

How to Utilize Twitter for Your Chapter



1. @username

Your @username, also known as your handle, is your chapter's unique identifier on Twitter. It should be 15 characters or less and should be memorable and representative of your chapter so that you can be easily found.

Examples: @nyc_dawgs, @UGAAlumniATL, @RVADawgs

2. Profile photo

Choose a photo that visually represents your chapter and fits well in a small space. This image isn't just on your profile page; it will be shown as the icon in every Tweet you post. Choose something that is instantly recognizable. Chapter logos and designs work best here. To access a logo or design for your chapter, email alumnichapters@uga.edu.

Recommended image size: 400x400 pixels. Image is automatically resized to fit.

3. Bio

You have 160 characters to tell your story with a clear, concise bio that describes your chapter. Tell people where your chapter is and why they should follow you. Don't forget to mention UGA!

4. URL

Make it really easy for alumni and friends to find your chapter's Facebook page by linking it here.

5. Header image

Get extra creative with your header and showcase your chapter with a large, rich image. This could be a picture of a recognizable landmark in your city or an image of a chapter event.

Recommended size: 1500x500 pixels. Image is automatically resized to fit.

6. Pinned Tweet

Use this feature to get maximum exposure at the top of your profile timeline for your best Tweets. Click on the "more" option on the Tweet you want to pin and select "Pin to your profile page." This is great if you're advertising a chapter event.



1. Tweet

A Tweet is a message posted on Twitter, consisting of 140 characters or less. It can contain text, photos, links and videos. It's important to note that whenever you include any of these things they will be counted as a link and automatically take up to 22 characters.

2. Reply

Click 'reply' to respond to a Tweet. This Tweet will automatically begin with the user's @username. Replying to a Tweet is a nice way to build relationships with your followers and join in conversations. A reply will not show up in the other user's profile page. See #6 for a way to reply to Tweets publicly.

3. Retweet

A Retweet is where you choose to take a Tweet from someone else and Tweet it to your own followers. You can either do this directly with the Retweet button or you can use the Quote Tweet button to add your own message to the original Tweet.

4. Like

Liking something is a great way of acknowledging or showing your appreciation for a Tweet. It can also be useful to use as a bookmarking tool if you want to easily find a Tweet again. Your chapter's liked Tweets appear in a separate "Likes" tab, not in your public profile.

5. Hashtag

A hashtag is any word, or phrase without spaces, beginning with the # symbol. People use hashtags to organize conversations and make it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term.

6. Mention

Bring a Tweet to another person's attention by including their @username in your message. You could use it to ask someone a question, to thank them or simply to highlight a piece of content.

Please feel free to use other chapter's Twitter pages for inspiration and ideas.

Make sure to follow [@ugaalumniassoc](#) and [@univeristyofga](#) to get updates from your alma mater!

This information has been adapted from a Twitter for Business page.