

INFORMATION AND RESOURCES TAKEN FROM THE AIDS.GOV BLOG

# TWITTER

## What is Twitter?

You can think of Twitter as a “micro-blog.” You use your computer or mobile phone to broadcast short messages, or “tweets,” that are limited to 140 characters. People can sign up on Twitter to follow your tweets. You can choose to follow people and will receive their tweets, too. Twitter is a “service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”<sup>1</sup>

## Why would I use Twitter?

- To share information.
- To ask questions.
- To connect people around common interests.
- To connect people at conferences/meetings.

## Who uses Twitter?

As of March 2008, Twitter had:

- 1+ million total users,
- 200,000 total active users per week, and
- 3 million total Twitter messages per day.<sup>2</sup>

## How are people using Twitter to respond to HIV?

- To deliver instant HIV/AIDS information.
- To promote HIV/AIDS services and events.
- To raise awareness about HIV/AIDS and spark discussion.
- To provide an accessible online community of support.

## What technology do I need to use Twitter?

You need a computer with an Internet connection or a mobile phone to use Twitter.

## Where can I learn more about Twitter?

Examples of Twitter resources include:

- Twitter Website: [www.twitter.com](http://www.twitter.com)
- Search Twitter for a particular term: [www.search.twitter.com](http://www.search.twitter.com)
- Common Craft’s Video “Twitter in Plain English”: [www.commoncraft.com/Twitter](http://www.commoncraft.com/Twitter)

Examples of Twitter profiles addressing HIV/AIDS include:

- AIDS.gov: [www.twitter.com/AIDSgov](http://www.twitter.com/AIDSgov)
- AIDS Action: [www.twitter.com/aidsaction](http://www.twitter.com/aidsaction)
- AIDS Healthcare Foundation: [www.twitter.com/AIDSHealthcare](http://www.twitter.com/AIDSHealthcare)
- HHS Office on Women’s Health: [www.twitter.com/womenshealth](http://www.twitter.com/womenshealth)
- National Association of People Living with HIV/AIDS: [www.twitter.com/napwa](http://www.twitter.com/napwa)
- U.S. Conference on AIDS: [www.twitter.com/USCA08](http://www.twitter.com/USCA08)

<sup>1</sup> Twitter, “FAQ,” Available at <http://help.twitter.com/index.php?pg=kb.page&id=26>. Accessed on 12/16/08.

<sup>2</sup> TechCrunch, “End Of Speculation: The Real Twitter Usage Numbers,” Available at <http://www.techcrunch.com/2008/04/29/end-of-speculation-the-real-twitter-usage-numbers/>. Accessed on 12/16/08.