Guide to Twitter

How to set up your Twitter account

1. Go to twitter.com/signup and follow the process for your account creation. Or, download the app and be guided through the sign-up process.
2. When you sign up for your account, you'll see topics/accounts that you can choose to follow. Follow at least three so you can see more Tweets that matter to you. The accounts you follow determine the information you'll see most often.

Find your way around Twitter

1. Home timeline – What's in a timeline?
    a. Your Home timeline is the heart of your Twitter. There, you'll see all the Tweets from:
        i. Accounts you're following
        ii. People talking about your interests
        iii. What's popular, promoted or shared in your network
    b. Choose which Tweets you want to see as you scroll your timeline: top Tweets we think you'll dig, or the latest — first-come, first-served. Tap the stars icon at the top of the page to change your content preferences.
    c. Don't just look at Tweets on your timeline — interact with them. Your available interaction options include:
        i. **Like** to show that you support the content of a Tweet. Also used to bookmark a tweet with information you might want to look at later.
        ii. **Reply** when you have something to say about a Tweet
        iii. **Retweet** a Tweet to reemphasize the content of a Tweet
        iv. **Quote Tweet** a Tweet to reemphasize the content and add your opinion
        v. **Share** a Tweet off Twitter
2. The Explore tab
    a. Use the Explore tab for the best trending stories.
3. The Notifications Timeline
    a. Your Notifications timeline is where you can keep in the loop. See your alerts and customize just the way you want.
4. Direct Messaging
    a. Have conversations with the people you choose — without the world seeing it. Connect with someone or a group with a Direct Message. Start a new conversation, share Tweets or share media as a Direct Message. Remember, anything shared over the Internet has

the potential to be seen and interpreted without context. Keep all communications professional.

5. Sending a Tweet
    a. Ready to add your voice to Twitter? Compose a Tweet right from your Home timeline.

Guide to Twitter lingo

1. What's a Tweet?
    a. Tweets are the messages posted to Twitter that make up the Twitter experience. They can contain text, photos, videos, or links, and are made to be shared and interacted with.
2. What are Retweets?
    a. Say it again with a Retweet. See a Tweet in your timeline that you love and want to show everyone who's following you? Just tap that Retweet button.
3. What are Hashtags?
    a. Tweets can include hashtags — a keyword or phrase (without spaces) with the "#" symbol before it.
    b. Hashtags connect conversations and help you find content. They bring people together around a topic, inspire conversations and create community.
    There are many hashtags relevant to aw enforcement and policing.
    Community: #LE #LEO #LESM #Police
    Topics: #TrafficSafety #RoadSafety #VisionZero #DUI #DUID
    c. Hashtags become clickable links. Tap a hashtag to see other Tweets using the same one.
    d. Want more people to see your Tweets? Add a trending hashtag. You might even get some new followers from people searching the hashtag.
4. What are Twitter handles? (Twitter ID)
    a. Your username (more commonly known as a handle) begins with an "@" symbol. It's unique to you and appears on your profile page.
        i. Example: @TwitterSupport
    b. Note: Your display name — referred to as "name" — is a personal identifier on Twitter and is separate from your username. It can be something playful, a business name, or a real name. It's displayed next to your username and can be changed anytime.
5. Finding and tagging people on Twitter
    a. Use @ to mention usernames in Tweets (mentions), to send messages, or to link out to a profile. When you use mentions, you tag accounts in a Tweet to bring others into the conversation. Add the "@" symbol followed by a username in a Tweet and whoever you tag will get a notification. Some relevant Twitter IDs are
    National Law Enforcement Liaison Program @NLELP
    Governors Highway Safety Association@GHSA
    National Highway Traffic Safety Administration @NHTSAGov
    b. When you want to mention someone in your Tweet, just type @ and Twitter will show you suggestions from your following and follower list.

6. Special Features
    a. **Images** grab people's attention in the timeline of Twitter. While plain text is fine, images that support what your tweet is about will draw more views and potentially more interaction. You can insert up to four images in one tweet.
    b. **Videos** can also be used in tweets in the form of recordings from your phone or GIFs. GIFs are short videos (less than 15 seconds) that play on a continuous loop.
    c. **Links** can be inserted into tweets to easily allow people to go to specific locations that support your message, just like in an email. When you copy links into tweets, they will be shortened due to character limits.

Twitter Safety Features

1. Mute
    a. You can mute an account while remaining a follower. Try muting words, topics, or conversations to stop seeing content or notifications related to what you'd rather avoid.
2. Block
    a. Control who can see your Tweets and what Tweets you see by blocking accounts. When you block an account, they can't see your Tweets, direct message you, or follow you. It also means you can't follow them unless you unblock.
3. Report
    a. See something off? Report abusive Tweets or accounts here: https://bit.ly/3rS7hTu

Some Accounts to Follow

- U.S. Department of Transportation - @USDOT
- Federal Highway Administration - @USDOTFHWA
- Federal Motor Carrier Safety Administration - @FMCSA
- Office of National Drug Control Policy - @ONDCP

These are just a few of our LEL Partners to get you started. For a full list that includes State and Organizational Partners, click here. To find these twitter accounts online, simply search the organizations name on your preferred search engine and include the word "twitter" at the end of the name. If these organizations have an active Twitter account, they will be the first search result.

Tweet Examples

The following are a few examples of tweets that include the basics and some of the special features.

Tweet with hashtags

Re-tweet – The above tweet was retweeted by the @NLELP account and appears the same with the exception of the indication that the account re-tweeted the information.

Tweet sharing a story from the media account @WLOS_13. When your followers click on the image the story will open.

National LEL Program
@nlelp
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Law enforcement agencies across North Carolina are preparing for a holiday campaign that keeps an eye out for drunk or impaired drivers. "Booze It & Lose It" #Halloween Statewide Enforcement Campaign begins today and runs through Oct. 31. @WLOS_13 @NC_GHSP

my40.tv
Booze It & Lose It: Law enforcement patrolling statewide during busy Hallowee...
Law enforcement agencies across North Carolina are preparing for a holiday campaign that keeps an eye out for drunk or impaired drivers. "Booze It & Lose ...

12:30 PM · Oct 25, 2021 · Twitter Web App

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Image with a link to the NLELP website and the @NLELP twitter ID.

GHSA
@GHSAHQ
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The @nlelp offers myriad resources for states and law enforcement agencies working on traffic safety. Check out the new "What is an LEL?" one-pager, see best practices guides, upcoming events and much more: nlelp.org

NATIONAL LAW ENFORCEMENT LIAISON PROGRAM
LEL

Resources for
Law Enforcement and
Traffic Safety Professionals

www.NLELP.org

9:35 AM · Oct 21, 2021 · Hootsuite Inc.

2 Retweets   4 Likes

Video embedded in a tweet. The video will automatically play for followers in the timeline.
https://twitter.com/FloridaLEL/status/1471812429197635586?s=20

Florida LEL Program
@FloridaLEL
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🚓'Tis the Season to Drive Sober 🚗
#DriveSoberorGetPulledOver Holiday Season Enforcement Mobilization starts TODAY!
Dec 17th-Jan1st law enforcement officers from around the nation are stepping up efforts to keep impaired drivers off the roadways and save lives!
#DriveSober

'TIS THE SEASON TO DRIVE SOBER

▶ 9 views   0:03 / 0:12

7:00 AM · Dec 17, 2021 · Twitter Web App