

How to use Twitter

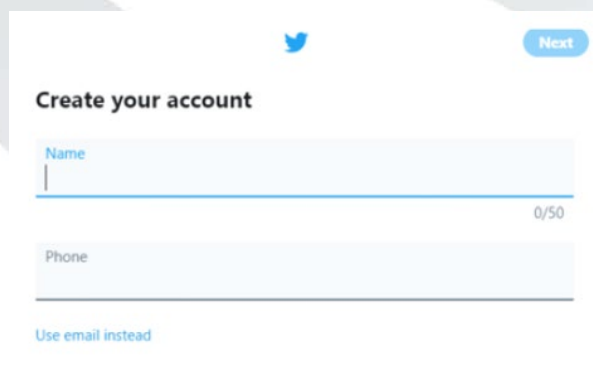
Twitter is a popular social network where users post 'Tweets' of up to 280 characters, plus an image or video.

Why Twitter works

Over 19 million people in the UK use Twitter. It is a great, free tool for reaching new and more diverse audience, and engaging with fellow motor enthusiasts and clubs.

Creating an account

Creating a Twitter account is quick and easy, and can be done online or on the smartphone app. To create an account online, go to www.twitter.com and click 'Sign Up' on the right-hand side of the screen.



The screenshot shows the 'Create your account' form on Twitter. It includes a 'Name' field with a character count of 0/50, a 'Phone' field, and a link that says 'Use email instead'. A 'Next' button is visible in the top right corner.

You will need to provide your name and email address or phone number to get started. Make sure you use an email address or mobile phone number you have access to as you will need to verify your account before continuing.

When creating a password, don't make this password too personal to you as other club members may need to access the account. Twitter will then ask you to upload a profile picture.

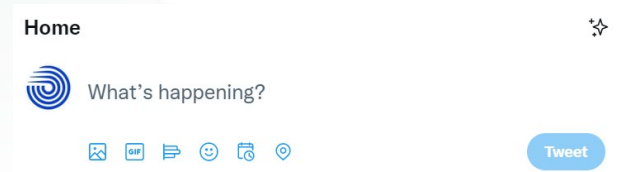
This should ideally be your club logo. A Twitter profile picture is round, so you may need to save your logo with a white background as a square shape so that it fits in the circle.

You'll then need to add a short biography for your club. Keep it brief as there is a limit of 160 characters in length. You can also add your club's website link to your profile. Twitter will then ask what areas you are interested in, before suggesting well-known people for you to follow. You can search for your favourite motorsport stars, teams or championships to get started.

Once you have created your account, click 'more' at the bottom of the left hand menu and select 'Settings and Privacy'. Here you are able to set and change your username, otherwise known as your Twitter handle. This should be your club name so that people can easily find you. You will most likely have to abbreviate it in some way to meet Twitter's length restrictions.

Getting started

Take some time to explore Twitter and become accustomed to how it works. To post a Tweet, simply click and start typing over the 'What's happening?' message at the top of the screen. The icons at the bottom of your tweet will allow you to add photo, videos, GIFs, polls and emojis to your tweet, or to schedule your tweet to be posted at a later date/time



You will receive a notification every time another account 'retweets' (shares your tweet with their followers), mentions you in a tweet (@YourMotorClub), or likes one of your tweets.

Top tips

- Tweets containing photos and videos tend to reach more people and achieve better engagement.
- The maximum length of video you can upload to Twitter is 2mins 20seconds. The file must also be under 4GB to be uploaded.
- Make sure to mention another Twitter account (@TheirName) if you are speaking about them so that they can see your tweet and maybe reply. If you want to start your tweet by mentioning another account, place a full stop in front of their handle first, otherwise users who don't follow them will not see the tweet.
- Post recent club news and photos from events to get started and attract some motorsport followers.
- Share your Twitter handle (@YourMotorClub) with all club members and encourage them to follow the account and help boost your follower numbers
- Include hashtags in your posts if you have the character space, but not too many – we'd recommend three at the most. It will help fellow motorsport fans and individuals from particular communities find your posts. For example, we use #MotorsportUK on our posts, and posts about marshals often use #ThanksMarshal.
- Retweet content and engage with other motor clubs and motorsport venues to build relationships.
- Keep an eye on the timing and content of posts that perform well. This will help you to build a picture of what type of content your audience enjoys and what time they are online. You can view more in-depth stats about your account and posts by clicking 'More' then 'Analytics.'

Need inspiration?

Follow Motorsport UK and our affiliated accounts here:

@ourmotorsportuk
@GirlsOnTrackUK
@MtrsportAcademy

Make sure to tag us, @ourmotorsportuk, in any relevant tweets so we are more likely to see them and engage with them.

For more information guides visit the Motorsport UK Club Toolkit.

For guidance and suggestions of further guides, email the Motorsport UK Club & Community Development Team at club.development@motorsportuk.org