

Twitter Guidance

The account creation process is not a difficult one but the steps required to complete a profile change frequently, so this section focuses on the key areas you should keep in mind in respect of existing accounts or new accounts you decide to create.

Profile essentials

Settings > Account

1. The email address you use to register any new accounts should be one you know will not be disabled in the event that an individual leaves the organisation. If a regional officer opens an account in their own name you should ensure it is using an email address you know you will have long term access to.
2. Any regional CIHT account names should be kept short. Short names have a number of benefits. Whilst account names may be rarely typed, short names are more easily remembered and easier to type should the need arise. They also allow for swifter login if you use the account name instead of email address to do so.
3. There are two main Time Zones for UK accounts. London and Edinburgh. Ensure you have the London zone selected. Having either of these settings is acceptable, but it is important to make sure Twitter does not default your account to a non-UK setting. Regions in England, Wales and Northern Ireland should use London as their time zone. Please note Scotland are more than welcome to use Edinburgh as their time zone.
4. Unselect the “Add a location to my tweets” in the Tweet Location section. Otherwise, Twitter will try to ascertain your location when you post and this will be recorded against your post.
5. Tick the “**Always use HTTPS**” box. This ensures any access to Twitter is always via a secure connection online if anyone accesses your account from a web browser. Whilst you may use the desktop browser version of Twitter only occasionally, it is still important that you maintain a secure connection where available.
6. Remember to **SAVE** your changes. Changes are not applied automatically in all sections of the account screens.

Settings > Email notifications

1. It is important you monitor these settings and amend them based on how many emails you receive from Twitter based on your preferences.
 - a. Tick to be notified when your tweets are marked as favourites by ANYONE
 - b. Tick to be notified when your tweets are retweeted by ANYONE
 - c. Tick to be notified when you get a reply or are mentioned by ANYONE
 - d. Untick to be notified when you receive a new follower
 - e. Tick to be notified when you receive a direct message
2. Twitter may offer you additional notification options. If you find that notifications are too frequent, you can adjust them at any time.

Settings > Profile

1. Please use your regional CIHT logo for your profile picture. For more information and guidance on regional logos, please [click here](#).
2. When entering a website address please use the link to your regional webpage. For example: www.ciht.org.uk/YH. If you are unsure of your short regional URL, email

communications@ciht.org.uk.

3. Any account created on behalf of a CIHT Region must display a disclaimer such as: "CIHT is not responsible for the views from this account which operates on a voluntary basis on behalf of CIHT."
4. The Header section is displayed at the top of the main profile page whenever anyone clicks onto your regional account or user name. Twitter allows you to apply a 1500 x 500 pixels image which can be used to display a prominent area within your region (please be careful about royalty rights on images that are not your own) or the CIHT logo without words.
5. You can also select a background colour. It is encouraged to select one that fits in the CIHT branding, for example blue.

Accounts to follow

Types of accounts you may wish to follow:

- News sources
- Other professional bodies or institutions
- Local/regional accounts such as
 - Borough councils
 - Charities
 - Schools
 - Transport hubs
 - Universities

Tips for making the most out of your twitter account

Hashtags in tweets - #

A hashtag is a method for categorising the general type of tweet you are posting. For example:

- "Read the CIHT FUTURES report here <http://bit.ly/2bpUoL0> #Transport"

The hashtag has been used to highlight a theme within the tweet. Hashtags can also be used to bring your tweet to the attention of people who may not be following you.

Imagery and video

It is strongly recommended to try and include an appropriate image or video in as many tweets as possible. Tweets with images or videos attached to them are more likely to be looked at/read in comparison to those without.