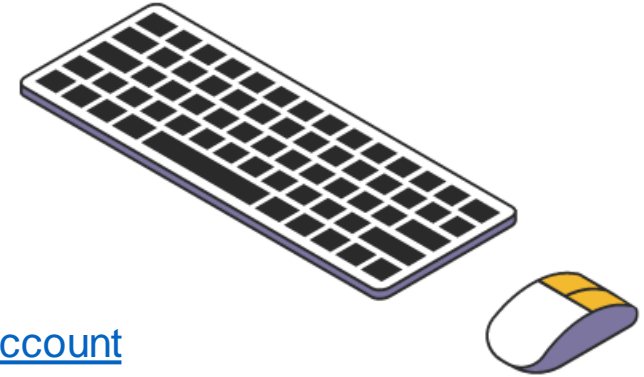# Twitter Guidance

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

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Setting up your Twitter account

1 Go to Twitter.com, click on 'sign up'

If you get stuck, there's lots of guidance here
help.twitter.com/en/using-twitter/create-twitter-account

2 Follow the prompts

3 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 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.
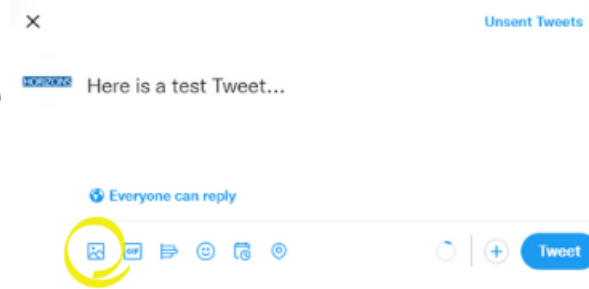
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The Basics

- 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 - e.g. 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 are tweeting from a desktop, when you've opened a new tweet click the little icon circled in yellow.

- On a 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).

Hashtags

- Hashtags are 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 you comes folks to measure activity, so anyone using them properly will get will always get brownie points!

- If you want to boost your social influence, be careful not to # generic words for example #Health, #Improvement, #WellBeing. Literally millions of tweeters from around the world will be using these generic terms, so it won't help you as much as more specific words.

- Hashtags we commonly use in Horizons relate to our programmes of work including (but not limited to!): #ImproveForPatients (commonly used by Hugh and the Improvement Directorate)
#OurNHSPeople (Commonly used by Prerana and the People Directorate)
#Caring4NHSPeople
#S4CA

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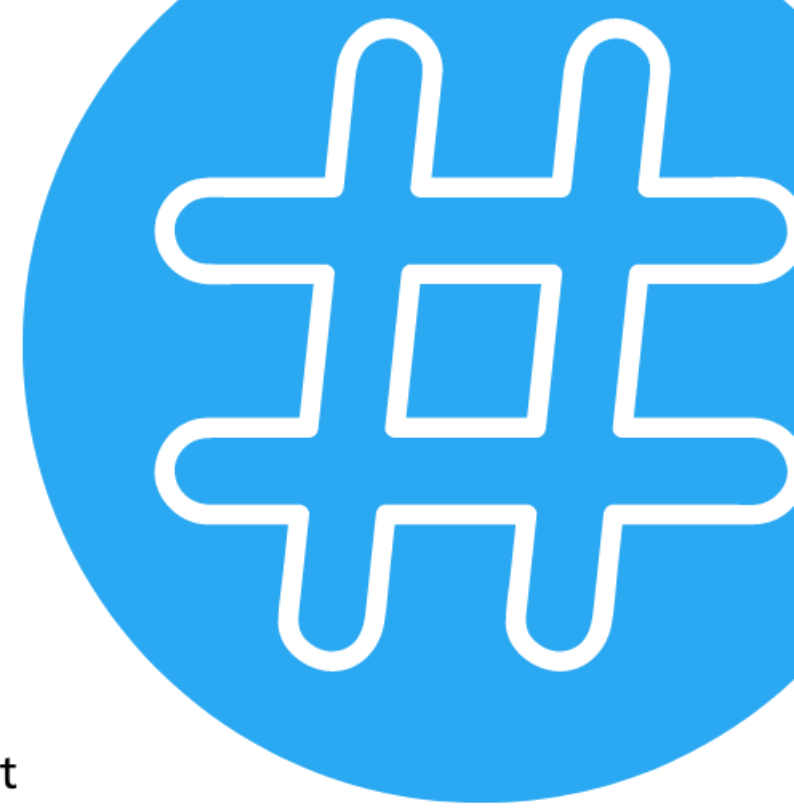
Other useful points

- 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 will have to delete and repost it.

- There have been times when for example, I've forgotten to include links - you can always reply to your own tweet 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 awhile. Get involved by liking other peoples tweets, perhaps send a couple of simple replies. My rule of thumb - if you ever wonder whether something is appropriate - don't tweet it!

- If you're going to start a tweet with someone's handle, put a . at the beginning for example - ".@LeighAKendall have you seen this?". Without the '.' the tweet will appear only on the timelines of the mutual followers of you and the person you've tagged. This is not a huge deal, but means you'll receive potentially less engagement on the post.

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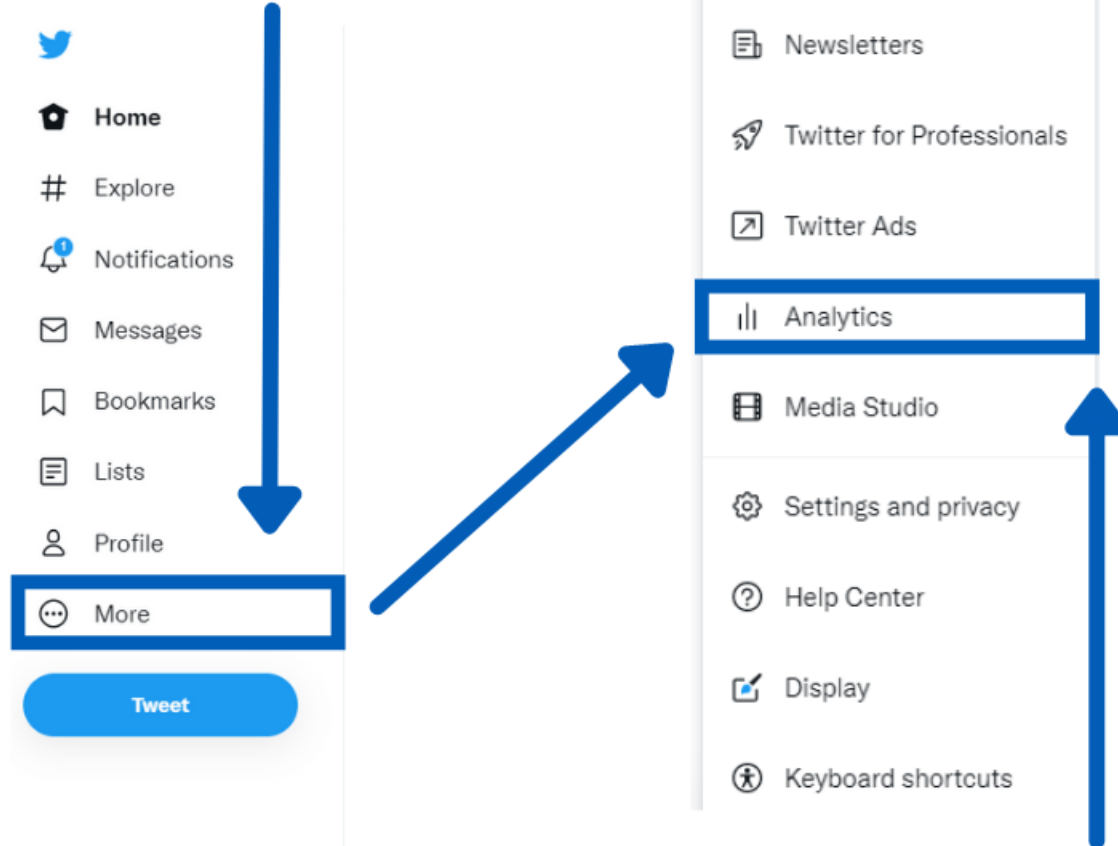- Tweeting because you have something to say, rather than because you feel you have to

Remember:

Impressions can be a useful metric in the right context but remember they only tell us only how many people how many peoples timeline the tweet appears on. Impressions does not tell us whether they actually 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)

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Here is how you can find your Twitter Data

1. Go to the Left of the Twitter website on you desktop and click on 'More'

Topics

Moments

Newsletters

Twitter for Professionals

Twitter Ads

Analytics

Media Studio

Settings and privacy

Help Center

Display

Keyboard shortcuts

Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet

NHS Horizons
@HorizonsNHS

3. You will then be directed to another screen where you will need to click on the 'Tweets' tab that can be found at the top of the screen

Analytics   Home   Tweets   More ⌄

Tweet activity

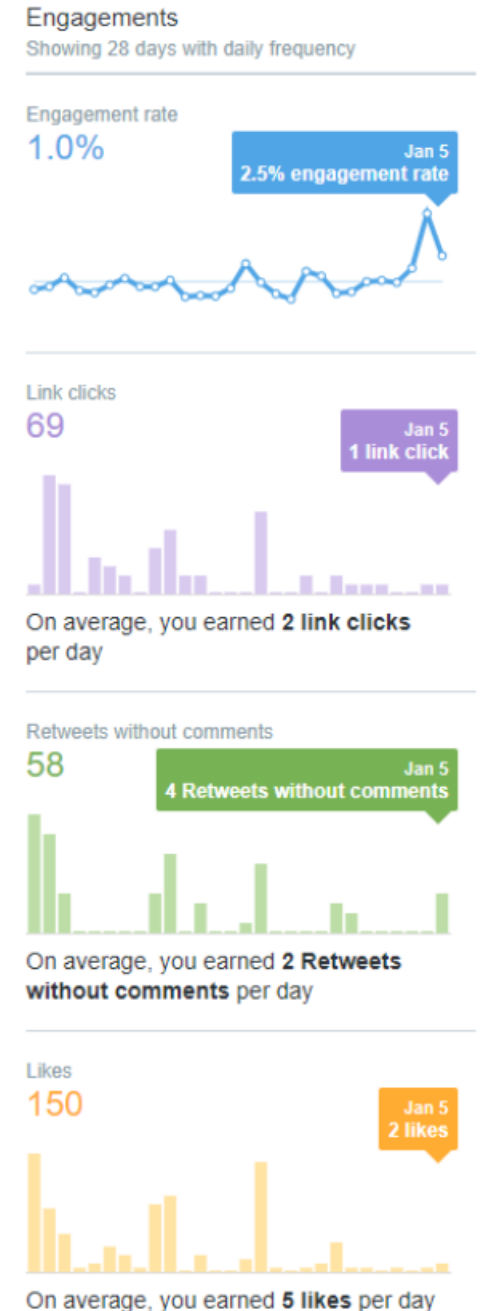2. A pop up menu like so will appear like so, click on 'Analytics'
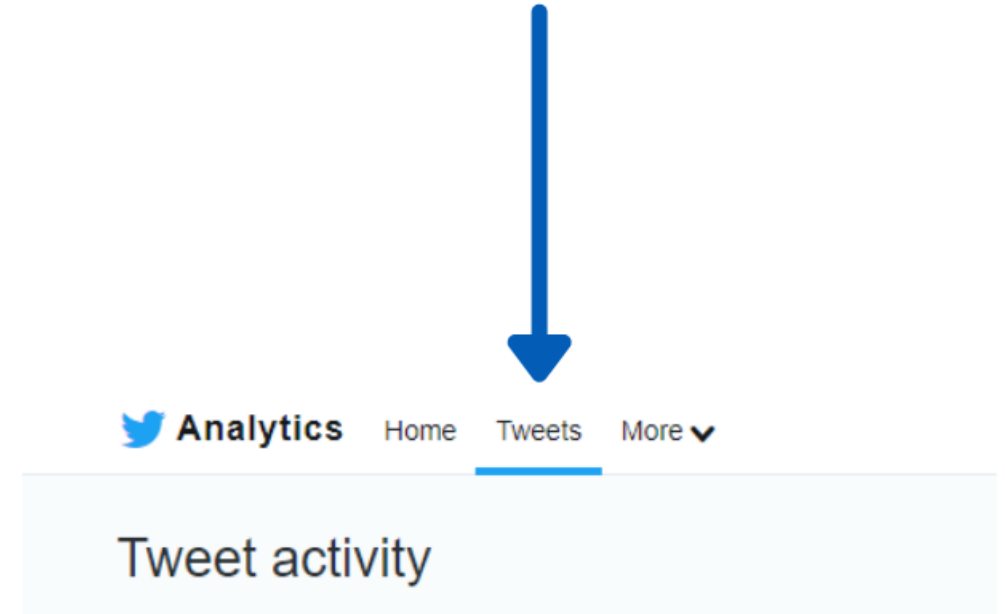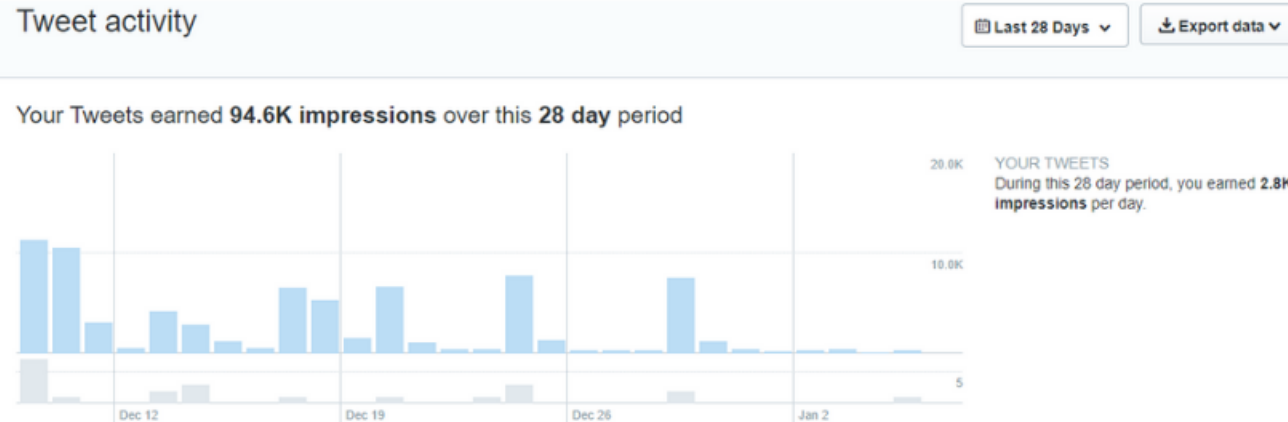
More steps on next slide
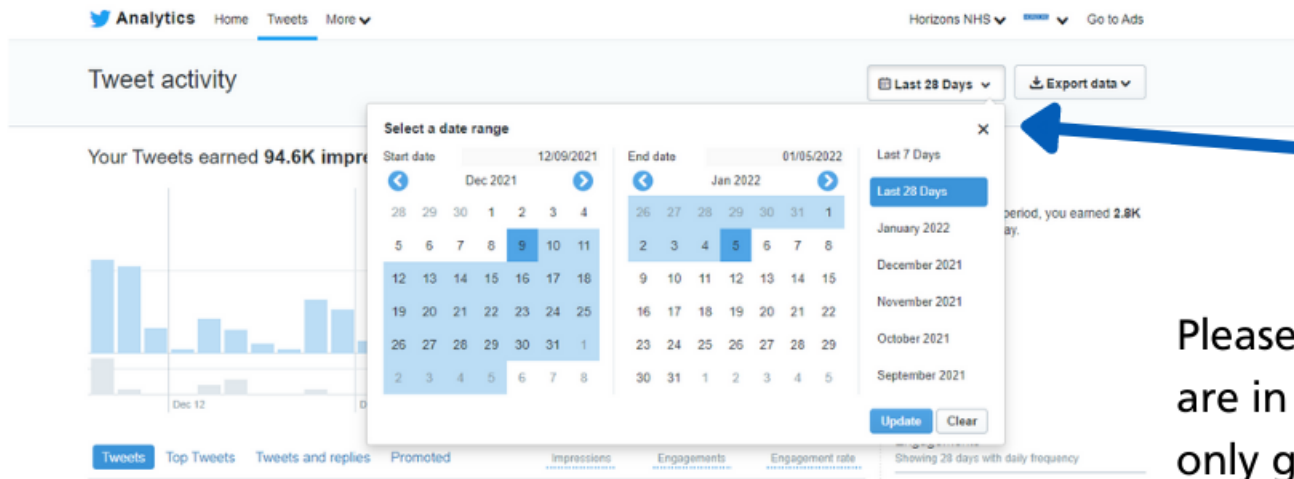
4. You can then click on the calendar button and select the date rage that you would like to view the analytics from

Please note: this is an example, dates are in American style, and the data only goes back 3 months

5. Your 'impressions' can be seen on the large graph near the top of the page

6. Other information like Engagement rate, Link clicks, Retweets, Likes and Comments can be found on the right hand side of the screen

	Impressions	Engagements	Engagement rate

NHS Horizons @HorizonsNHS · 36m
You're welcome to join us at the next #Caring4NHSPeople event, which will be about looking after you and your team's wellbeing.

📅 Weds 12 January
⏰ 4pm to 5pm
➡️ horizonsnhs.com/caring4nhspeop…

#ProjectM pic.twitter.com/zfZwdplu23
View Tweet activity

310   10   3.2%

NHS Horizons @HorizonsNHS · Dec 29
In case you missed it, here's the latest Tweets of the Week. We hope you find it useful! twitter.com/HorizonsNHS/st…
View Tweet activity

4,050   7   0.2%

NHS Horizons @HorizonsNHS · Dec 24
The Horizons team wish everyone a very happy, safe and healthy festive season.

We hope you are able to spend as much time with loved ones as duties allow. 💙 pic.twitter.com/ugatvnxs24
View Tweet activity

2,277   31   1.4%

NHS Horizons @HorizonsNHS · Dec 24
Tweets of the Week is live! Ft. @phwandjes @kennygibsonnhs @MsLJN8 @sherrillknezel @EmmaNeuropsych @EdCoxNHS @anafabrega11 @tnvora @sylviaduckworth @OzolinsJanis

Find it useful? Please share!

nhshorizons.passle.net/post/102hesf/t…
pic.twitter.com/qlLXu4TQbw
View Tweet activity

8,972   80   0.9%

Engagement is the most useful metric!

Click any of the Tweets shown in the grid and more data will appear like so:

Tweet activity ✕

NHS Horizons @HorizonsNHS
Have you signed up to The School for Change Agents yet? Sign up now and get a wealth of useful tips from @EM_HealthPsych on how to foster your resourcefulness and - much more!

More details in the tweet below.

#S4CA
https://twitter.com/Sch4Change/status/1470787380605067266
…

Impressions	2,519
Total engagements	17
Detail expands	7
Likes	6
Profile clicks	3
Hashtag clicks	1

Further Reading

1. 10 Tips for Social Media Success

2. Why Twitter threads are useful, and how to use them

3. Telling a story on social media – think 'so what, and who cares'

4. Understanding and using Twitter lists

5. What's your return on social media influence?

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