

TWITTER TERMS

280 characters that can contain text, images, polls, or videos that is shared publicly and with your followers



TWEET

TWEET THREAD



Series of connected tweets connected by a line

People who have chosen to follow you receive all your tweets in their feed



FOLLOWERS

HANDLE



When you create your Twitter account you create a handle that identifies your tweets.

When someone tags or mentions you in a tweet



MENTION

RETWEET
QUOTE
TWEET



Retweet - share a tweet without adding your own thoughts or content
Quote Tweet - share a tweet and add thoughts and content

Users comment/reply to tweets with text, images etc



REPLY

NOTIFICATIONS



You receive in response to direct messages, follows, likes, replies to your tweets, mentions, and retweets of your tweets.

People can "like" a tweet with the button. The number of likes of that tweet are displayed next to it



LIKES

HASHTAG



Identifies a collection of tweets to a group, activity or person such as #TBT or #ASCO23

The number of times a tweet is served to a person's feed



IMPRESSIONS
VIEWS

ENGAGEMENTS



Number of times a user engages with a tweet, clicks, likes, replies or comments