How to best use Twitter

Short links and analysis: with a limit of 140 characters, it is useful to tweet short links and notes by using proper tools. Even though Twitter is now automatically suggesting abbreviations, it is best to use an external service (e.g. https://bitly.com) in order to allow analysis, and statistics. It is also advised to pay attention and double check the shortened link by clicking on it, since sometimes they might be modified and used as links to dangerous or illegal sites

"@": the function "@" goes in front of the username without any space. By doing this the Tweet will fall directly on the target user's wall. This tool is used to send messages and, at the same time, share the Tweet with all of the followers of the chosen user. It also implies that a brief research of users and organisations that might be interested in your Tweet should be carried out in order to raise more interest. It is important not to wear out this function and to use it only if you know well who the other user is and if you share the same interests.

"#" goes without any space in front of a word of thematic relevance. It facilitates the user's search for the Tweet through the keyword engine. For example by writing "#management" in the Tweet, it will allow all the users looking for information on management to reach your profile. It is a function of great importance that requires an overall understanding of the ultimate meaning your own activities.

"Retweeting": is one of the easiest functions and it allows to forward someone else's Tweet that might be of interest to your followers. It is useful when building a Twitter community. We could say that re-tweets are the very foundation of Twitter and one of the main goals when opening a profile is for other users to re-tweet your posts. In order to make this happen is useful to start re-tweeting and add a personal comment, or an open invitation to the community or the original person that wrote the tweet.

Follow and follow back. The network will grow also if you follow other users inviting them to follow you. As your community grows you might want to ask yourself if it is useful to become a follower of everyone that follows you. Sometimes is better not to limit yourself and promote "follow back", but sometimes having more followers than people to follow is a sign of strength, and it will help you build a more specific and relevant community.
It is crucial for every profile to follow: USInews

USI

Visibility It is important to give maximum visibility to your profile through e-mail signature, business cards or websites, in order to increase the number of contacts.

Crisis management: it is recommended to be ready to the possibility of negative posts or comments and criticism by some users. In case this happens the advice is to respond in a timely, clear, transparent manner trying to avoid being argumentative and arousing bitter controversy. Do not delete the post. A constructive dialogue is a sign of an open mind and a positive attitude. Take in consideration also the help you might receive from other users. In case of racist, insulting comments that can cause harm to someone's integrity and dignity, it is advised to delete the comment and reply to the post with a private message, warning the user that the comment has been deleted and explaining the reason why, inviting him to voice his/her opinion in a proper and respectful manner. In general, and especially when issues raised are about USI's strategic aspects, it might be useful to contact the Media and Communication Service for help and suggestions. 058 666 47 92, press@usi.ch).

For more information and tools: https://support.twitter.com/, www.tweetdeck.com