

Twitter guidance

**How to get set up on Twitter
Social influence hints and tips**

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March 2021**

Setting up your Twitter account

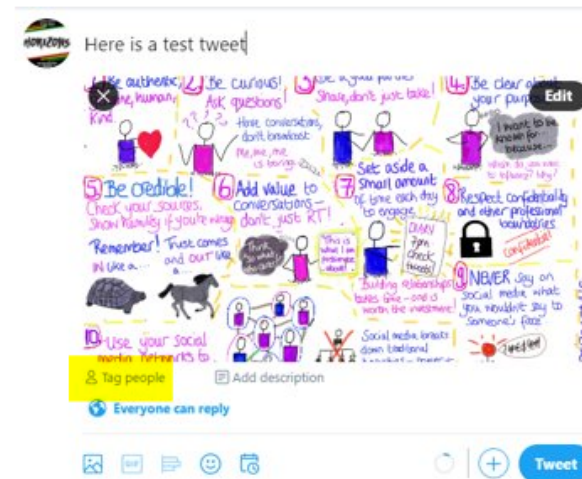
- Go to Twitter.com, click on 'sign up'
- Follow the prompts
- If you get stuck, there's lots of guidance here <https://help.twitter.com/en/using-twitter/create-twitter-account>
- Twitter may give you a username (handle) with a series of digits, eg @jane5830573. This is to help identify bots, with the theory that real humans are likely to change the username to something more...human! If this happens to you, it's easy to change your username to something else.
- If you get stuck with changing your username (handle). There is guidance here <https://help.twitter.com/en/managing-your-account/change-twitter-handle> . Change it to your name. If someone already has that handle, Twitter will suggest alternatives for you.

Twitter basics

- A tweet is a short message of a maximum of 280 characters (including spaces, punctuation, emojis etc)
- Every Twitter user has a 'handle', or username. It will have an '@' at the beginning – eg my Twitter handle is @LeighAKendall
- You can tag another user in a tweet – just pop their username in the tweet
- Twitter can be very busy, with hundreds of tweets appearing on someone's timeline every minute. Adding an image to your tweet means that your tweet is more likely to be noticed. To do this when you're tweeting from a desktop, when you've opened a new tweet click the little icon highlighted in yellow.
- On an iPhone, Twitter will suggest the latest pictures from your photos. You can just ignore it if you don't want to add a picture



- You can tag up to 10 people in the picture. This is a really useful way to make the most of your 280 characters. To tag people in the picture, simply click 'tag people' and search for them (be sure to click on the names or it won't register that you want to tag them)



Other useful points

- Once posted, tweets cannot be edited. People are generally forgiving of typos etc, so try not to worry too much. If you really are worried about an error in your tweet, you'll have to delete and repost it.
- There have been times when for example I've forgotten to include the link – you can always reply to your own tweet, or quote tweet it with the link in.
- People can sometimes be reticent about tweeting for fear of saying "the wrong thing", or getting into trouble. If you're not sure, follow what other people are doing for a while. Get involved by 'liking' other people's tweets, perhaps send a couple of simple replies. ***And my rule of thumb – if you're ever wondering whether something is appropriate – don't tweet it!***
- If you're going to start a tweet with someone's handle, pop a full stop at the beginning. Eg ".@LeighAKendall have you seen this?" Without the full stop, the tweet will appear only on the timelines of the mutual followers you and the person you've tagged. It's not a huge deal, but means you'll receive potentially less engagement.

Hashtags

Hashtags are a brilliant way of helping you find people interested in the same topic or issue – and helping others find you, too!

Hashtags are also useful for your Comms folk to measure activity, so anyone using them properly will always get brownie points!

If you want to boost your social influence, be careful to not hashtag generic words – eg #health #improvement #wellbeing. Literally millions of tweeters from around the world will be using these generic terms, so it won't turn up anything useful for you.

Hashtags we in Horizons commonly use relate to our programmes of work including (but not limited to!)

- #Improve4Patients (commonly used by Hugh and the Improvement Directorate)
- #OurNHSPeople (commonly used by Prerana and the People Directorate)
- #Caring4NHSPeople
- #TestingMethods2020
- #ProjectA
- #S4CA

Some points about numbers

It's easy to get caught up worrying about things like follower numbers and impressions on Twitter.

Try not to worry.

Focus on:

- Being authentic
- Sharing things you're genuinely interested in
- Finding people who are interested in the same things as you
- Being kind, supportive, a generous partner
- Tweeting because you have something to say, rather than because you feel you have to

Remember:

- Impressions can be a useful metric in the right context, but remember they tell us only how many people's Twitter timeline the tweet appeared on. Impressions does not tell us whether they paid any attention to the tweet. It's better to focus on **engagement** – replies, likes, retweets. (If you're interested, you can dig deeper into your analytics – see next slide)

Here's how to access your Twitter analytics.

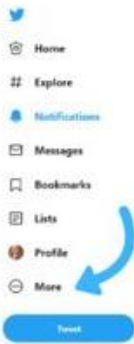
How To Do Your Twitter Data

Note: you need to do this from Twitter on your laptop, it doesn't work on the app version (ie don't try to do it on your phone).

If your profile photo is at the top, click on it



If your profile photo is on the left, click on More



After this step, the process is exactly the same for either version

2. Click on Analytics



3. Click on Tweets



4. Click on the calendar button



Then select the date range you want data for



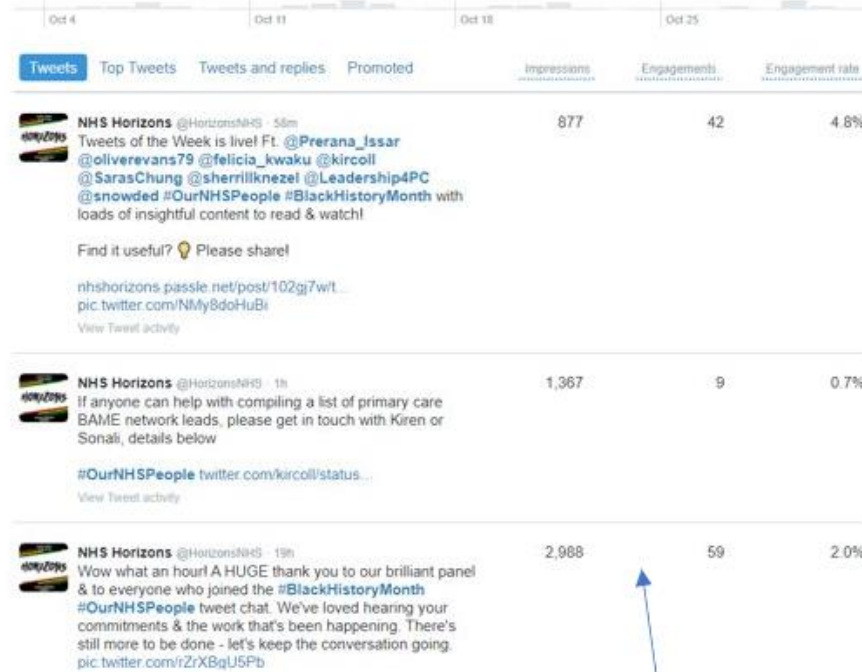
Notes: this is an example, dates are in American style, and the data goes back only three months.

5. Your 'impressions' data is the big graph in the middle



6. Engagements, link clicks, retweets, likes, and replies is all down the right-hand side.

Engagement is the most useful metric.



Click on any of the tweets in this column to open up more data

Tweet activity

NHS Horizons @HorizonsNHS
Wow what an hour! A HUGE thank you to our brilliant panel & to everyone who joined the #BlackHistoryMonth #OurNHSPeople tweet chat. We've loved hearing your commitments & the work that's been happening. There's still more to be done - let's keep the conversation going. pic.twitter.com/rZrXBgU5Pb

Reach a bigger audience
Get more engagements by promoting this Tweet!

Get started

Impressions	2,992
Media views	494
Total engagements	59
Detail expands	28
Likes	21
Retweets	3
Media engagements	3
Profile clicks	2
Replies	1
Hashtag clicks	1

Further reading

[10 Tips for Social Media Success](#)

[Why Twitter threads are useful, and how to use them](#)

[Telling a story on social media – think 'so what, and who cares'](#)

[Understanding and using Twitter lists](#)

[What's your return on social media influence?](#)