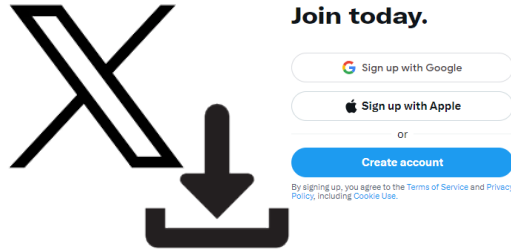# Using Social Media: TWITTER

Twitter is an app that allows you to engage with your audience in more simplistic ways.

Benefits to Twitter include:
- Create personal relationships
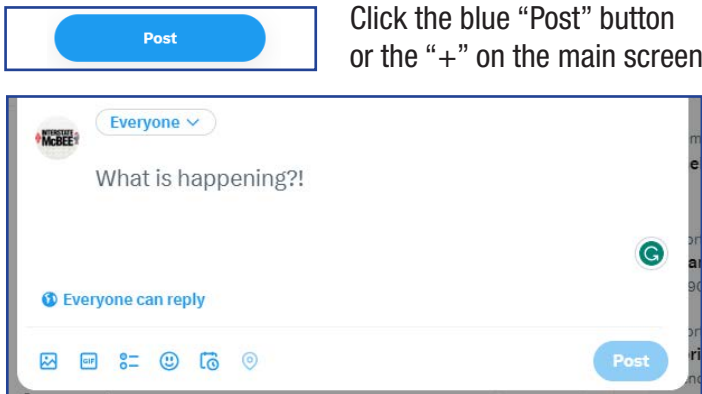- Boost conversations between yourself and a customer
- Increase sales

Signing Up

Join today.

Sign up with Google

Sign up with Apple

or

Create account

By signing up, you agree to the Terms of Service and Privacy Policy, including Cookie Use.

Suggested follows:
@XDPDiesel
@IntnlTrucks
@CaterpillarInc
@dieselpowermag
@dieselprogress
@Cummins
@JohnDeere
@highwayandheavy

Creating a Post

Post

Click the blue "Post" button or the "+" on the main screen

Everyone ⌄

What is happening?!

Everyone can reply

Post

Type your message. Twitters max character count is 280 characters as of 2023.

Add images, videos, polls, emoji's, etc. using the bottom menu.
Click "Post" to publish the post immediately

Interacting

Autoblog @ @therealautoblog · 2h
2024 Toyota Land Cruiser reportedly gets 27 mpg combined

Use the menu under a post to comment, repost, like, view the thread, or share.

Communities

Communities

Access communties in a separate tab. Join communities to enage with people of that target audience.
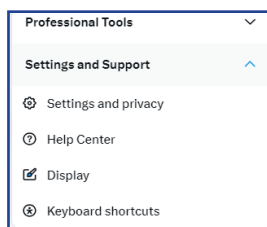
Notifications

Notifications allow you to know when people are talking about you or the company. Notifications will give you real-time updates and alerts based on your settings.
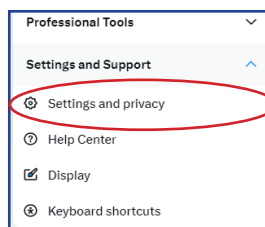
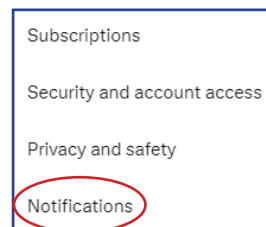Click on your profile icon in the upper left

Drop down "Settings and Support"

Professional Tools	⌄
Settings and Support	⌃
⚙ Settings and privacy	
⑦ Help Center	
✎ Display	
⌨ Keyboard shortcuts	

Select "settings and privacy"

Professional Tools	⌄
Settings and Support	⌃
⚙ Settings and privacy	
⑦ Help Center	
✎ Display	
⌨ Keyboard shortcuts	

Select "notifications"

Subscriptions

Security and account access

Privacy and safety

Notifications

Adjust notifications to your preferences

Notifications

Select the kinds of notifications you get about your activities, interests, and

Filters
Choose the notifications you'd like to see — and those you don't.

Preferences
Select your preferences by notification type.