Got Twitter Jitters?
CAHNRS Office Hours | May 17, 2017
We Can Fix That!

Today, we’ll cover:

- Benefits
- Getting started
- Branding yourself
- Becoming comfortable
What is Twitter?
What is Twitter?

Twitter is your message mobilizer.
Why use Twitter?

Twitter allows you to:

- **Market** yourself
- **Engage** with others
- **Drive** traffic to website
- **Network** within field and industry
Let’s get started

twitter.com
Welcome to Twitter
See what’s happening in the world right now.

Sign up
Log in

By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use. We will text you a confirmation code - standard SMS fees may apply. Others will be able to find you by email or phone number when provided.

Use email instead
Advanced Options
Final step...

Confirm your email address to complete your Twitter account @Username. It's easy — just click the button below.

Confirm now
Sign Up

@WSUPullman
@FrugalGardening
@wsucahnrs
@WSU_Cougar_Pres
Build Your Brand
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CAHNRS Examples
Build Your Brand

1. Language and images that align with interests or research
2. Positive and upbeat tone
3. Other useful or important info
List people to “Follow”

- Chicago Manual of Style
- AP Style
- New York Times
- Seattle Times
- WSU CAHNRS
Get Comfortable
Get Comfortable

Got Twitter Jitters? We Can Fix That!

Reply

Retweet

Like
What? No Tweets yet?
This empty timeline won't be around for long. Start following people and you'll see Tweets show up here.

Find people to follow
Remember...

- **Brand yourself** with profile elements
- **Follow accounts** of interest or similar message
- **Get comfortable** by Liking and Retweeting
Next time...

Anatomy of a Tweet
Strategic Tweets

Questions?

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