

10 Days of Twitter

Day 9 – Managing Information (Part 1)



@YSJTEL

Pinning tweets
Searching tweets
Tweet activity dashboard



Yesterday, we looked at some useful ways of filtering out the 'noise' on Twitter by tailoring what you see on your feed. Today, we'll go a step further with managing Twitter content and introduce some tools that can be used in conjunction with Twitter to help you get the most from it. If you're brand new to tweeting, don't worry about experimenting with all of these today. This is probably the most advanced post of the series, so you can always come back to it when you have mastered the basics and ready to branch out, perhaps in a few weeks' time.

1.

PINNING TWEETS

You can pin a Tweet to your profile so that when others visit your profile, it is the first Tweet they will see.

Twitter allows you to 'pin' one tweet to the top of your timeline on your profile page. This keeps the tweet at the top of your profile and stops it moving down your feed as you add new tweets. It's a great feature if you want to draw people's attention to a particular tweet and it means that this tweet won't get lost among the fast moving dynamic content on twitter.

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Home Moments Notifications Messages Search Twitter Tweet

TEL @YSJ @YSJTEL
Tweets **3,003** Following **717** Followers **1,295** Likes **263** Lists **7** Moments **0** [Edit profile](#)

1. The torrent of Facebook-related scandals has incited deep reflection on the role of technology in our lives. We simply do not know all that our n...
thevimblog.com

1 4 6

TEL @YSJ @YSJTEL · 1h
Day 8 of #YSJ10DoT: Twitter Feeds & Tweetchats Revisited! blog.yorksj.ac.uk/moodle/2018/04...



Share via Direct Message
Copy link to Tweet
Embed Tweet
Pin to your profile page
Delete Tweet
Add to new Moment

#WednesdayMotivation
8,867 Tweets

David Davis
1,743 Tweets

#HeritageMW
4,821 Tweets

EuroMillions
just €121 million

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TEL @YSJ @YSJTEL · 18h
For 2 days running @sue_mesa has been at the top of the leaderboard in our #YSJ10DoT game. Will Sue be at the top tomorrow? Come back at this time tomorrow to find out.

2 3

You Retweeted

Kerry Sorby @KerrySorby · 23h
We @YSJOT often use hashtags on modules to share additional resources with staff and students. And to promote discussion and sharing of ideas #YSJ10DoT

TEL @YSJ @YSJTEL
Day 7 of #YSJ10DoT: Hashtags and Trends blog.yorksj.ac.uk/moodle/2018/04...

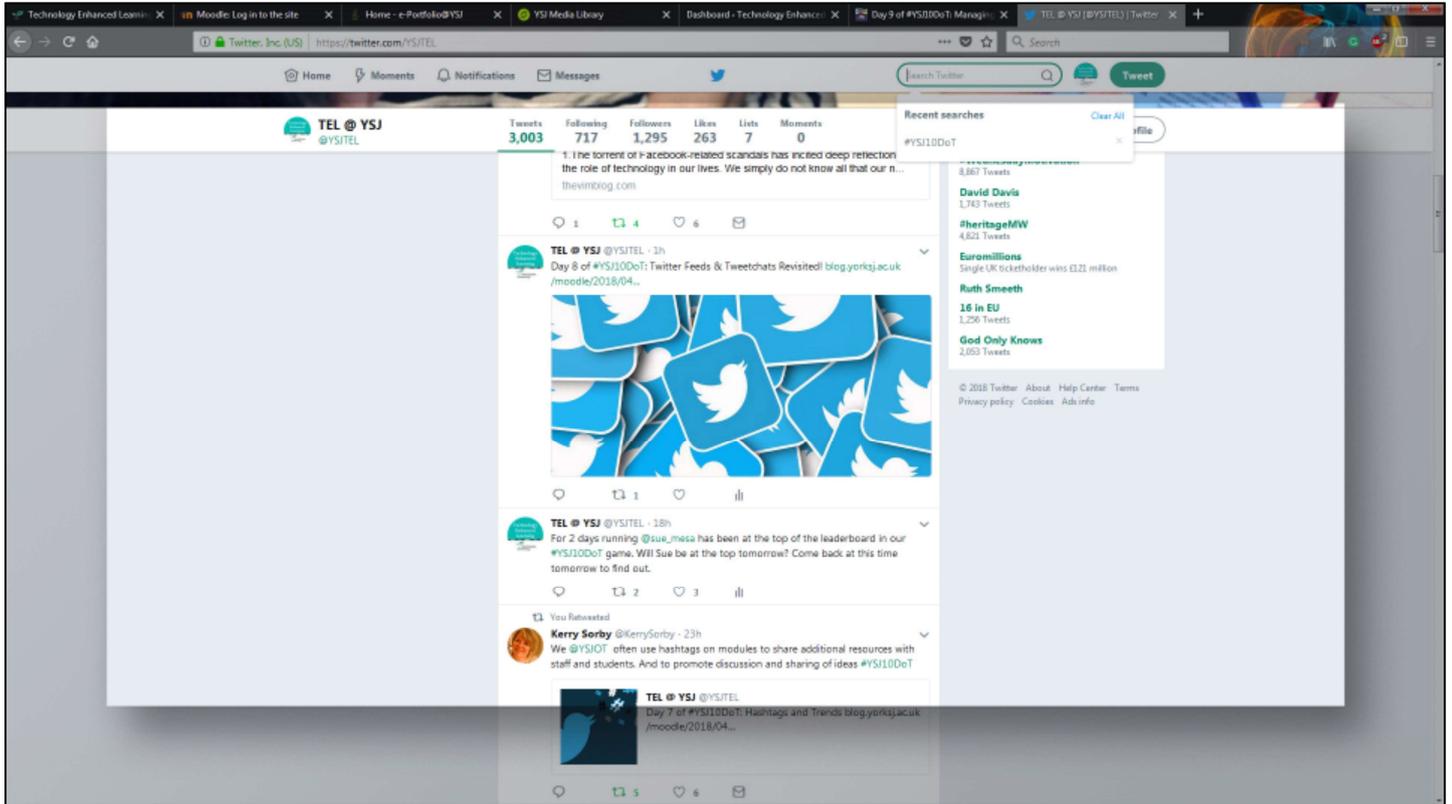
5 6

2.

SEARCHING TWEETS

Search for specific Tweets, accounts, or ongoing conversations.

There are many ways to use search on Twitter. You can find Tweets from yourself, friends, local businesses, and everyone from well-known entertainers to global political leaders. By searching for topic keywords or hashtags, you can follow ongoing conversations about breaking news or personal interests.



- Enter your search query into the **search box** at the top of the page.
- Your results will show a combination of Tweets, photos, accounts, and more.
- Filter your results by clicking **Top**, **Latest**, **People**, **Photos**, **Videos**, **News**, or **Broadcasts** (located at the top of your search results).
- Click the **Search filters** drop-down to filter your results **From anyone** or **People you follow**, and **Anywhere** or **Near you**. Additionally, you can select a different language or perform an Advanced search.
- Click the **overflow** icon on the right hand side of the search results page for more options:
 - Click **Search settings** to disable (or re-enable) safe search to filter your search results:
 - Safe search settings include **Hide sensitive content** and **Remove blocked and muted accounts**. Uncheck the box to disable either setting, you may re-enable at any time. **Note:** This setting may take several minutes to go into effect.
 - Click **Save this search** to save your search term.
 - Click **Embed this search** to create a search widget for a website. Find more information in the [developer documentation](#).

3.

TWEET ACTIVITY DASHBOARD

The Tweet activity dashboard is a tool you can use to learn more about your Tweets and how they resonate with your audience.

The Tweet activity dashboard is a tool you can use to learn more about your Tweets and how they resonate with your audience. For instance:

- See how people engage with your Tweets in real time.
- Compare your Tweet activity and followers, and see how they trend over time.
- Click on any Tweet to get a detailed view of the number of Retweets, replies, likes, follows, or clicks it receives.
- Get detailed insights into who your audience is, especially those who engage with your Tweets.
- Download your Tweet metrics.

The screenshot displays the Twitter Analytics interface for the account TEL @YSJ. At the top, there's a navigation bar with 'Analytics', 'Home', 'Tweets', 'Audiences', and 'Events'. Below this is the 'Account home' section for TEL @YSJ. A '28 day summary' provides an overview of performance with change over the previous period:

- Tweets: 34 (↑54.5%)
- Tweet impressions: 12.1K (↑13.0%)
- Profile visits: 670 (↑26.9%)
- Mentions: 102 (↑1,033.3%)
- Followers: 1,295 (↑14)

The dashboard also includes 'TWEET HIGHLIGHTS' with sections for 'Top Tweet', 'Top mention', 'Top Follower', and 'Top media Tweet'. An 'APR 2018 SUMMARY' table provides a monthly overview:

APR 2018 SUMMARY	
Tweets	33
Tweet impressions	11.5K
Profile visits	618
Mentions	102
New followers	14

To get started, log in to analytics.twitter.com with your Twitter username and password to turn analytics on for your account.

To access your Tweet activity:

- On a desktop or laptop computer, visit analytics.twitter.com and click on Tweets.
- Click into an individual Tweet to see specific data for that Tweet
- From the **Tweet activity** page, you can see how many times people viewed and engaged with your Tweet, and how they interacted with it

Tweets, along with their impression and engagement metrics, are usually updated within a few seconds.



#YSJ10DoT

So there are a range of ways to stay on top of all the information that's being shared with you by the people you follow. **Choose one that looks useful to you**, and experiment with it! Let us know how you get on using the hashtag [#YSJ10DoT](#).