



Twitter Memo



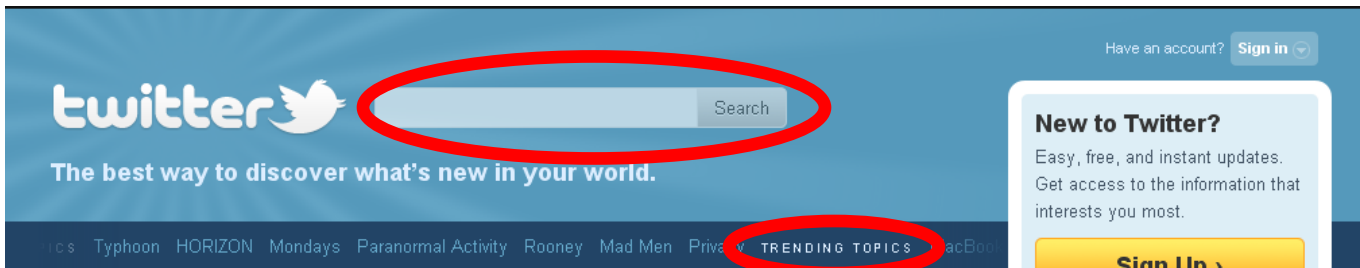
Introduction: Twitter is a website that you can use for free to broadcast very short messages (140 characters maximum). These messages are called **tweets**. Other Twitter members who sign up to receive a notification when you post a new tweet are called your **followers**. People can also view your tweets even if they are not members of Twitter and even if they have not signed up to be your follower, they just won't receive a reminder that you have posted a new tweet.

For example, if you don't have a Twitter account, you can still see "tweets" from the BBC:
<http://twitter.com/BBCBreaking>.

Privacy: When you sign up for a Twitter account you can choose to set it up so that your tweets are private (then only followers that you approve can see your messages), but then people will need to be Twitter members and followers of you to view your messages.

Purpose: Twitter provides a free way to quickly and easily get a message out to many people. Anyone can go to the Twitter home page (<http://twitter.com/>) and search for a topic, then all tweets relating to that topic are listed. Also, if enough people post messages about a topic, that topic will appear on the Twitter home page as a **Trending Topic**, which means people who have never heard of your topic may become interested and click on the topic to read your tweets. You can also include links in your tweets to get people to visit a website or read an article for more information.

Search functions and Trending Topics circled in red:



Hashtag campaign: One way to try to get your topic to appear as a **Trending Topic** is to organize what is called a **Hashtag Campaign**. This means that you add a **hashtag** (a "pound" or "hash" symbol: #, and a keyword, for example: #clustermunitions), to all your tweets about a topic and you ask that anyone else who tweets about that topic also adds the same hashtag. This means that twitter will group together everyone's tweets that include this hashtag, and the hashtag could become a Trending Topic. You can also include more than one hashtag in a tweet.

It's important to use the hashtag because if many people use different wording to tweet about the same topic, twitter may not group them together or notice that it is a popular topic. For example, I might tweet: *Cluster Munition Monitor released today*, and someone else might tweet: *Monitor report on cluster munitions released today*. Twitter might not realize we are talking about the same thing. If we both add the hashtag #Monitor2010 to our tweets (for example, *Cluster Munition Monitor released today #Monitor2010*) then Twitter can recognize that many people are tweeting about the same thing and #Monitor2010 may become a trending topic.

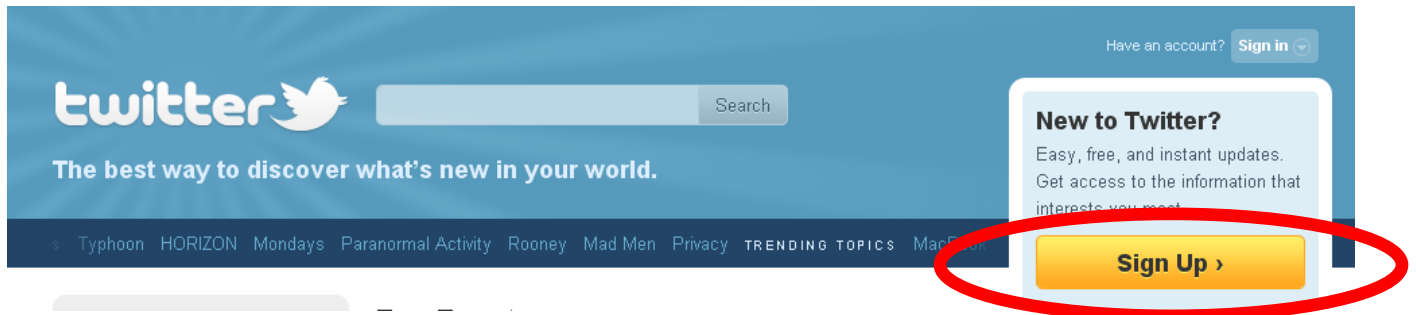


Twitter Memo



How to join Twitter:

- 1) To sign up for your free Twitter account, go to twitter.com and click **Sign up**.



- 2) Enter in your name, a username, password, and email address. Once all of this information is filled in, click **Create my account**.
NOTE: Your username doesn't have to be your real name, it can be the name of your organization, or a nickname, but remember that this is the name that will appear next to your tweets.

A screenshot of the Twitter sign-up form titled 'Join the Conversation'. The form is white with a blue header. It includes a link for 'Already on Twitter? Sign in.' and a checkbox for 'Already use Twitter on your phone? Finish signup now.' The form fields are: 'Full name' (with a placeholder 'enter your first and last name'), 'Username' (with a placeholder 'Your public profile: http://twitter.com/USERNAME'), 'Password', and 'Email'. There is a checkbox for 'Let others find me by my email address' with a note 'Note: Email will not be publicly displayed'. Below the form is a 'Terms of Service' section with a 'Printable version' link and a 'Create my account' button. At the bottom, there is a checkbox for 'I want the inside scoop—please send me email updates!'.

If you are interested in making your tweets private, you can find instructions here:
<http://support.twitter.com/entries/14016-about-public-and-protected-accounts>



Twitter Memo



- 3) You will be then asked to type in a phrase or word to ensure that you are human, and not a computer virus. Type in the word that is spelt out in the image (if you are visually impaired, click [Hear a set of words](#)), then click [Finish](#).

twitter

Join the Conversation Already on Twitter? [Sign in](#)

Already use Twitter on your phone? [Finish signup now](#).

Full name

Are you human? ×

Before we create your account, we need to make sure you're not a computer.

Can't read this?
[Get two new words](#)
[Hear a set of words](#)
Powered by reCAPTCHA.
[Help](#)

Type the words above

Finish

Terms of Service [Printable version](#)

Terms of Service

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any

By clicking on "Create my account" below, you are agreeing to the [Terms of Service](#) above and the [Privacy Policy](#).

Create my account

I want the inside scoop—please send me email updates!

- 4) On the next page, you can browse and select specific topics that you may be interested in following. If you do not want to choose anything now, click [Next step: friends](#). If you do not know of anyone on Twitter that you would like to find at this time, click [Next step: You're done!](#)
- 5) You will then be taken to your Twitter home page where you can enter in your first tweet. In order to have full access to all of the Twitter features, you must confirm your account. An email will be sent to your email address with clear instructions on how to do to this.

Now you have all the information you need to participate in **Landmine and Cluster Munition Monitor's** Hashtag Campaign.

Remember to include: #Monitor2010 in all your Monitor-related posts.

Email: t.stephens@icbl.org if you have any questions or problems.