Twitter Guidelines

Introduction

Often called a micro-blogging service, Twitter allows anyone to offer quick updates and engage in conversations in real-time using short bursts of content.
From sharing text to uploading pictures and videos from smartphones, Twitter is the biggest and easiest way for people to share and converse.

The millions of people on Twitter are actively engaged in news, conversations, and basically just want to offer helpful advice to others. It's a generally positive atmosphere. Most people are quite hesitant as they start using Twitter. It takes at least a few weeks before you can develop a following, have regular conversations, and find your niche. It's important to not give up after a day or one week. Stick with it and you'll reap the rewards of becoming highly knowledgeable about everything you're interested in (and more!)

Twitter matters because it can help you:
- take control of your professional and personal reputation
- build a professional network
- find out what is being said in your sector
- source ideas
- be aware of sector opportunities as they come up
- promote and deliver services, such as workshops, quickly and effectively.

Setting up your profile

If you aren't already on Twitter here are some simple steps to setting up your profile.
1. Your photo should preferably be a headshot with identifiable features, as it helps your professional contacts recognise you. However, only include a headshot, if it is secure to do so and you feel comfortable showing this part of your identity.
2. Your handle (a handle is your username preceded by '@') should be your name, or an abbreviation thereof, e.g., @TimSowula for Tim Sowula.
3. When you mention the British Council, please use the relevant handle, e.g. Ambassador for @eTwinningUK. This will make it easier for users to find our official accounts.
4. Including a disclaimer that your opinions are your own will not protect you or the British Council against liability, so it's essential to tweet wisely. You can still include it, if you wish, however.
5. Include a city/country location in the dedicated box, if it is secure and you are comfortable giving this information.

If you would like more information Twitter have some great guides on their own website:
https://support.twitter.com/articles/215585-getting-started-with-twitter

Time to start communicating!

Once you have signed up and started following a few people- **start tweeting!**
Posting on Twitter is limited to 140 characters, a number that allows for short bursts of thoughts without making things too involved: learning to write concisely and efficiently.

NB: Starting your tweet with a username will only make it appear in the person's newsfeed whose username you mentioned, but in no-one else's. Start with a dot (.@BritishCouncil) or rephrase your tweet to introduce the username later.

Who to connect with

There are lots of your fellow eTwinners already on Twitter. It will be helpful to start following and interacting with them in order to start some conversations, and it will also be useful to see how they use Twitter to promote their use of eTwinning.
Here are some of your fellow eTwinners' Twitter handles.

Ambassador	Twitter Handle
Aurelie Charles	@aurelagazel
Jody Greig	@jodygreig
Kierna Corr	@CiarnaC
Val Brooks	@valbrooks71
Lisa Taner	@global_teacher
Barry Corrigan	@mrmalcontent
David Ceiriog-Hughes	@davidceiriog
Nicky Shoesmith	@ellandy61
Steven Hales	@SPH23
Angela Farrell	@angsturms
David Mitchell	@DeputyMitchell
Ruth Sanders	@RuthSanders8
Kate Keaveny	@kojk30
William Strange	@GermanistGLS
Bob Harrison	@bobharrisonset
Michael O'Donnabhain	@maukee
Hannah Boydon	@boydon1967
Massimiliano D'Innocenzo	@max_dinnoce

If you're attending an event in a different country it can also be useful to tag the eTwinning country twitter that you are in. Here are a few that might come in useful:

@eTwinningUK	eTwinning UK
@eTwinningHu	eTwinning Hungary
@eTwinning_DE	eTwinning Germany
@eTwinningNorge	eTwinning Norway
@eTwinning_es	eTwinning Spain
@eTwinningFrance	eTwinning France
@eTwinning_Ita	eTwinning Italy
@eTwinning_nl	eTwinning Nederland
@eTwinningLV	eTwinning Latvia

Useful Practices – Hints and Tips

@replies If you click the reply button (↩ Reply) it will automatically start a tweet with the @handle of the person you are replying to, and they will receive a notification that you have responded to their tweet.

RT This stands for Retweet and you can use this function to share a tweet that someone else has posted. Simple click on the Retweet button below their tweet (⟲ Retweet) and it will post on your page.

If you want to comment on someone's tweet and RT it you can copy their tweet and quote it, just simply put a 'RT @handle…' e.g.
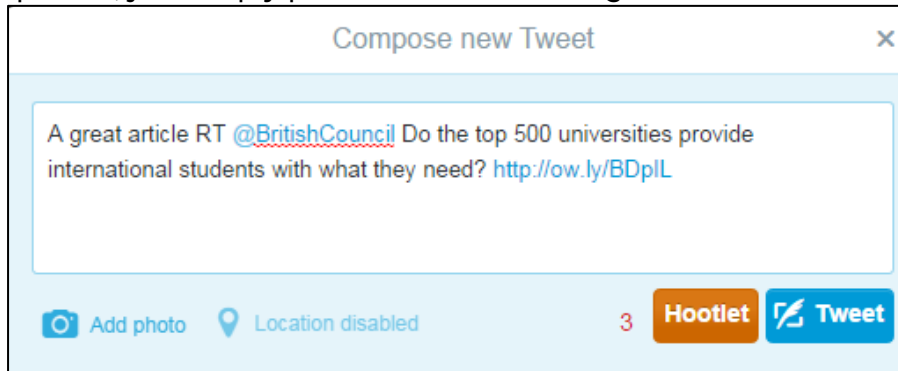
DM This stands for Direct Messages. These are private messages that most people choose to use to introduce themselves or to bring an elongated "@reply conversation" over to a more appropriate venue. You can DM someone from your DM folder or from the sidebar of their profile page, but only if they are following you.

TinyURL.com if you want to tweet a link, but it's very long, this will shorten it to 25 characters.

Bitly.com This also shortens a link, and it allows you to specify part of the new URL. If you sign up for an account, you can track how many clicks your shortened URLs get.
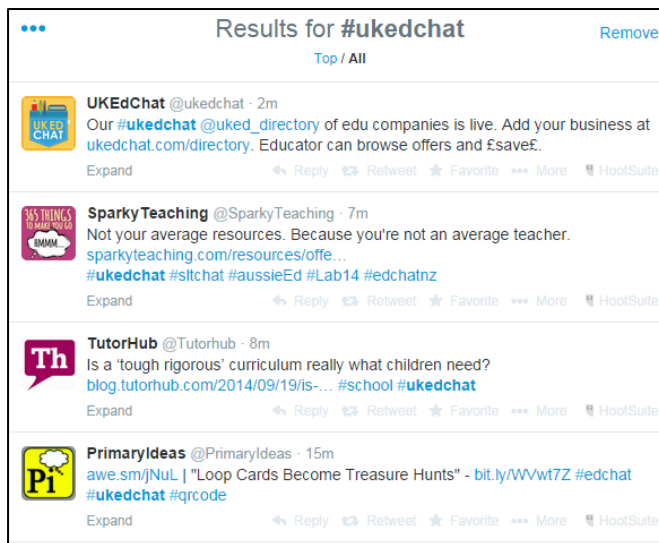
Hashtags

Twitter defines a hashtag as:

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

You can use a hashtag to highlight the key words or phrase (no spaces) in your tweeting for example:

Applications now open for fully funded #etwinning #cpd workshops in Portugal & Azerbaijan http://schoolsonline.britishcouncil.org/etwinning #ukedchat

By doing this your followers can see at a glance what your tweet is about.

Once someone has posted a tweet with a hashtag in it the hashtag becomes a link that you can click on and see a list of all other tweets that have used that hashtag, or you can search by hashtag in the search bar:

Hashtag directory

If you're attending an event or conference often they will have their own hashtag so the organiser can track what people are saying about the event on Twitter. For example, the Language Show Live in London use #LSLive. Using an official hashtag is a good way to interact with other delegates and discuss talks and workshops that have taken place.

Many topical areas within education have their own hashtag associated with them that are used to discuss relevant news stories and topics. We've listed some popular hashtags below that might be useful to get you started.

General Education			
#UKEdChat	UK education	#NTChat	For new teachers
#Education	General Education	#Web20	Web 2.0
#edchat	General Education	#EdApps	Education and learning apps
#EduChat	General Education	#EarlyEd	Early Age Education
#NTChat	New Teachers	#HigherEd	Higher Education
#Curriculum	Curriculum	#Library	Library
#PassionDriven	Passion Driven Educators	#Digital	Digital
#LangChat	Language Chat	#Research	Research
#Languages	Languages	#TLChat	Teacher- Librarian Chat
#Learn	Learning	#Literacy	Literacy
#Learning	Learning	#TeacherTuesday	Teachers
#Teach	Teaching	#Teaching	Teaching
#Teachers	Teachers	#TeachingEnglish	Teaching English
#TeacherTraining	Teacher Training	#TeachMeet	Meet other teachers
#PBL/#PBLChat	project-based learning		

Subject Areas			
#EngChat	English Education	#musedchat	Music
#LangChat	Foreign Language Education	#math	Mathematics
#ICTChat	ICT Education	#mathchat	Mathematics
#LitChat	Literature	#science	Science
#ArtEd	Arts	#scichat	Science Chat
#HistEdChat	History Education Chat	#sschat	Social Studies
#HistoryTeaching	History Teaching		

Speciality Areas		Education Levels	
#EdApp	iOS Apps in Education	#EarlyEd	Early Age Education
#iPadChat	iPads in Education	#HigherEd	Higher Education
#GTChat	Gifted and Talented Education	#CCChat	Common Core Standards
#SpEdChat	Special Education	#CyberSafety	Cyber safety
#SpEd	Special Education		
#ISEdChat	Independent Schools	**Current Issues**	
#eLearning	ELearning	#EdReform	Education Reform
#GBL	Game Based Learning	#ProfDev	Professional Development
#mLearning	Use of mobiles in	#CyberSafety	Cyber Safety

	education		

Posting a picture to Twitter

If you're at an event and tweeting it's often useful to post a picture alongside your tweet so people can get a visual on where you are/what you're doing – this usually results in more engagement from followers.

You can upload a photo simply by clicking to compose a tweet and then clicking on the camera icon:

Tweeting at ab eTwinning event

As practical users of the eTwinning programme you are great influencers for your peers in outlining the positive impact that eTwinning has had for your classes and Twitter is a great way for you to share your experiences, as well as promote training and workshops in which you are taking part in.

When you are tweeting as an eTwinning ambassador it is important that you represent the organisation as you would in any other professional situation.

General usage guidelines

Hashtags

When using hashtags, capitalise the first letter of every word contained in the tag. For example, write #LearnEnglish rather than #learnenglish. Doing so will make the tag easier to read.

Retweets

Retweeting allows you to share useful information from a range of sources you're your followers. Ensure that retweets are relevant to your target audience.

Links

Please use a link shortening website when posting links e.g. bitly is a useful resource for doing this.

Images

Do not tweet inappropriate images or anything that is not relevant to eTwinning or that would be unprofessional and potentially damaging

Abuse

If someone is constantly posting abuse then either report or block them. Do not engage them in conversation

Accuracy

Check the facts before tweeting. If you got something wrong, apologise and rectify the mistake.