Twitter is a microblogging service where users share photos, links, and written updates in 140 characters or less.



TIME OF DAY **Anytime**

DAY OF WEEK Weekday





FREQUENCY Daily

Can agriculture play a bigger role in solving #malnutrition? bit.ly/1jVFrjZ @GAINalliance @Guardian

Food Tank @Food_Tank · 3h Food education series How Does it Grow? premieres! bit.ly/1fhXDIT @howgro Details

Food Tank @Food_Tank - 6h Climate-Smart Villages will help farmers in #Nepal adapt to climate change #IYFF14 bit.ly/1bSydeb @cgiarclimate @IFAD @UNEP

Food Tank @Food_Tank · 7h Next time you go to the store, buy a bruised apple. Find out why in this week's @LexiconProject short: to,pbs.org/1jRIESJ @ITVSindles

KEY TERMS

Tweet(s) @reply/mentions

Retweet(s) Favorite

#hashtag Follower/Following

TIP #1

Shorten links; conserve space. **TIP #2**

Use #hashtags; join conversations.

TIP #3

Retweet tweets; increase connections.

5/5

3/5

USER

FRIENDLY

3/5

3/5

CUSTOMER

4/5

POTENTIAL SEARCH WEBSITE REACH OPTIMIZATION TRAFFIC ENGAGEMENT

MARCH 2014