



# 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 9<sup>th</sup> 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](http://www.bitly.com) and [www.tinyurl.com](http://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](http://www.agex.org.au)



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