Creating A Twitter Page

Twitter is a real-time feed of short updates from individuals or groups. Here are a few terms that will get you started on the path to using and understanding on this social platform.

- **Tweet**: 140-character status update that appears in the feed.
- **Retweet**: Reposting a previously published tweet to a feed.
- **Hashtag**: The # symbol used to identify a topic stream. #goodcarehospice
- **Short link**: A truncated website address generated through a short link generator such
as Bit.ly.com. This allows users to insert a web address without using up

Create the Twitter account using an email address and password. Then log in.
Click on “Sign Up for Twitter.” Verify your name, email, password and username. Make sure the username is easy to remember. It will be the “handle” that you will disseminate to members and others.

Account Information

Ensure that your account is set up correctly. Check the correct language and time zone.

Twitter Location – If you want users to know where you’re tweeting from, check the box.
Tweet Privacy – Limit who receives your tweets, if necessary.

Email Notification

Set up your account according to how and where you want information about activity on your
account sent. You can be notified by email when someone replies to, mentions or retweets a post. It will also notify you when someone follows your feed or shares a tweet.

Profile
Create a profile photo that will appear with your tweets. It can be a picture or a company/organization logo. The header photo appears at the top of your Twitter page.
The Design page allows you to change the background appearance and color, if desired, using the pre-set colors and background templates available. Custom Twitter backgrounds are available from third-party developers.
Widgets

The Twitter widget is the feed box that contains targeted feeds. It is generated via HTML coding that can be copied and embedded on a website. It updates on the website as the feed updates.

Here is an example of a Twitter widget. It is useful to showcase your Twitter feed, or feeds from several different sources.

To create a widget, click on the “Widget” tab and then click, “Create New.”
Enter the size (height) of the widget for your website, and the theme (light background or dark background) and whether you want photos be visible in the feed.

For Domains, enter the domain xxxx.com for the widget. In this example, the goodcarehospice.com domain is entered. The tweets appearing in the widget preview on the left are from Twitter feeds that Good Care Hospice is following – in this case, CNN and MediaBistro.com.

Now the widget is created. At the bottom right of the page, copy the entire HTML coding string in the box (see arrow) and paste into the HTML code on your website.