



Social Media In Agriculture



FACT SHEET

Twitter – Tweeting, Re-tweeting & Replying

Once your account is set up, and you've found some people to follow, and perhaps have some followers of your own, you're ready to start tweeting.

- There are two ways to compose a tweet:
 - If you are on your home page, type into the box on the left; or
 - From anywhere within Twitter's website, click on the "Compose New Tweet" button (top, right-hand corner).
- Tweets must be no more than 140 characters.
- Tweets will often contain:
 - A hashtag (this symbol: #), which is used to mark keywords or topics in a tweet to categorize those tweets and help them show more easily in Twitter Search. For example, a supplier of Precision Ag products might be having an expo to showcase his products, and might tweet something like "Looking forward to the Precision Ag Expo on 9th June in Adelaide #precisionag". Then anyone who searched for #precisionag, would see that tweet.
 - A mention is any Twitter update that contains "@username" anywhere in the body of the Tweet. It is similar to a hashtag, in that you can search for a user, and you will see any mentions of them. For example, you might be attending the Ag Excellence Alliance Annual Forum, and tweet something like "Enjoying a really interesting speaker at the Ag Ex Forum @Ag_Excellence". The @ symbol is also used when replying to a tweet.
 - A shortened link is used because of the 140 character restriction. For example, if you wanted to tweet "Ag Excellence is holding our Annual Forum & Awards Dinner next month. Further details can be found here: <http://agex.org.au/event/ag-excellence-annual-forum/>", you would not be able to do so, because that tweet exceeds the 140-character limit. There are several websites which you can use to shorten links, including www.bitly.com and www.tinyurl.com. Simply copy the link, paste it in to the box, and it will generate a much shorter link.
- If you see an interesting tweet which you'd like to share with your followers, you can retweet it, which will share it on your own page. To do this, hover over a Tweet, then click the Retweet link.
- A pop-up will show you the Tweet you're about to retweet and will ask you to confirm
- Click the blue "Retweet" button.
- If you find a tweet you'd like to comment on, hover over it, then click the Reply link.
- A Tweet box will pop up with the @username of the account you are replying to already added at the beginning of the tweet. Complete your @reply and click "Tweet" to post it.



The Social Media Factsheet Series is brought to you by Ag Excellence's Social Media Project, funded through the Australian Government's Caring for our Country initiative.

Please note that the information in this Factsheet Series was current in February 2013, however due to continual upgrades to Social Media sites, details may change.



For further information about Ag Ex and to get involved
go to the Ag Excellence Alliance website www.agex.org.au



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