

Twitter Terminology



Jill Castilla, the President & CEO of Citizens Bank of Edmond was our guest in [OOMPHcast episode #11](#). One of the things she talked about was why Twitter was her social media platform of choice, despite the fact that it took some time for her to get used to it.

To help you beat part of that learning curve Jill went through, here are some basics of the terms somewhat unique to Twitter.

Tweet

This can be either a verb or a noun. A tweet is the update that you send out, or post, to Twitter. To tweet is to write and send out that update.

Follow

To subscribe to someone's updates, so that they will appear on your Timeline.

Follower

Another Twitter user that is following you.

Unfollow

When a Twitter user stops following another Twitter user.

@reply (pronounced "at reply")

A tweet that is publicly broadcast, but directed to a specific person. You write one by simply putting @username anywhere in the message, generally at the beginning.

Example: *@LeakyCon They're pretty awesome. But we're biased, since @hollycenations works for us. She rocks!*

Mention

Similar to an @reply, but you're not addressing the individual, just mentioning them as part of your tweet.

Example: *Thanks to @timjpriebe for sending me a copy of his latest book!*

Direct Message

A private message, only viewable by the intended recipient. You can only send direct messages to people that are following you.

Retweet

Rebroadcasting a tweet someone else posted. Typically done by clicking the retweet button on the original tweet.

Hashtag

A way to track topics on Twitter. You add a #, followed by a keyword of some sort, and it's automatically converted into a link to all tweets with that hashtag.

Example: *Are you new to #Edmond? The @EdmondChamber knows exactly what you need to get connected with our community: <http://ow.ly/zHTZ8> . Welcome!*

Timeline

This appears on your home page of Twitter, and contains a real-time feed of the Tweets from people you're following.