

STL Wild Ones and Twitter.com

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About Twitter and Tweets:

Twitter consists of accounts created by more than 200 million people. Organizations use Twitter to drive business to their website, advertise, and share photos, short videos, and information. Individuals basically do the same thing, but for their personal lives.

All of the above is accomplished by writing a Tweet, which is a short message consisting of no more than 140 characters, and then sending that Tweet out into the Twitter internet universe. This Tweet can have attached photos or a vine (a six-second video). Mainly, the Tweet is seen by and available to the person's or organization's followers. (People click a link to follow a person or organization.) People view this Tweet in a "feed" which shows up on the user's main page and vertically lists one tweet after the other.

In addition, anyone with internet access can read anyone else's Tweets. This is done by searching for keywords and hashtags, which is the # sign followed by a word or words without spaces. For example, #nativeplants. The search results would then list all of the tweets with #nativeplants in the post. However, in order to interact, you must have a Twitter account.

At this time, the main Tweets for St. Louis Wild Ones consist of the title of a blog post with a photo and a link to the page in the website.

Ways to interact with a Tweet:

Icons below the Tweet allow users to click on an icon to perform an action.

- **Reply** (a curved arrow): A comment is shown below the Tweet with my remarks.
- **Retweet** (two arrows creating a rectangle): Person A posts a Tweet. Person B retweets that post so that it shows up listed with Person B's posts as well. It shows clearly that it's a retweet and the origination username.
- **Like** (a heart): If I like someone else's Tweet, that Tweet shows up in a separate section with all of my other likes.

Additional options under a drop-down menu of three dots:

- **Share via Direct Message:** The person who tweeted will receive a notification on their account that there's a direct message from another user.
- **Copy link to Tweet:** Gives the URL for the Tweet as each one has its own unique URL and then that URL can be shared.
- **Embed Tweet:** The Tweet will show on the designated website.
- **Mute:** To reduce the Tweets I see from a particular user. For example, some users send multiple Tweets per day.
- **Block:** The user can no longer follow my account.
- **Report:** This function notifies Twitter about abusive tweets.

Why Tweet?

- Promotes using native plants.
- Connects to other like-minded organizations and individuals to build community through various means like following and retweeting.
- Reaches a younger audience (of all adult internet users age 18-29, 37% use Twitter and 25% for ages 30-49, 12%, 50-64 and 10%, 65+).
- It's free.

Which like-minded organizations are on Twitter?

(Note: The words after and including the @ is the account holder's username. The easiest way to find someone else's account is to type the username in the search box.)

Wild Ones @WildOnesNatives (National)

St. Louis Wild Ones @STLWildOnes

N Kane Wild Ones @NKWildOnes (Illinois chapter)

West Cook Wild Ones @WestCookWildOne (Illinois chapter)

Audubon Society @audubonsociety

Missouri Botanical Garden @mobotgarden

Missouri Department of Conservation @MDC_online

Missouri Native Plant Society @MONativePlants

Monarch Watch @monarchwatch

Powell Gardens @PowellGardens

Shaw Nature Reserve @ShawNature

Xerces Society @xerces_society

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