

Twitter glossary

Term	Meaning
Tweets	'tweets' are messages which can comprise of a maximum of 140 characters. This encourages succinct and rapid sharing of information. It is possible to 'reply' to a tweet directly. 'tweets' can also contain hyperlinks, videos, articles and 'Blogshots' to provide more information.
Twitter Handle	Unique username which begins with the @ sign
Profile picture	A visual representation of the user or research project
Bio	A brief description of the user/research project to engage and encourage followers
Home Feed	A Home feed shows a real time display of Tweets from the accounts a user has chosen to follow on Twitter.
Follow(er)	If users 'follow' an account, they subscribe to their tweets. These tweets will therefore appear within the users 'home feed' The more followers an account has, the wider the audience the tweets can reach if they 'retweet'.
Retweet	The 'retweet' is the way users to share information from an original source to their own followers. Users who retweet encourage new users to follow the account Retweeting other relevant users can also help to attract attention.
Hashtags	Hashtags (#) are used in front of particular terms in order for messages to be grouped together on a certain topic. It allows users with shared interests to participate in conversations even if they do not follow each other. This can increase the likelihood of acquiring new followers.
Favourite	If users 'favourite' a tweet, this will be saved onto their 'favourites' list (a tab on the user profile page). This means that they keep a record of articles/posts of interest.
Mentions	A mention is when a tweet is prefaced with a user's Twitter handle to ensure the user receives it; can encourage others to 'retweet' and 'follow'

Reproduced from Table 1 [Schnitzler et al. \(2016\) Using Twitter™ to drive research impact: A discussion of strategies, opportunities and challenges. International Journal of Nursing Studies 59; 15–26.](#)