

The Twitter Trifecta: A Short Glossary

Posted on [October 16, 2015](#)

You finally did it. “It’s not going away!” they said. You knew you’d have to embrace it eventually, so you sat down with your smartphone and got yourself a Twitter account. And now, you can use this social media platform as an effective business tool (or as a way to get quick updates on your favourite sports teams). The following are definitions of a few staple Twitter offerings.

Tweet: Your 140-character message that you post on your Twitter feed. Anyone who is following you can see what you tweet. And if your tweets are not protected, other Twitter users can find your tweets if they are searching for any of the hashtags you may have included (keep reading to learn more about hashtags). You only have 140 characters so be concise, witty, and creative with your tweets.

Retweet: A re-post of another Twitter user’s tweet. When you retweet someone else’s tweet, it appears on your own Twitter feed, making it possible for all of your followers to view it. This is a way of showing that you agree with someone’s thoughts in a tweet.

Hashtag (#): A symbol added to the front of a word to designate themes within tweets. If you would like to appeal to certain followers or vice versa, include hashtags before relevant words. This helps Twitter make your tweet searchable for people interested in hearing more about specific topics. Twitter provides a list of trending topics but you can attach the # sign to any word you like. Get #creative!