



# Twitter for Educators

KET Multimedia Professional Development Days  
KET Network Center, Lexington, July 10-11, 2012  
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## Anatomy of a Tweet

**Mentions:** Any Twitter update that contains "@username" anywhere in the body of the Tweet is a 'mention.' This allows users to make sure specific person(s) see the tweet.

**Hashtags:** A topic with a hash symbol ("#") at the start to identify it is a 'hashtag.' Using hashtags makes searching for topics easier. Commonly used to organize tweets relating to events and conferences (i.e. #ISTE12, #ketmmpd12)

**Web Links:** Links are often embedded into tweets. 140 characters just isn't enough to say it all! Use a URL shortener (like goo.gl or bit.ly) to shorten web addresses.

**Retweet (RT):** This allows Twitter users to share the best links, tweets, and information they find posted from other users. (Retweeting is similar to 'forwarding' an email.)

**Reply:** A reply is any tweet created by clicking the 'reply' button. A reply will always begin with the name of the user you are replying to. A reply message is still visible to all Twitter users; it is not private.

**Amy Grant** @AmyGrantKET 5 Jul  
KET EduConsultants provide free PD for KY schools! Design and schedule a PD for your staff [goo.gl/rw4ux](http://goo.gl/rw4ux) @tweetKET @EducationKET  
Collapse Reply Delete Favorite  
4 RETWEETS  
11:44 AM - 5 Jul 12 via HootSuite · Details  
Reply to @AmyGrantKET @tweetKET @EducationKET

**Helen Morrison** @Helen\_KET 18 Jun  
I ❤️ KET  
RT @AmyGrantKET: July 10-11 KET Multimedia PD: Twitter, eBooks, STLP, iPads, & more! Not too late to sign up! [goo.gl/ypRLz](http://goo.gl/ypRLz) #ketmmpd12  
Collapse Reply Retweet Favorite  
1:28 PM - 18 Jun 12 via TweetDeck · Details  
Reply to @Helen\_KET

**Adam Taylor** @2footgiraffe 8 Jun  
#ff @AmyGrantKET @JasonSeliskar @wmchamberlain @kellyk5678 @billselak @OpenHelix @stumpteacher @wkrakower  
Expand  
**Amy Grant** @AmyGrantKET 8 Jun  
@2footgiraffe thanks for the FF!  
Hide conversation Reply Delete Favorite  
8:42 AM - 8 Jun 12 via HootSuite · Details  
Reply to @AmyGrantKET @2footgiraffe