

Creating Social Media Accounts



Twitter

Twitter is a social media tool that allows you to interact with other users on countless topics that might be happening in real time.

Basic Account Setup

1. Download the Twitter app from your app store and open it.
 - a. You can also set up Twitter on a computer.
 - b. For computer setup: first go to twitter.com
2. Click on **Sign Up**
3. Fill in the form fields
 - a. Enter your email address. Twitter will send you a verification request at this email address.
 - b. Choose a username or "**handle**". This can be something catchy and fun or something that simply identifies you.
 - c. Create your password. The site will guide you as to the format it should have for optimum security.

After you verify your account, personalize your account profile. Add a photo and a blurb about who you are. Accounts without this information, especially without photos, tend to be viewed as suspicious or "bots" – non-human users designed to disrupt conversations or disseminate false or misleading information.

Tweeting

- You only have a maximum 140 characters – including punctuation – for each post or "tweet".
- Use hashtags - the # symbol - to draw attention to a particular topic like #EqualPay or #Title9
 - Events usually have their own designated hashtags – think #Oscars or #ElectionNight. If you're attending such an event, use these hashtags to show it.
 - You can't use apostrophes or other punctuation with hashtags.
 - Run all # phrases together as one word: #genderequity #techtrek #publicpolicy

- You'll notice that each Twitter handle is prefaced with the @ symbol - as in **@AAUW_CA**. Use this @ to "tag" other Twitter users.
 - For example: "So glad to be here at the @AAUW national convention with my friends from @AAUW_CA"

Instagram

Instagram is basically Twitter for photo sharing. Setting up your account is the same as with Twitter. You can even use the same "handle" for your Instagram account if you like.

Basic Instagram Use

- You will need to allow the app to have access to your camera.
 - You can take a photo or video with the app.
 - Use the app's filters to make your photo more interesting or fun if you like.
 - Use the app's editor to straighten the image, correct exposure, etc.
- Tag other users with the @ to add the photo to their timeline. For example @aauwca tags AAUW California.
- Use # to highlight a topic such as #aauwconvention or #equalpay
- There is no character limit for the caption, but a picture is worth a thousand words.

Facebook

- You can use # and @ on Facebook the same way you can on other social media.
- Tag AAUW California with @AAUWCA
- Use # for topics like #NationalConvention or #AAUWDC