributions from communications functions within projects, and in delivery partner organisations.

5.5.2. ADDING VALUE WITH EXCLUSIVE CONTENT

- **Insights from policy work**

- **Announcement and coverage of events**

    - Pre-announcement and promotion of forthcoming events that we have organised or trade shows where we have a stand.

    - Live coverage of events where there is significant interest beyond those present.

- **Promotion of related resources**
We will highlight relevant information (eg research, events, awards) elsewhere on the web to position us as a thought leader and reliable filter of high quality content.

- **Asking and answering questions**

- Occasionally we may ask questions of our Twitter followers for immediate insight, or to conduct a 'straw poll' on behalf of a specific policy area.

- We will answer questions put to us by our followers.

5.6. Approval

The benefits and connections gained by the conversational nature of Twitter can be undermined by a strict approval regime. Therefore it is the responsibility of line managers to ensure that tweets are relevant, have the right tone, and are written well.

If managers are unsure, they should refer first to any relevant documentation (eg communications guidelines) and then to the External Relations team.

5.7. Hashtags

We will use [hashtags](#) when:

- providing live coverage of events;

- engaging in discussion which already has an established [hashtag](#).

5.8. Link shortening

Unless they are already very short (eg http://www.go-givers.org), links in tweets will be shortened using a [link shortening service](#). To avoid any implied endorsement of one such service we will endeavour to vary the one we use, but preferring those which provide tracking statistics.

5.9. Re-tweeting

5.9.1.   REACTIVE RE-TWEETING

We may occasionally be asked to [re-tweet](#) content from other Twitter users. We will consider these case by case, but generally aim to honour such requests from:

- other Twitter accounts of ours

- our stakeholders

- third sector and non-profit organisations.

In the interests of commercial propriety and competitiveness we will generally avoid requests from profit-making organisations.

5.9.2.   PROACTIVE RE-TWEETING

We should actively seek opportunities to re-tweet content that helps position us as engaged in debate about our field of expertise, and as inclusive and supportive of our stakeholders.

5.10. Following and followers

5.10.1. FOLLOWING

We will continue actively to [follow](#) other relevant organisations and professionals.

We will follow back most people who follow our account (filtering out spammers), using an automated service such as [tweetlater.com](#). This is because:

- some people consider it good Twitter etiquette to follow people back;

- we must appear neutral;

- manually vetting followers and following them back is a time intensive and low value activity.

We will never use an automated system to follow people who are not already following us. We may use a third party service (such as [MrTweet](#)) to help us find relevant and interesting people to follow, but we will **only** do so for the purpose of potentially engaging with them.

We will never follow people simply to encourage followers. This is because:

- it is considered bad etiquette;

- it can be annoying to other users;

- it can undermine the quality of our network;

- it may affect our Twitter reputation and grading by third party services such as [twittergrader.com](#);

- in extreme circumstances it could lead to account suspension by Twitter administrators

We will make it clear in our [public Twitter Policy](#) ([Appendix D](#)) that following back is automatic and therefore does not imply any endorsement by us.

5.10.2. FOLLOWERS

In order to remain neutral, we will not filter our [followers](#) except those that are:

- spam accounts;

- aggressive sales people.

5.11. Campaign-specific accounts

While we should aim to avoid diluting the corporate Twitter channel, it may sometimes be more appropriate for a particular project, campaign or policy area to have its own Twitter account.

We should consider separate Twitter accounts when:

- The subject matter is niche or specialist (ie of limited interest to the bulk of our followers; or with a specific target audience such as young people)

- They are in support of a specific project

When additional accounts are used we must ensure that they cross-refer to each

other and re-tweet any content of relevance to the different sets of followers.

6. Promotion

Currently, the channel is promoted by:

- A link from the our website homepage

- A link from Foundation Update (our monthly email newsletter)

- Finding and following relevant Twitter users (see Following and followers)

We should be doing more by:

- Asking key influencers on Twitter to announce us to their own Twitter stream, including Follow Friday from stakeholders

- Adding the link to the email signatures of all staff, or at least the communications team

- Adding the url to new business cards

- Adding the link to the 'notes to editors' section in all press releases

Public Twitter policy

The following text will be published as a new page on our website, and a link to this page will be provided in our profile on Twitter.

1. Content

- The account is currently managed by the ...

- We may use some automation (such as tools which generate tweets from RSS feeds), but intend that this will not dominate the messages posted.

- If you follow us, you can expect between two and ten tweets a day covering some or all of the following:

  o Alerts about new content on our other digital channels (news, publications, videos on YouTube, Ministerial speeches, publicity campaigns etc)

  o Invitations to provide feedback on specific issues on which we are consulting

  o Information from our project staff about what they're doing

  o Occasional live coverage of events

2. Following

- We will not use an automated system to follow people who are not already following us.

- We may use a third party service (such as MrTweet) to help us find relevant and interesting people to follow, but we will **only** do so for the purpose of potentially engaging with them.

- We will never follow people simply to encourage followers.

- If you follow us on Twitter we will probably follow you back. In order to remain neutral, we will not filter our followers except those which are deemed to be:

  - spam accounts;

  - aggressive sales people.

- Being followed by us or any of our associates does not imply endorsement of any kind.

3. Availability

We will update and monitor our Twitter account mainly during office hours, Monday to Friday. Twitter may occasionally be unavailable and we accept no responsibility for lack of service due to Twitter downtime.

1. @Replies and Direct Messages

We welcome feedback and ideas from all our followers, and endeavour to join the conversation where possible. However, we are not able to reply individually to all the messages we receive via Twitter.

The account manager (or delegated staff) reads all @replies and Direct Messages and ensures that any emerging themes or helpful suggestions are passed to the relevant people.

==We cannot engage on issues of … [is it worth including something here?]==

Usual channels for contacting us: [weblink]

Use of Twitter: Appendices

These appendices are provided as a guide to using Twitter.

Appendix A: What is Twitter?

(Note that Twitter itself provides substantial and up-to-date help: http://help.twitter.com)

Twitter works like this:

- You create an account. Your account comprises your username and password, avatar image, optional background image to display behind your page.

- You find interesting people to follow, and they can choose to follow you back. Other Twitter users may also initiate contact by following you. This will include your real life friends and contacts, but it is also normal Twitter etiquette to follow and be followed by people who you do not know offline. In this way, unlike many social networks Twitter is a powerful way of building a network, making new introductions and accessing interesting and varied content. (Use by institutions is different: see our policy on following).

- You post updates of up to 140 characters in length. You can do this using a variety of applications over the web on your computer or mobile phone. Everyone who is following you can read your updates. People can also subscribe to your updates using the RSS feed (this means they can receive your updates via their preferred feed reader software or browser start page, without using Twitter), or see them in the Twitter public timeline.

- Twitter updates are usually in the form of an answer to the imaginary question: "What are you doing now" or "What holds your attention now"? This will often include links to other websites (using link shortening services such as tinyurl.com).

- Two useful terms often used to describe this activity are:

    o **microblogging**
      blogging in miniature by posting short updates throughout the day about thoughts and findings of interest;

    o **hyper-connectedness**
      the idea of being in constant contact with your network and aware of what holds their attention right now.

- Your Twitter stream (the information you see when you use Twitter) is made up of your own updates and those of all the Twitter users you are following. Other users will see their own streams, which display the updates of the users they are following. Therefore what you see is not the same as what other users will see.

- Users interact with each other in the following ways:

- ○ **Replies**
  You can reply to tweet posted by another user in your Twitter stream by clicking the reply button or typing '@' and then their username (eg @user) at the *beginning* of the message. The message will then flagged up to that user. Replies are only seen by users who follow both you and the person you're replying to.
  If the @ tag (eg @user) is not at the start of the tweet, it will be treated as a mention rather than a reply.

- ○ **Mentions**
  You can refer to other Twitter users using the same technique as for replies (eg @user). Anyone following you will see this reply, irrespective of whether they are already following the recipient. (This is one of the ways that users find new people to follow, as you are effectively introducing that person to your followers by showing their username and engaging them in conversation).

- ○ **Direct Message (DM)**
  You can send Direct Messages to individual users, provided they are following you. These are private and can only be seen by the sender and recipient.

- ○ **Re-tweeting**
  Because people have different networks of followers, it is common to relay interesting tweets from your own stream for the benefit of all of your followers, preceding it with "Re-tweet: " or just "RT: " for short. You do not need permission to do this, it is considered a compliment to the originator to repeat their content; however it should be used cautiously (see 'Be careful how you re-tweet: someone else's integrity may be at stake').

- ○ **Hashtags**
  You can include keywords in your updates in order to associate those updates with a particular event, movement, current trend or issue by adding a hash sign (#) in front of a word. For example, at events Twitter users will often agree a common tag to identify themselves to each other and form a Twitter 'back channel' for that event. Tagging tweets enables users to collaboratively document a cultural happening, and aggregate all tweets containing that tag on another medium: for example on a blog, projected on screen at the event, or displayed on a map as a visual representation of what is being said in different places about the same issue.

- ○ **Accessing Twitter**
  The Twitter website itself is not the only (or even the main) way that users access or post updates to their Twitter accounts. The majority of Twitter access is via mobile devices (eg using online services such as Dabr and Tweete, or iPhone applications such as Tweetie and Twittelator), third party desktop applications (such as TweetDeck or Twhirl[1]), web browser plugins (such as Twitterfox) or widgets on

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1 At the time of writing Seesmic has ceased development of Twhirl and is instead concentrating on replacing it with Seesmic Desktop.

personalised homepages (such as iGoogle, Pageflakes and Netvibes).

- ○ **Pictures and videos**
  It is also possible (and popular) to include photos and videos in your messages using third party services such as [Twitpic](#) and [Twiddeo](#).

- ○ **Integration**
  Your Twitter updates can also be integrated with your other social media profiles. For example, you can use Twitter to edit your Facebook status updates and you can publish your Twitter updates on your blog.

Beware that **Twitter sometimes changes** the way its service works. For up-to-date help visit [Twitter's help site](#).

Why is Twitter important?

- **Breaking news**
  News often breaks on Twitter: for example, the [Hudson river plane crash](#), the [Mexico earthquakes](#) and the [death of Michael Jackson](#).

- **Spreading information**
  Among some groups it's establishing itself as a key source of live update information, eg: safety and travel info during the [Mumbai terror attacks](#) in Nov 2008; [mapping snowfall in the UK](#) in Feb 2009; [spread and prevention of Swine Flu](#).

- **Trending**
  As everything being discussed on Twitter is by its nature happening now, it is increasingly being used as a way of monitoring and reporting on trends. Top trends are shown on the right hand side of every Twitter user's stream, and tracked by other tools (eg [Retweetist](#), [Twitturly](#)). For example, during the government's Digital Britain Summit on 17 April 2009, [#digitalbritain](#) appeared at position 5 in the top 10 trending list on Twitter itself (remember Twitter is global): further raising the profile and discussion around the event.

- **Search Engine Optimisation**
  Because it is updated frequently, Twitter content ranks highly on Google and is therefore an increasingly important way to generate traffic and disseminate messages online.

Statistics on Twitter usage

[Nielsen statistics from Feb 2009](#) include:

- 1,382% year-over-year growth. Total unique visitors grew from 475,000 in Feb 2008 to seven million in Feb 2009.

- Adults ages 35-49 have the largest representation on Twitter: almost three million unique visitors from this age group (almost 42% of the entire audience).

- 62% of the audience access Twitter from work only, while only 35% access it

only from home. This could suggest a trend towards professional use.

[Hitwise statistics](#) include:

- Twitter receives the largest amount of its traffic from the USA, but its penetration is greater in the UK market.

- Twitter is becoming an important source of Internet traffic for many sites, and the amount of traffic it sends to other websites has increased 30-fold over the last 12 months. Almost 10% of Twitter's downstream traffic goes to News and Media websites, 17.6% to entertainment websites, 14.6% goes to social networks, 6.6% to blogs and 4.5% to online retailers.

Appendix B: Who else is using it?

Below are some other users of interest to us. These lists are far from exhaustive, containing just a handful of relevant individuals and organisations.

1. Our other projects

...

2. Charities

(For a fuller list of UK charities using Twitter see
http://econsultancy.com/blog/3267-list-of-uk-charities-on-twitter)

CSV Education

http://twitter.com/CSVEducation

DC10Plus

http://twitter.com/DC10plusnetwork

Futurebuilders

http://twitter.com/FuturebuildersE

Hansard Society

http://twitter.com/hansardsociety

Joseph Rowntree Foundation

http://twitter.com/jrf_uk

NCVO

http://twitter.com/ncvo

The Youth Of Today

http://twitter.com/theyouthoftoday

Volunteering England

http://twitter.com/VolunteeringEng

YouthNet

http://twitter.com/YouthNetUK

3. Voluntary sector bodies

Charities Aid Foundation (CAF)

http://twitter.com/cafonline

NCVO

http://twitter.com/ncvo

ThirdSector

http://twitter.com/thirdsector

4. Government & Parliament

Business, Innovation & Skills: FE & HE	http://twitter.com/BIS_Unis
Cabinet Office	http://twitter.com/cabinetoffice
Central Office of Information (COI)	http://twitter.com/coigovuk
Communities and Local Government	http://twitter.com/communitiesUK
Councillors (via Tweety Hall)	http://twitter.com/TweetyHall
Department of Children, Schools and Families (DCSF)	http://twitter.com/dcsfgovuk
Directgov	http://twitter.com/directgov
Director of Digital Engagement (Cabinet Office)	http://twitter.com/DirDigEng
Downing Street	Http://twitter.com/downingstreet
Equalities and Human Rights Commission (EHRC)	http://twitter.com/ehrc
Houses of Parliament	http://twitter.com/ukparliament
Local Government Association (LGA)	http://twitter.com/firsteditor
Ministry of Justice (MoJ)	http://twitter.com/justiceuk
MPs (70 and counting) (http://tweetminster.co.uk/)	http://twitter.com/tweetminster

5. Journalists

1.1. BBC

Tom van Aardt

http://twitter.com/tomVS

Rory Cellan-Jones

http://twitter.com/ruskin147

Declan Curry

http://twitter.com/declancurry

Jon Fildes

http://twitter.com/jonfildes

Dave Lee

http://twitter.com/davelee

Richard Sambrook

http://twitter.com/sambrook

Tania Teixeira

http://twitter.com/taniateix

Darren Waters

http://twitter.com/djwaters1

1.2. Financial Times

Kevin Allison

http://twitter.com/kevinallisonft

Tim Bradshaw

http://twitter.com/tim

Kate Mackenzie

http://twitter.com/kmac

Stacy Marie Ishmael

http://twitter.com/s_m_i

Chris Nuttall

http://twitter.com/ftchris

Gideon Rachman

http://twitter.com/gideonrachman

Richard Waters

http://twitter.com/richardwaters

Peter Whitehead

http://twitter.com/peterwhitehead

1.3. Guardian

Kevin Anderson

http://twitter.com/kevglobal

James Anthony

http://twitter.com/jimboeth

Charles Arthur

http://twitter.com/charlesarthur

Kate Bevan

http://twitter.com/katebevan

Stephen Brook

http://twitter.com/SDBrook

Cath Elliott

http://twitter.com/CathElliott

Dave Hill

http://twitter.com/DaveHill

Bobbie Johnson

http://twitter.com/bobbiejohnson

Jemima Kiss

http://twitter.com/jemimakiss

Neil McIntosh

http://twitter.com/nmcintosh

1.4. Telegraph

Claudia Beaumont

http://twitter.com/claudineb

Ian Douglas

http://twitter.com/IanDouglas

Catherine Gee

http://twitter.com/catherinegee

Shane Richmond

http://twitter.com/shanerichmond

Marcus Warren

http://twitter.com/MarcusWa

Justin Williams

http://twitter.com/justin_williams

Milo Yiannopoulos

http://twitter.com/yiannopoulos

1.5.   Times

Lucia Adams

http://twitter.com/luciatimes

Mariana Bettio

http://twitter.com/nikita79

Drew Broomhall

http://twitter.com/drewbroomhall

Julian Burgess

http://twitter.com/aubergene

Kaya Burgess

http://twitter.com/kayaburgess

Joanna Geary

http://twitter.com/timesjoanna

Jeremy Griffin

http://twitter.com/jeremy90

Mike Harvey

http://twitter.com/mikeharvey

Nico Hines

http://twitter.com/nicohines

Jennifer Howze

http://twitter.com/jhowze

Graham Hutson

http://twitter.com/ghutson

Usman Patel

http://twitter.com/OzzieP

Tom Whitwell

http://twitter.com/MusicThing

Rose Wild

http://twitter.com/timesarchive

1.6.   Freelance, online and regional journalists

See http://www.prblogger.com/2008/11/uk-journalists-ontwitter/ for a list.

Appendix E: Glossary

- **Direct message** or **DM**
  A message from one user to another in private (not visible to other users, the internet or search engines).

- **Micro-blogging**
  The term given to the practice of posting short status updates via sites like Twitter (there are others, but none as big).

- **Followers**
  People who have subscribed to read your tweets.

- **Following**
  The people that you follow on Twitter.

- **Hashtag**
  A hashtag is a keyword preceded with '#' (eg #keyword). This convention has evolved to enable users to search and filter tweets on a specific theme. Discretion is handy here: put yourself in the shoes of someone doing the filtering and think about whether you're adding anything of real value; if not, you may want to leave the tag out.

- **Reply** or **@Reply**
  A message from one user to another, visible only to followers who are following them both. Also visible to the entire world (and search engines) in your Twitter profile page.

- **Re-tweet** or **RT**
  Repeating a message from another user for the benefit of your own followers and in recognition of its value (the Twitter equivalent of forwarding an email).

- **Stream**
  The flow of aggregated messages sent to or from us.

- **Tweet**
  An update on Twitter, comprising a message of up to 140 characters, sometimes containing a link, sometimes containing a picture or video. Also a verb: to tweet, tweeting.

- **Twitter API (Application Programming Interface)**
  Twitter is an 'open platform' meaning other people can develop tools (software and websites) which use the Twitter functionality and the published content (ie all updates that are displayed publicly on twitter.com). The API is the publicly available information used by programmers to do this. It enables the development of third party websites and applications such as Tweetminster, Twittergrader, Hootsuite and Tweetdeck.

- **Twitter client or application**
  Software on your computer or mobile phone that you use to access Twitter. (See Accessing Twitter.)

- **Twitterverse / Twittersphere / Statusphere**

The universe/world sphere of Twitter (cf. Blogosphere).

- **Update** [noun]
  Another name for '[tweet](#)'.

Appendix F: Third-party tools

This is by no means an exhaustive list, but gives an example of the array of tools available for monitoring use of Twitter.

4. Backup

- http://tweetake.com

5. Clickthroughs

- http://bit.ly

6. Link shortening

- http://is.gd

- http://bit.ly

- http://tinyurl.comhttp://sinpurl.com

- http://cli.gs

7. Analytics

- **Re-tweeting**

    o   Retweet Radar

    o   Twist

- **Online reputation**

    o   Monitter

    o   Twitter Grader

    o   Twitalyzer

    o   Klout

- **Impact and influence**

    o   Twinfluence

    o   Twittersheep

    o   Twitalyzer

    o   Klout

- **Unfollowers**
  - Qwitter
- **Alerts**
  - tweetbeep
- **Real time observation**
  - Twitterfall http://twitterfall.com
- **Analysis of our followers**
  - Tweepler http://tweepler.com