

Anatomy of a Tweet



These examples of actual tweets from the City of Temecula provide an opportunity to understand the structure of a tweet.

Twitter username (no spaces)
@cityoftemecula

Twitter user's full name
(not the username)

cityoftemecula City of Temecula

Today is the last day to sign up to volunteer at the Temecula Special Games on March 19th. <http://ow.ly/45Mln>

This link has been shortened by using ow.ly. Another commonly used site that lets you create a shortcut is bit.ly. If you sign up for a free account, you can get helpful analytic data about your links.

cityoftemecula City of Temecula

RT @stacynelson: Temecula Valley Balloon and Wine Festival earns top honors <http://ow.ly/418Uu>

@cityoftemecula retweeted @stacynelson's tweet. Retweeting is a way to pass along interesting or helpful information to your followers.

cityoftemecula City of Temecula

Cal State San Marcos at #Temecula has opened! Check out the facility on Margarita Rd. Awesome educational opportunities!!

A word preceded by the # symbol is called a hashtag. These tags are added to tweets so people can search by topic. Hashtags can be used for a place, event, specific topic and much more. Useful hashtags for California local officials include #cabudget and #cacitiesannual.