

Picture Tutorial: Twitter



Step 1: Go to www.twitter.com, and click to sign in or sign up.

Step 2: Create a Twitter account for your business, and pick a username you want to represent you on Twitter. For the Farmers Market Federation of New York, we used NYFarmersMarket as the username.

Join the Conversation

Already on Twitter? [Sign in.](#)

Already use Twitter on your phone? [Finish signup now.](#)

Full name ✔ ok
Your full name will appear on your public profile

Username ✔ ok
Your public profile: <http://twitter.com/NYFarmersMarket>

Password Weak

Email ⇒ we'll send you a confirmation

Let others find me by my email address
Note: Email will not be publicly displayed

Terms of Service [Printable version](#)
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, or other materials uploaded,

1 Interests → 2 Friends → twitter

Select the topics you are interested in. Find a few people you want to hear from, then follow them.

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Welcome To Twitter @NYFarmersMarket!

To get the most out of Twitter follow your first **10 accounts** that are of interest to you.

You follow **0**

Step 3: Start following people! Pick a category that you are interested in to see what types of organizations you can follow. A good place to start may be Food & Drink.

LifeWorthEating Adam Goldberg
I eat with my camera and take pictures of food, mostly in Paris, Tokyo, Mexico, and New York. Come join me on my culinary adventures.

foodsafeguru US Food Safety
Premier one-stop consumer food safety source with food alerts, recalls & safe food handling information.

marionnestle Marion Nestle
Paulette Goddard Professor in the Department of Nutrition, Food Studies, and Public Health

Step 4: Once you find a twitter handle that you are interested in following, click the plus sign.

Step 5: You can, and should, search for people or organizations that you know. Type in the name of an organization in the search bar. To the right, there is an example of how to search for the Farm Bureau twitter handle. If you look on the side to the right, there are organizations you can follow that are similar to the Farm Bureau. Read their descriptions to see if you are interested in following them.

1 Interests → 2 Friends → twitter

FarmBureau Search

Results for: **FarmBureau**

- FarmBureau** American Farm Bureau
America's largest general farm organization, representing all types of farming and commodities.
- StarkFarmBureau** StarkCo.FarmBureau
Non-profit, farmer advocate, community service and love all things agriculture. We are located in Canton, Ohio and have over 7,500 members in the county.
- BernCoFarmBureau** BernCo FarmBureau

Welcome To Twitter @NYFarmersMarket!
Awesome, you've followed your first 10! As you follow more users, your timeline of updates will get better and better.

You follow **10**

Similar to American Farm Bureau

- ndfb** ND Farm Bureau · Follow
North Dakota Farm Bureau is the most effective general farm and ranch organization in the state of North Dakota, with more than 27,000 members.
- KSFarmBureau** Kansas Farm Bureau · Follow
Kansas Farm Bureau is the largest farm

NYFarmersMarket's settings

Account Password Mobile Notices **Profile** Design

Picture /Users/jacquelinepicc [Browse...](#)
Maximum size of 700k. JPG, GIF, PNG.

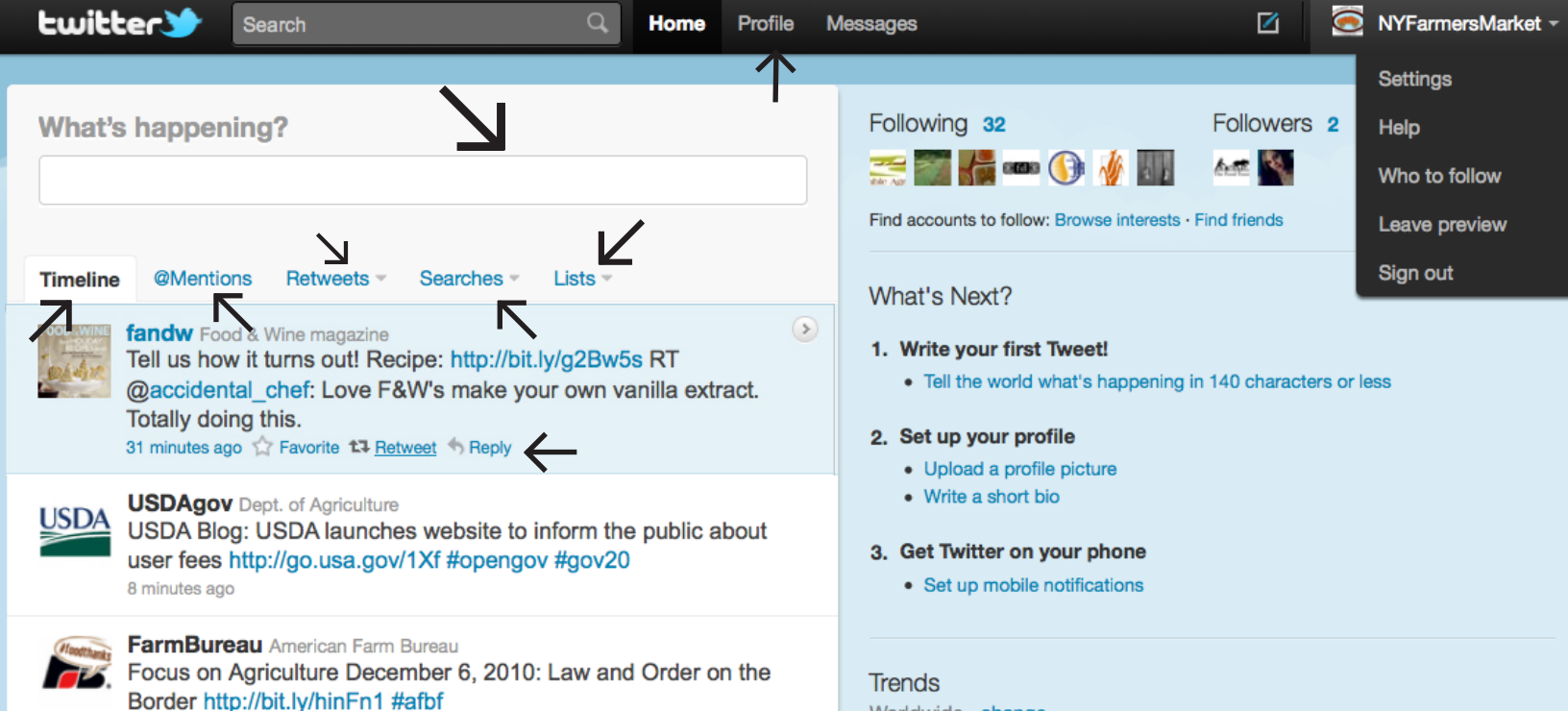
Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

Web
Have a homepage or a blog? Put the address here.
(You can also add [Twitter to your site here](#))

Bio
About yourself in fewer than 180 chars.

Step 6: Once you've added at least 10 twitter handles to follow (you can add more later), and have searched for your friends that are on twitter, you will be able to edit your profile--write a short bio about your organization, upload a picture, change your background colors, etc. Then you're ready to start tweeting!



Step 7: Explore and Get Started! The most time consuming part of Twitter will be getting to understand all your options. Once you have it down, it's a cinch! Start by trying to use some of the tools pointed out by arrows above such as:

What's Happening? : This is where you tweet. Write something here, like "New to Twitter! Can't wait to get started." Tweet about any article that interests you (you can shorten article links by going to the website <http://bit.ly/>), or about something interesting happening at your market or farm.

Timeline: This shows you all the tweets from your followers. The more a follower tweets, the more you'll see it pop up on your timeline.

@mentions: This is where you can see who has replied to you or mentioned you using the @ symbol. In the first tweet, you can see that "Fandw" used the @ symbol to talk to the twitter handle accidental_chef. If "FandW" tweeted @NYFarmersMarket, it would appear in NYFarmersMarket's @mentions.

Retweets: Where you can see who has retweeted your tweets, retweets you have made, and retweets by others. You can retweet by highlighting the tweet you wish to talk about (like FandW is in the picture) and clicking "retweet".

Lists: You can use lists to organize those you wish to follow. For instance, you may have a list of food politicians, and another list of other farmers markets. Click on the lists tab to find out more info on how to make one.

Profile: clicking on this button will take you to the page everyone can see when they go to your twitter page.

Searches: You can save any searches you make and look back at them at any time.

Hashtags: Below is a tweet from NYFarmersMarket with the hashtag #localfood. If you click on the hashtag, it will take you to a page that looks like the one on the right, with everyone else who has tagged localfood.

You can read these tweets, and potentially find more people to follow!

