

anatomy of a tweet

Avatar - Clear, recognisable image that your followers can identify you by.

Message - 140 characters



Jon Gill @OnTheSuperFly

3h

The Pro's & Con's of #Creative Speed-dating at #CXFife12 If you like #Gamestorming you might like this:
hellojon.wordpress.com/2012/11/13/cre...

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Creative Speed Dating

I attended Fife Creativity Xchange 2012 (#CXFife12) last week where I presented my Balmullo History QR Code Safari. Held at packed Rothes Halls, Glenrothes, it was a well attended event where 10 gr...

WordPress.com @wordpressdotcom ·



8:36 PM - 13 Nov 12 · Details

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Reply to @OnTheSuperFly



Lisa J. Murphy @LJMurphy_

1h

@OnTheSuperFly Sounds an interesting approach! Hope you and the family are well :) #mdes2011

Expand

[hashtag] - The use of *hashtags* allows you to gather tweets sharing the same tag. Here are examples of 'generic' tags such as #creative and #gamestorming, and a 'related' tag - #CXFife12 - for a conference. 'Related' or 'custom' tags can help you 'draw a crowd' - eg #bbcqt (BBC Question Time)

URL - Tweeting is a *social activity*. If you refer to something online then it makes sense to share a link to it.

There's little point drawing attention to your blog, or talking about a movie trailer or quoting a news article without providing a URL. This is how you build value as a 'followed' Tweeter - if you share good stuff regularly people will be interested in what you're Tweeting.

The 'Delete' button will not only erase your tweet but any 'native' ReTweets (Tweets that have been re-shared using Twitter's ReTweet button). Be aware that Tweets 'cut-and-paste' by other users will still be out there - so be careful!

Favourites can be handy for bookmarking tweets that you want go back to - if someone favourites your tweet then you'll be notified. You can also visit other users favourite lists so make sure you're happy for others to see what you are favouriting!

Photo - In Twitter's expanded view a photo will be pre-viewed without the need to visit the link. In this case the opening text and one of the photos from the linked blog post is previewed.

Know your followers - post stuff that's of interest and you'll get a good rate of responses and ReTweets. That doesn't mean you need to know them personally (as is the case here) but it is possible to develop valuable relationships online.

