

# A comper's guide to **twitter**

## How to find, enter and win Twitter competitions

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# Introduction

Twitter is an online news and social networking service where users interact with messages known as 'tweets'. With 500 million tweets sent every single day, Twitter is incredibly popular - even in the UK, there are 13 million Twitter users!

Registered Twitter users are able to post tweets, but unregistered users are only able to read tweets. Users can send tweets via the website [www.twitter.com](http://www.twitter.com), the mobile app or by sending text messages.

As well as being a great source of up-to-the-minute news and entertainment, Twitter gives us thousands of prize-winning opportunities every single day. Unlike Facebook, you don't have to display your real name on a Twitter account (most people don't) so it's ideal for people who don't want to compromise their privacy when comping.

This guide will introduce you to Twitter, and help you navigate the signup process. It will help you find and enter competitions, create lists, customise notifications and find winning messages. You'll also learn a few tips on how to maximise your chances of winning prizes - and avoid getting a dreaded 'shadowban'!

## Video guides

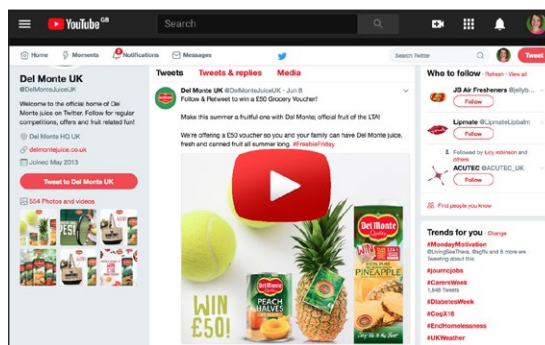
To accompany this PDF, it's recommended you also watch these two YouTube guides:

**Twitter Guide for Beginners:**

<https://superlucky.me/TwitterYT1>

**How to find, enter and win competitions on Twitter:**

<https://superlucky.me/TwitterYT2>



# Joining Twitter

For absolute beginners, you can sign up for a Twitter account at [www.twitter.com](https://www.twitter.com). You will need to give a display name, email address and a password - then click **Sign Up**. You do not need to use your real name - unlike Facebook, this name can easily be changed at any time.

You'll be asked to put your phone number in - you can choose to skip this, but giving your number is good for account security. You'll receive a code immediately by text which you should input online to verify your account.

Next, choose your username. Twitter has no requirements at all for users to show any identifying or real information on their profile page. In some ways this is good - in other ways (trolling and fake news) it can be bad! Unlike Facebook, you can have as many Twitter accounts as you like - some people choose to keep their comping Twitter separate from their work or personal Twitter. The main problem with this is that if you use a Twitter account only to enter competitions, you could be banned for spamming.

Sometimes, Twitter may not give you the option to choose your own username when joining. Instead it will assign you a name, usually similar to your display name with 8 digits at the end. This happens if you've set up multiple accounts recently. Don't worry, you can change the username later on!

## ***Username and Display name***

On Twitter there are two names associated with each account.

- The **username** or Twitter handle is what appears after @ - with no spaces. It is unique to you and can be up to 15 characters long.
- The **display name** is the name that appears on your profile page and on every tweet. This is not unique, and can be anything you like up to a maximum of 50 characters - including emojis.

Using upper or lower case doesn't matter with Twitter usernames.

After registration, you have the option to choose topics you're interested in or follow friends - feel free to skip these pages. Finally, if you're using a computer (rather than mobile) you'll be asked if you want to activate Twitter notifications in your browser - this can be very distracting, so I recommend you skip for now. It's easy to activate later on.

Finally, click the confirmation email in your inbox to confirm your email address - you're now ready to use Twitter!

# Your profile page

Your Twitter Profile page is where you can add photos and a short 'bio' about yourself. To view your profile page, tap your photo at the top of the browser window and choose **Profile**. Or go to [www.twitter.com/yourusername](http://www.twitter.com/yourusername).

Your profile shows how many accounts you follow, and how many are following you - tap these numbers to see a list. You can also see the tweets you've sent, and the tweets you've liked. Visit anyone else's profile (apart from protected/private accounts) and you can access the same information.

Adding photos and information to your profile is optional, but without the basics like a cover and profile photo, your account may look fake. Tap on **Edit Profile**, and you can:

- add a profile photo (select from your computer/mobile device, or take a photo with a built-in camera) - this photo accompanies every tweet you send.
- add a wide cover/header photo across the top of your profile
- change display colour theme (via **Edit Profile** in a browser - it doesn't work on mobile!)
- change your display name - you can do this as often as you like (to change your username, you need to go to your **Settings** - see below)
- add an optional 'bio' - this can include web links and hashtags, and is up to 160 characters. The bio is seen if someone checks a list of retweets, so make it interesting!
- add an optional link - for example, to your website or YouTube channel
- add an optional location

See my profile below to see how emojis can be used in a display name.



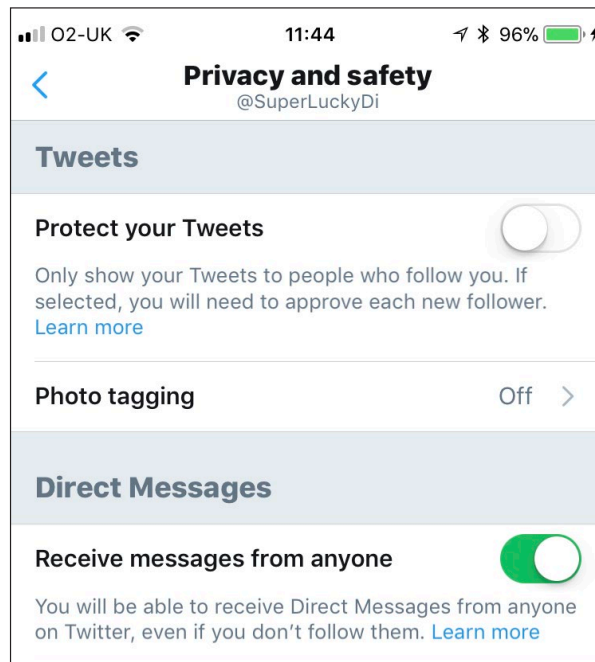
## Privacy settings

Twitter is much simpler than Facebook when it comes to privacy settings. Your profile information is always public, but you can choose to protect your tweets.

You can either leave your settings on the default, so anyone can see your tweets - even people who aren't Twitter users. OR you can set your tweets to private, which means that

only people who follow you (and who you have approved to follow you) can see them. You can do this by clicking on your profile photo, then go to **Settings and Privacy > Privacy and Safety**. Tick or move the slider to **protect your tweets**. If you're using Twitter for competitions, don't do this! Your tweets won't be visible to promoters.

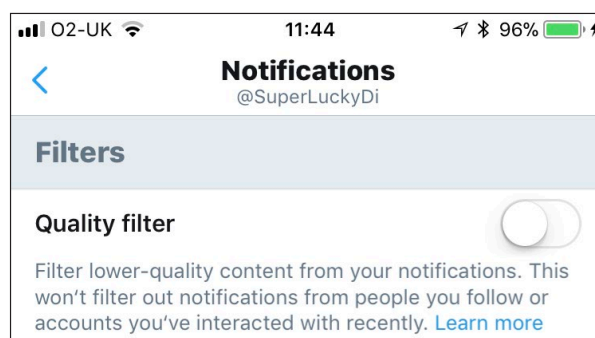
In **Privacy and Safety**, you can also change the setting to **Receive Messages from anyone** - if you enter competitions, it's worth doing this. If you follow a user, and they follow you back, you can send messages to each other. But if you don't follow a user, and you don't change this setting, you risk a promoter not being able to contact you privately about a win.



## Notifications

Again, in **Settings and Privacy** you can adjust the **Notifications** you receive. Using the Twitter website, you can switch off or reduce the number of email notifications you receive (you can't change these settings on mobile). If you plan to use Twitter regularly, you don't really need to receive email notifications (although I do choose to receive an email if I get a Direct Message). On mobile, you can activate **Push Notifications** in your device settings, so you get banners or sounds for certain Twitter actions.

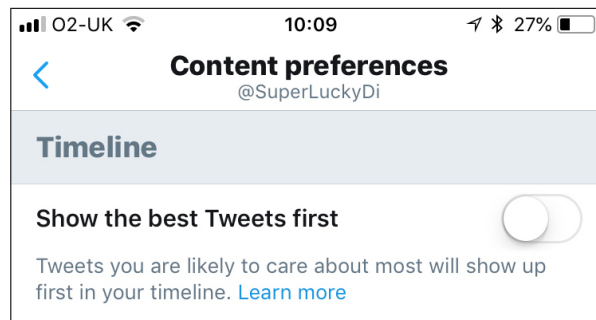
Twitter has a **Quality Filter** which they use to filter out what they believe to be spam tweets. However, you could miss out on important tweets if you leave this checked. Switch it off in **Settings and Privacy > Notifications** to ensure you see every tweet you're mentioned in.



## Change your username

To change your username, click your profile photo and choose **Settings and Privacy > Account**. You can change your username as often as you want - but you need to make sure you tweet to let your followers know, as you won't get your notifications for tweets that use your old @ name.

Twitter automatically shows you the tweets they think you're most interested in, based on accounts you interact with most, and the tweets you engage with. A lot of Twitter users prefer to see the most recent tweets first - to change the setting, go to **Settings and Privacy > Content Preferences > Show the best tweets first** and switch it OFF.



## Home

Similar to Facebook news feed, and also known as your **home** page, the main Twitter timeline shows you updates from the accounts that you follow - when you go to [www.twitter.com](https://www.twitter.com) this is what you will see.

Your Home page shows you a timeline of:

- Tweets from accounts you follow (these include 'Quote tweets' - more on those later!)
- Retweets from accounts you follow (tweets that they have shared)
- Likes from accounts you follow
- Suggested or promoted content (advertising) - some promoted tweets also include a video advert running before them.

For example, although you don't follow the *Arsenal* Twitter account, their tweets may still appear on your timeline if someone you follow likes or retweets them.

On the mobile app, swipe right across the screen to get back to your profile from your Home screen. From your Home page, swipe left or tap on a tweet to expand a tweet it, so you can see photos, videos, and other information related to that Tweet.

To see the latest tweets, refresh your timeline by tapping home at the top, swiping down from the top of your screen or refreshing your computer screen.

If you've not logged on for a while you may also see a section on screen of the most interesting Tweets you might not have seen, labelled as **In case you missed it**.

You may see events featured at the top of your timeline labelled as **Happening now**.

## Following accounts

To search for users to follow, use the search bar (or tap the magnifier icon on mobile) and type in either the start of the username, OR the display name. Twitter will show you suggestions. If you know someone's email address or phone number you can also pop this into the search bar to find them.

Follow someone by visiting their profile page (eg. [www.twitter.com/superluckydi](https://www.twitter.com/superluckydi) for mine) and clicking **Follow** at the top. It will change colour and change to **Following**.

Twitter has a verification system (similar to the Facebook tick) that shows an account is genuine - look out for the tick next to a username to confirm an account is verified.

Every account can follow 5,000 accounts total, until you reach around 5,000 followers yourself - then you can follow more accounts as your own follower count increases.

If you're a member of an online comping forum or group, there is likely to be a thread where you can find links to fellow compers' Twitter profiles and you can follow them, or add to a Twitter list (more on that later).

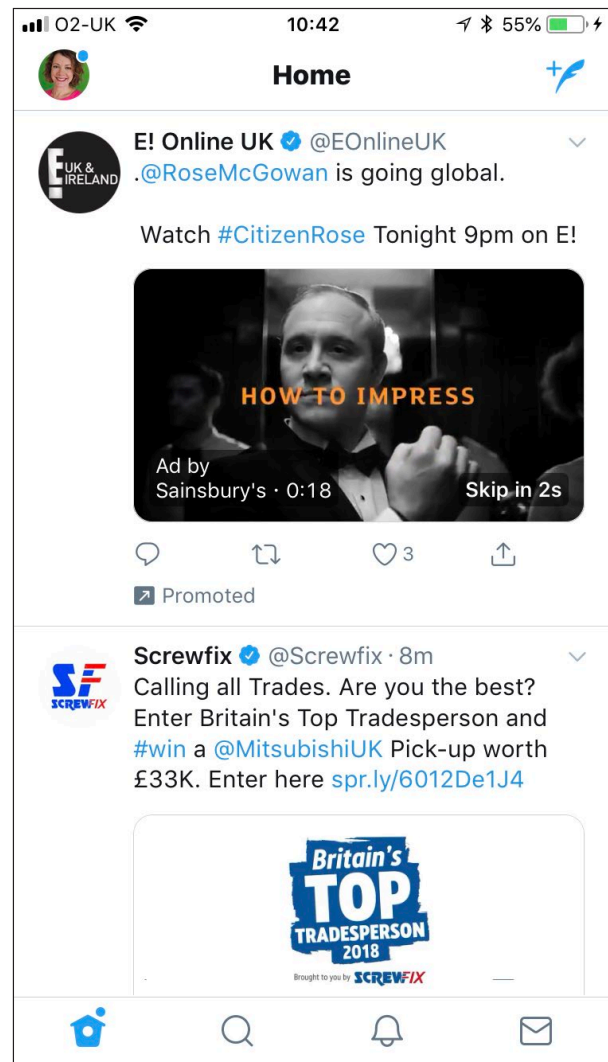
To find the link to your Twitter profile, click on your photo at the top of the browser window and then copy the website address from your browser's top bar - it will look something like <https://www.twitter.com/superluckydi> and you can share this link so people can go directly to your profile, without having to search for you.

When you follow someone new, Twitter will give you suggestions for similar accounts to follow - sometimes they're completely unrelated!



# Tweets

A tweet can be up to 280 characters long (photos and links aren't included in this character count). Tweets can contain (up to 4) photos, videos, GIFs, fun polls, and links to other websites.



In the above examples you can see:

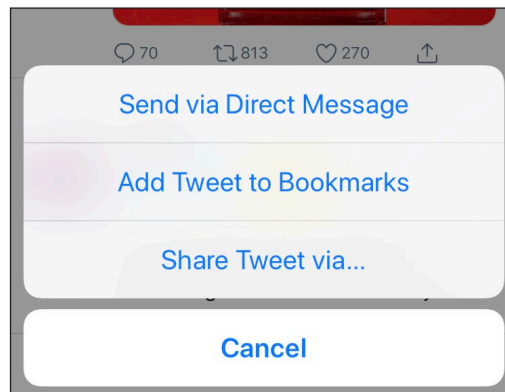
- a tweet including a photo from @NuNotebooks, who I don't follow (retweeted by lucy robinson, who I do follow)
- a tweet including a link to a website from @AtHomeandOnline, who I follow
- a promoted tweet including a video from @EOnlineUK, who I don't follow
- a tweet including a link from @Screwfix, who I follow

Under an individual tweet you can see a row of icons showing the number of:

- **replies** (speech bubble)
- **retweets** (double arrow)
- **likes** (heart)

If you interact with a tweet in any of these ways, the icon underneath will change to colour. In addition, on the mobile app, you'll see a share icon (arrow pointing upwards). Tapping this gives you three options:

- Send via **Direct Message** (send tweet privately to someone)
- **Add Tweet to Bookmarks**
- **Share tweet via...** - the most useful option when you tap this with an iOS device is to **Copy Link to Tweet**



On the Twitter website, you'll also see a message icon (envelope) under each tweet on your Home feed - click this and you can privately message a link to that tweet to another user.

Top right of a tweet is a small down arrow - here you can report the tweet, unfollow/mute/block the sender (more on that later) or add to a moment. On the Twitter website, the down arrow is where you'll be able to **copy link to tweet**. You can also **Embed tweet** using this menu - this is how websites and bloggers get tweets to appear in their articles.

Under every tweet is a **timestamp** showing when it was posted - click on this timestamp to open a post in a new window or to copy the link.

On mobile Twitter, tap on the tweet to open it up (I usually tap in the white margins so I don't accidentally tap a hashtag or link!) - you'll be able to see all the replies underneath it.. Tap on 'Retweets' or 'Likes' under the tweet to see a list of the people who have shared or liked it. Swipe to the right to go back to your Home feed.

## Sending a tweet

On Twitter you create a new tweet on your own profile by tapping the pen icon at the top right of your mobile screen or clicking **Tweet** top right of the website. Anything you post (including retweets) on your own profile will appear on the news feed/Home page of your followers. If you have too much information for one tweet, you can create a 'thread' of linked tweets by opening your first tweet and then typing to add another tweet.

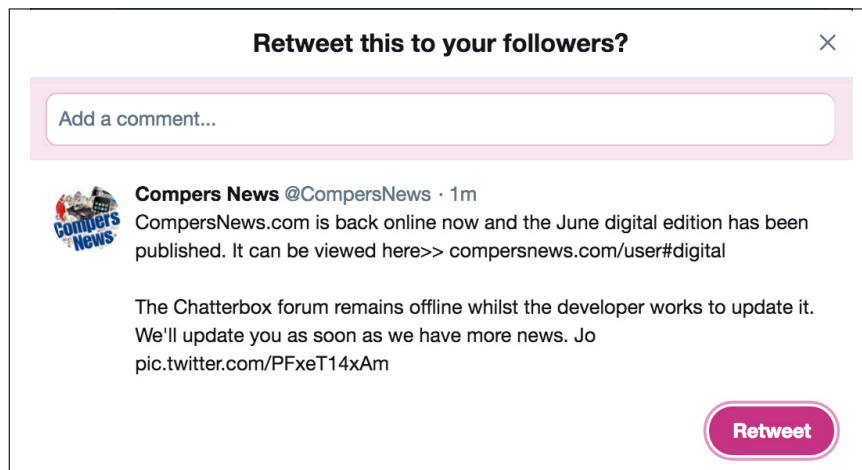
Any tweets you share (including retweets) on your own profile will appear on the timelines of your followers. To delete your tweet after sending, click the arrow top right of the tweet and choose delete. You cannot edit tweets that have been sent.

You can delete a tweet you've sent - but you are unable to edit a tweet. If you make a mistake and it's too late to delete it, add a reply to your own tweet with a correction.

## Sharing a tweet

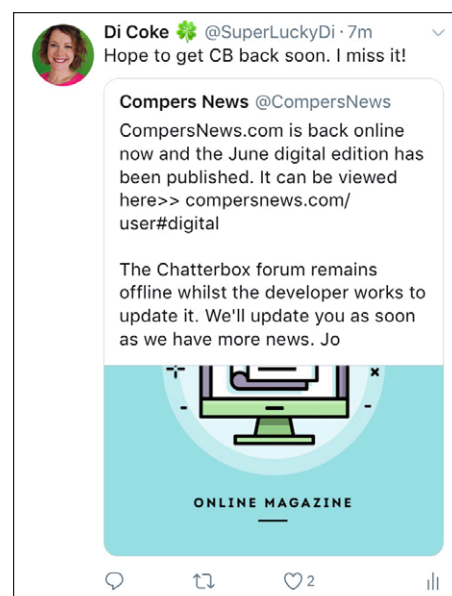
If you enjoy reading a tweet, you can share it with your followers. You have two options - to retweet, or to retweet with comment (sometimes called quote tweet). First, tap the double arrows underneath and choose:

- **Retweet** - this posts to your profile (and followers) as it is - just tap or click to tweet
- **Retweet with comment** - this allows you to add your own tweet text above the retweet, which appears in a box under your comment. This is sometimes called a Quote tweet. On web Twitter, there's no button to tap to do this - you simply type something in the box above the tweet to add your comment.



If you retweet, the double arrows turn green under the tweet. If you share with a comment, the retweet icon does not turn green. You can only retweet once, but can share a tweet and add a comment as many times as you like! You can do both - but quote tweet first; once the retweet button has turned green, you can't quote tweet.

Examples below show a straightforward **Retweet** on the left and a **Quote Tweet/Retweet with Comment** on the right (the original tweet sits in a box).



You can also share a tweet privately with someone via DM (Direct Message). In a browser, click the envelope icon under a tweet to send it via direct message. On mobile, tap the share icon (box and arrow) and choose to share via direct message.

## Likes

You can like a tweet by tapping or clicking the heart icon. The sender will receive a notification that you liked it, and the tweet can also be found under the Likes on your profile. Remember that EVERYONE on Twitter can see the tweets you've liked - simply by clicking likes on your profile (try it for someone else!). Some of your Likes will also be seen on the news feed/timeline of your followers.

## Bookmark a tweet

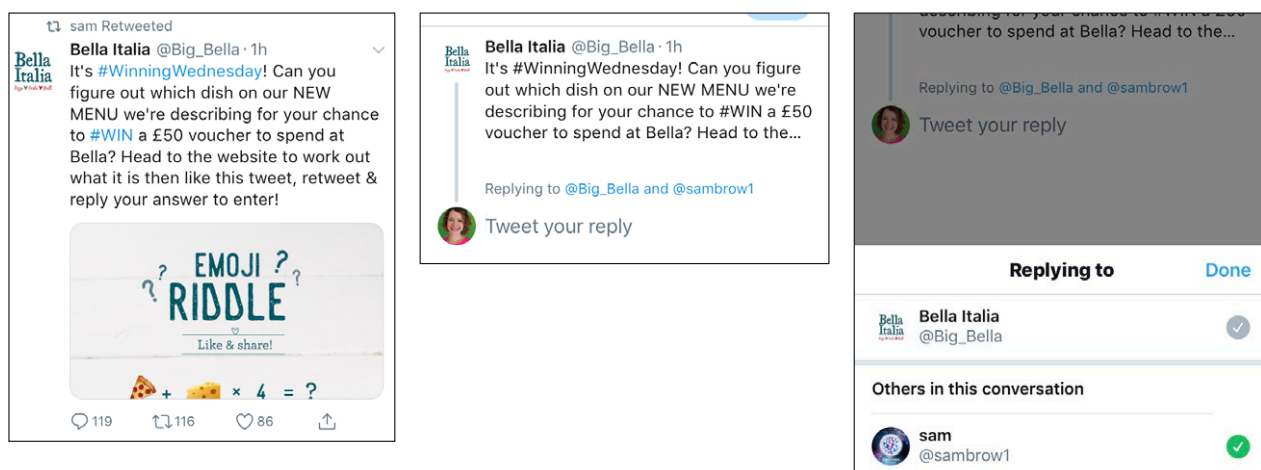
To bookmark a tweet (you can only do this on mobile) tap the share icon below it. To go to your bookmark timeline, tap to go to your profile then tap **Bookmarks**. To remove a saved bookmark, tap the share icon from the Tweet on your bookmark timeline and select **Remove Tweet from bookmarks**. Tap the more icon at the top of your bookmark timeline to remove all of your bookmarks at once. Bookmarks are private - sometimes you might prefer to bookmark an interesting tweet rather than Like it.

## Replying to (commenting on) a tweet

Twitter can be confusing when it comes to comments and replies - but they mean the same thing. Tap or swipe on a tweet in your timeline, to view it in detail, then scroll or swipe down to see all the replies/comments.

To reply to a tweet, click or tap the bubble icon underneath it. When you reply to a tweet, Twitter automatically tags (mentions) the original sender, AND also sends your reply to any other users that were mentioned in the tweet. If you're replying to a retweet in your timeline, your reply will also automatically send your reply to the person who retweeted it. This can be really annoying, and it's good etiquette to remove any unnecessary people before you send your reply. To remove these extra tags before you tweet, tap the line of text above your new tweet that says 'Replying to @XXX and @XXX'. You can then tap the green tick to unselect any extra users you don't want to tag. You can't untag the person who sent the original tweet, as it's them that you're replying to - so this tick remains grey.

The example below shows me replying to one of @sambrow1's retweets - I only want to reply to @Big\_Bella so I'm going to tap the green tick to untag Sam from my reply.



# Tagging

## *Username*

Like Facebook, you can tag (or mention) another user in a tweet by using the @ before their username. A tag is a link to their Twitter profile. Unlike Facebook, if you're tagged in a post it will **not** appear with the tweets you've sent on your profile page. If you tag, the user you tagged gets a notification.

### ***Tagging a username at the start of a tweet***

If you use a tag at the very beginning of a tweet (unless it's part of a thread) that tweet will **only** be seen by your followers who ALSO follow the account you've tagged.

eg. if you send a tweet:

*@marmite I'd love to enter your #HappyYeaster competition*

that will ONLY be seen by people who follow you and also follow @Marmite.

Instead, if you send:

*I'd love to enter your #HappyYeaster competition @Marmite*

that tweet will be seen by ALL your followers.

## ***Hashtags***

A hashtag on Twitter is a word (or series of words with no spaces) that begins with #. It's a way of tracking conversations (or competition entries!) - tap the hashtag to see all tweets that use it. eg. #MondayMotivation is a commonly used hashtag for motivational quotes, ideas and photos on a Monday morning. Using upper and lower case makes no difference to a hashtag - #COMPINGtips is the same as #Compingtons.

## ***Photo tags***

You can tag your photo with users or location. After adding a photo to your tweet, tap **Who's in this photo?** to tag people. Type in a full name or an username and then tap **Done**. When you select a photo or GIF, tap **Add location** to add a location.

If you don't want people to tag you in a photo, switch this option off in your settings.

## **Add a photo, video or GIF to a tweet**

When composing your tweet, tap or click the camera button to upload a photo or video from your device - you can add up to 4 photos, or one video.

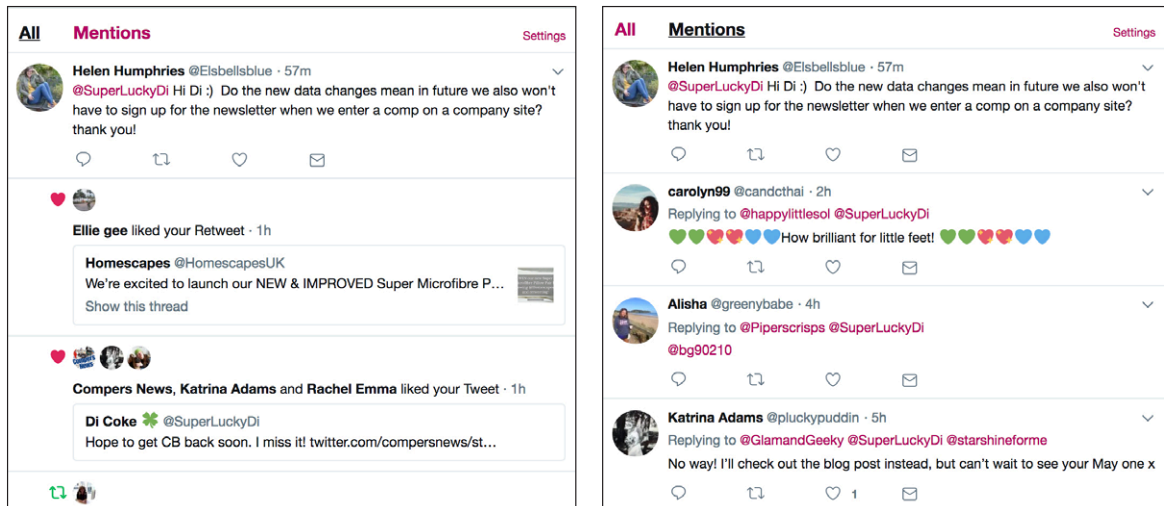
You can enhance, apply a filter, crop an image, and add stickers to a photo once you select it.

To search for and select a GIF from the GIF library, click the GIF icon. - you can send only one GIF per Tweet. You can search for keywords to help find a suitable GIF!



# Notifications

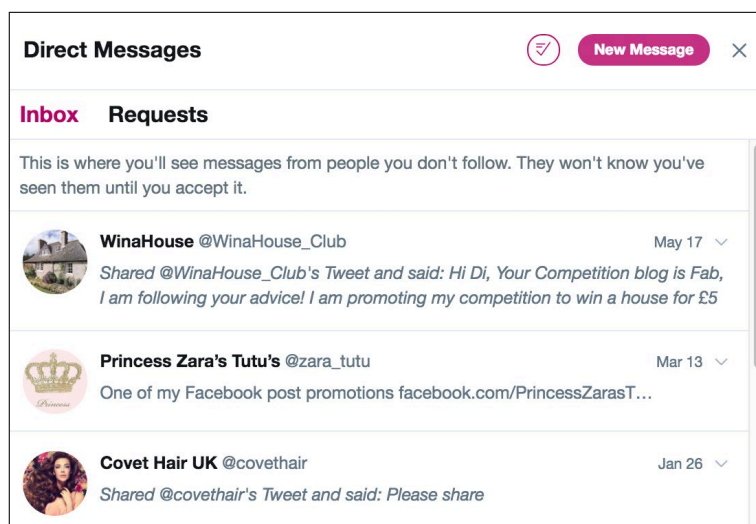
When you've started following accounts and tweeting, you'll need to be checking your Twitter notifications regularly. Do this by clicking on Notifications (web Twitter) or on the bell icon (mobile). By default you will see **All** interactions, including your mentions, new followers, likes and retweets - select **Mentions** to see your @ mentions and replies only (the important stuff!). See example below to see the difference.



# Messages

Messages you send on Twitter are *private* between you and the recipient(s).

Incoming messages from accounts you follow will go to your main inbox, Messages from accounts you don't follow go to the **Requests** tab (see below). You will only see this tab if you have a message request! You can **Accept** or **Delete** a message request.



You can send a Direct Message (DM) to any account you follow that also follows you back (a 'mutual'). You can also send a message to some accounts you follow who don't follow you back - this is because they have activated the setting to allow DMs from everyone (businesses often do this).

Often, you might be @ mentioned in a tweet from a user asking you to 'DM' them, but you have no option to do it. The best thing to do is to give them a nudge by replying to their tweet with 'Could you follow me so I can DM please?'

You can also send group messages, to up to 50 people at once - usually called a GC (Group Chat).

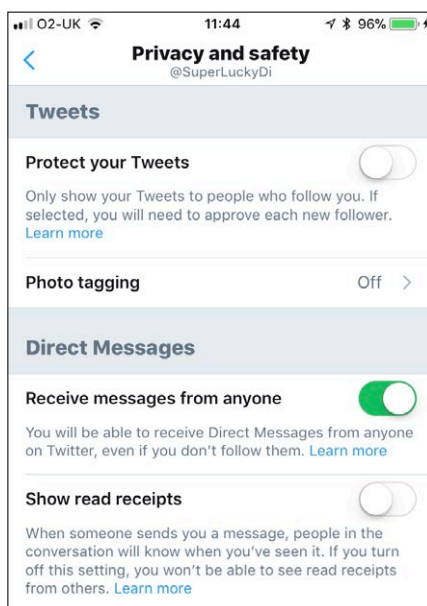
### ***Receive messages from anyone***

If you're entering competitions on Twitter you should ensure that your privacy settings allow anyone to message you – otherwise you can only receive messages from accounts you follow.

To do this, in **Settings > Privacy and Safety**, switch on the option to **receive messages from anyone**. Messages from people you don't follow will automatically be filtered into 'message requests' so you don't need to worry about your inbox becoming full of messages from strangers. On web Twitter, go to <https://twitter.com/settings/safety> and scroll down to activate this setting.

### ***Read receipts***

If you like to know if someone has read your message, you can switch on this function here - slide **Show read receipts** to green! If you do this, people will also know when you've seen their messages.



# Twitter lists

Lists are a great way to organise the accounts you follow (and don't follow!) on Twitter. Lists can be public or private, and when you view a Twitter list, you see a timeline of tweets only from the list members. It's a helpful way to curate content - for example, if you like Arsenal, you can create a list of other Arsenal fans, Arsenal players and football news accounts. If you're on Twitter and want to know football news, go straight to your Arsenal list.

Lists are also handy if you reach your 5,000 follow limit – go on an unfollow spree (try <https://unfollowerstats.com/>) and add the accounts to lists instead.

## Create a list

- On your profile page, click **Lists** then **Create new list** (on the mobile app tap the plus sign on the lists page)
- Enter a name for your list
- Enter a description – maximum 100 characters
- If you want a secret list, switch the list setting to **Private** so only you can access it – by default your list is public and anyone can view and subscribe to it.
- **Save** list

### *Add members to a Twitter list*

- Go to a user's profile page, click the gear icon (mobile) or three dots (web) and select **Add or remove from lists**
- Click or tap next to the list(s) you want the person to be in, then tap **Done**.

Tip: you don't need to follow someone to add them to a list!

### *Edit or delete a list you've created*

- On the Twitter mobile app, tap to view the list then tap **Edit** at the top – you can **Edit** or **Delete** the list and can also delete members by tapping **manage members**.
- On the Twitter website, tap on the list name to view a timeline of tweets, then click **List Members**. Click the three dots next to a member's name and you can choose to remove them from the list.

### *Subscribe to a Twitter list*

- When viewing a specific list, click the **Subscribe** button that appears just underneath the list description (or at the top of the screen on the mobile app).

### *Share a Twitter list*

- If you want to share a link to a public Twitter list, copy the link from your browser address bar, for example <https://twitter.com/SuperLuckyDi/lists/lucky-learners>

## View a list

To view a list, click or tap **Lists** on your profile page

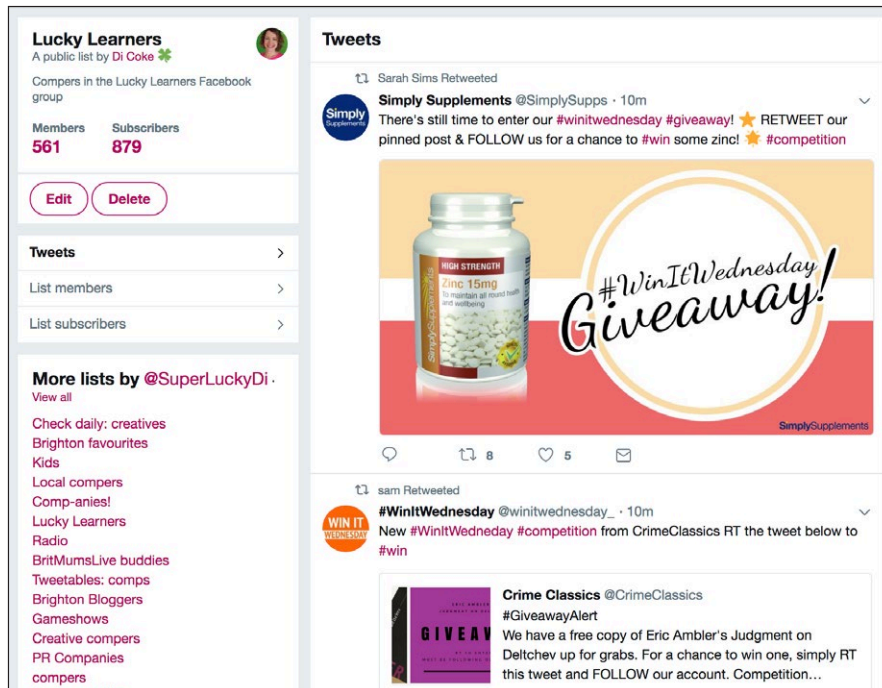
On the lists page you can see:



- **Subscribed to:** lists you've created, plus lists you follow that have been created by others (a padlock shows it's a private list)
- **Member of:** these are public lists that other users have added you to – you'll get a notification when you're added to a public list.

View the timeline of tweets from a Twitter list by clicking/tapping the list name. If you want to view a list frequently in a browser, save it to your browser bookmarks using Cmd-D or Ctrl-D.

As well as viewing tweets from your list, you can choose to see the **List Members** or **List Subscribers**.



## Remove yourself from a Twitter list

You might be added to public lists, and will receive a notification if you are. If you're added to someone's private list, you won't know.

Sometimes you might be added to a Twitter list you don't want to be on – this might happen automatically because you've tweeted with a certain hashtag or word.

To remove yourself from a list, follow these instructions to block the list owner:

*Twitter website:*

- Go to your profile > **Lists** and click the **Member of** tab
- Click the name of the owner (to the right of the list name)
- On their profile, tap the gear (settings) on their profile and Block them.

*Twitter app:*

- From your profile, tap **Lists** > **Member of** then tap to view the list.
- Tap **Subscribers** – the list creator is the top name on this list.

- Tap the name, then tap the gear (settings) on their profile and Block the account.

Blocking the creator removes you from the list. You can choose whether to leave the list creator blocked, or unblock them again. They won't be aware that you blocked them temporarily, but may notice you've disappeared from their list!

## Applications

Sometimes you might allow websites and applications to access your Twitter account (for example, to tweet a competition entry). To see which apps you've allowed, and to revoke access, go to <https://twitter.com/settings/applications>

## Blocking & Muting

- You can **block** people on Twitter, meaning you can't see their tweets and they can't see yours.
- You can also **mute** people rather than unfollow. Sometimes you might follow people, but they're tweeting too much!

If you want to block or mute, go to the settings (cog) in their profile, then choose from the menu. You can also do it from your feed by clicking the small down arrow above a tweet.

You can also mute words and hashtags on Twitter, so they don't appear on your Home feed or in your notifications. On mobile, do this by tapping the cog at the top of your **Notifications** page, then tap **Muted**, and add the words and phrases. On desktop, it's in **Settings and Privacy**. You might want to use this when a lot of people are talking about a TV show you don't watch - so you could mute the hashtag #Lovelsland, for example!

## Search

When you perform a Twitter search, you'll see a timeline of Tweets that all match your search terms.

- Enter your search query into the search box at the top of the page - or tap the magnifier on mobile Twitter.
- Filter your results by clicking **Top, Latest, People, Photos, Videos, News,** or **Broadcasts** (located at the top of your results).
- Click the Search filters menu (three lines on mobile, or in the left hand column on the website) to filter your results **From anyone** or **People you follow**, and **Anywhere** or **Near you**.
- On the website, you can click **Advanced Search** here (or go to <https://twitter.com/search-advanced>) and find lots more options.

### *Saving a search*

You can save up to 25 searches on Twitter. Click the overflow menu (three dots) on the right when you have your search results, and choose to **Save this Search**. You can only save a search on the Twitter website (not on mobile). Next time you use the search box, a pop-up menu will display your Saved searches.

To remove a search from your saved list on mobile, swipe to the left and tap delete. On the

website, simply click the X next to it.

## Twitter scams

### Reporting accounts

Just like on Facebook, you might find accounts on Twitter that are fake, or impersonating a big brand. If you're suspicious, check their profile page. Is there a linked website - what is it? If there's no linked website, be suspicious - why are they on Twitter if they have nothing to promote? They may be running giveaways to get follower numbers up, with the intention of spamming followers with links encouraging people to register on dodgy websites with their email or phone numbers.

Report an account by tapping the cog on the profile and choosing an option: they are tweeting spam, their account is hacked, they're pretending to be someone else, their tweets are abusive.

# Entering Twitter competitions

Let's look at the different kind of prize promotions that might feature on your timeline. There are several ways to enter a Twitter comp, and you'll see promoters who combine one or more of them, so double check you've done everything required. - and spelt any hashtags or usernames correctly!

## Like a tweet

Click the heart on a tweet to enter this simple type of prize draw.

## Follow a user

Click on the **Follow** button at the top of a page to follow a Twitter user. You can also follow someone quickly by hovering over their username in a tweet, then click to **Follow** in the pop up window.



## Retweet (RT)

Click the double arrows under the tweet then choose **Retweet**. Do not add a comment - this means it's a quote tweet and no longer a proper retweet. Although it will appear in the promoter's notifications, it's not connected to or trackable from their original competition tweet, so just stick to a simple retweet!

If you retweet via another user (ie. their name is at the top of the tweet) they will get a

notification. Some compers don't like it if all their comp tweets are Retweeted one after the other, so keep this in mind! The sender doesn't know when you retweet via someone else - they see all RTs as the same.

Confusingly, you might see a competition that asks you to '**Like** the page and **share** the post' - this is a promotion that is also running on Facebook, and the same information has been published on both Twitter and Facebook. All entries on Facebook and Twitter should be entered into the draw - on Twitter you will need to **Follow** the user, and **Retweet** the post.

## Quote tweet

You will rarely be asked to Quote Tweet for a competition (a quoted tweet doesn't appear as a retweet for the promoter, so they are hard to track). You'll usually be required to add a unique hashtag as the accompanying comment so your entry can be tracked (see example below). It's worth tagging the user in your Quoted tweet too, to ensure they see your entry in their Mentions.



## Retweet with hashtag

You may be asked to 'Retweet with a hashtag' - which isn't actually possible, as no extra information can be added to a retweet! In this case, you could Quote Tweet first, adding the hashtag, then also do a regular retweet and send a reply to the promoter with the hashtag - this covers all bases! You can Quote Tweet as many times as you like, but can only Retweet once. You can't quote tweet *after* you've retweeted - it needs to be the other way round!



## Reply to a tweet (or comment)

Click the speech bubble to **reply** to (or **comment** on) a tweet, including any answer or hashtag that the promoter has requested. You can view all other replies by clicking on the tweet or timestamp to open it in a new window - then scroll down.

If you're replying to a tweet that's been retweeted into your timeline, the reply will automatically tag the person who retweeted it, which can be annoying for them. Remove them from the conversation by tapping the names above your reply as you compose it, then tapping the green tick to untag (see page 12).





## Tag a friend

A brand might ask you to tag a friend - to do this, send a reply and tag one or more Twitter friends by typing the @ key and then their username(s) - or just their display name. You might see their names pop up above your comment, or as a drop down menu to choose from. They will be notified that you tagged them.



## Tweet a photo or video

Add a photo or video to your tweet by clicking the camera then finding and uploading the photo on your device. To take a screenshot of something, use the Print Screen button (Windows), Cmd-Shift-4 (Mac) or press the Home and Power buttons (iPhone), then upload it as a photo - you can tap to edit, add stickers and crop it before sending!

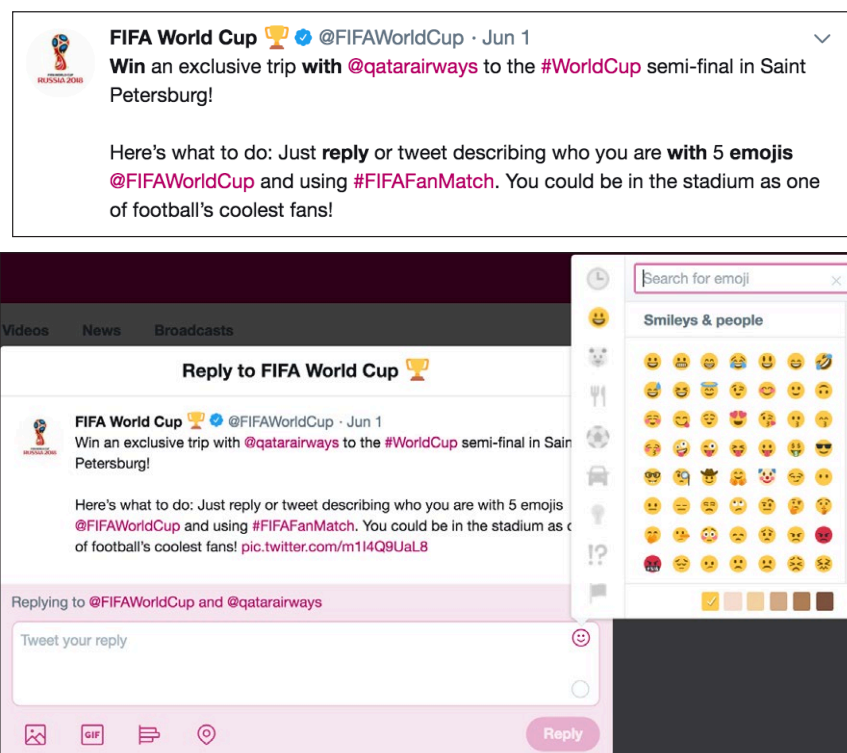
## Tweet a link

You may be asked to share a link (see example below) - find the website in your browser then triple click in the browser address bar to copy the address. Then Ctrl-V to paste it into your tweet.



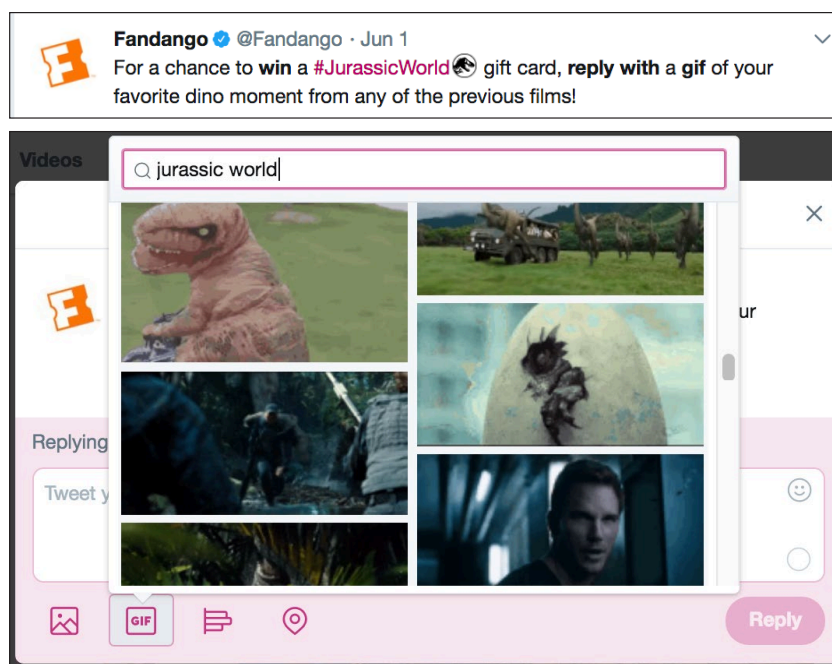
## Tweet an emoji

On your mobile device you should have access to an emoji keyboard (on iOS, tap the globe icon). On desktop Twitter, click the smiley face in the Compose Tweet box for a pop up emoji menu to choose from.



## Tweet a GIF

A GIF is a short fun looping video with no sound - there are lots of movie, music and celebrity gifs available (or create your own at [giphy.com](http://giphy.com)!). Click GIF while composing your tweet and type in keywords to search for a suitable one to add - then click to select.



## Tweet with a hashtag

Hashtags can be added to quote tweets, replies or to a brand new tweet and unique hashtags are used to track competition entries. Add the hashtag anywhere in the tweet, using upper or lower case. Check your spelling! Hashtags are widely used at Twitter parties - see next section for more on this.

## Twitter parties

Twitter parties are fast-moving and fun events where users tweet about a certain topic, sharing tips or answering questions. In some cases, prizes can be won. Parties usually last an hour, and each one is assigned a hashtag. Brands hope that the buzz around their sponsored Twitter party will cause their hashtag to join the 'Trending' list and be noticed by more people!

Twitter parties have a main host who keeps the party going by asking questions – often they will be accompanied by other social media influencers who will tweet questions and tips. Every tweet at the party must use the same hashtag!

When prizes are given away, it can be at random or judged on the quality of your tweet. Sometimes the prizes are awarded during the party, but usually they will be chosen after it's finished and the winners will be tweeted or sent a Direct Message.

## Before the party

TopCashback, Tots100, Foodies100, Britmums and Netmums host regular parties in the UK – do a regular Google or Twitter search on 'win Twitter party' to find out when the next one is.



Add the party to your calendar and set a notification for just before it starts! I also try to add parties to a Google calendar you can subscribe to at <http://bit.ly/CompingCalendar> - click +GoogleCalendar to add it to your own Calendar.

Before the party starts, **follow** all the hosts. It's easy to forget to do this, but for prize parties it's usually required that you are a follower.

## During the party

If you're on a computer, have one window open with the host's profile (leave it on the Tweets setting, rather than Tweets & Replies, otherwise you'll see too many different conversations!) then a second window for the hashtag. Search for the hashtag, then when you get results, tap **Latest** to make sure you're seeing the most recent tweets. This is important as sometimes questions will be asked in order and you might not be answering the latest one! You'll need to keep refreshing your browser windows to see the latest tweets – use F5 or Cmd/Ctrl-R.

On a mobile? Start with the host's profile and respond to their tweets, then tap the hashtag and view **Latest** to see the latest party tweets. Keep returning to the host's profile to check you've responded to their tweets, as it's easy for their important questions to get lost amongst all the other hashtagged tweets!

If you use **Tweetdeck**, add a column for the sponsor, one for the host and one for the hashtag to keep track!

# Find Twitter competitions

Twitter has millions of prize draws, competitions and sweepstakes running worldwide. Once you have a good selection of comping friends and are following brands, you'll find lots of comps on your timeline. Here are a few other ways you can use Twitter to find competitions that interest you.

## Twitter search

Don't just look at your news feed and Twitter lists for comps. Use the Twitter search bar - or Twitter advanced search at [www.twitter.com/search-advanced](https://twitter.com/search-advanced). Specify hashtags, dates, tweet types, or even restrict your search near a certain location. You can search for all sorts - try combining words like win, competition, prize, then add reply, photo, etc. depending on the type of comp you're after - try your wish list prizes and your local town too. When you get your results, make sure to select **Latest** to see all recent tweets. See page 18 for more search tips.

## Hashtags

A hashtag is a topic that you can follow on Twitter by clicking it - #RedNoseDay, #BlueMonday, #WorldBookDay, #Halloween etc. Searching for a relevant hashtag along with the word win or competition should give a selection of results. The most common are:

- #FreebieFriday
- #FridayFreebie
- #WinItWednesday
- #Giveaway
- #Competition

## Compers' profiles

Visit the profile pages of other compers to find lots of comps - view **Tweets & Replies** to see everything, and click on any hashtags they tweet to find the original competitions. If you retweet a retweet on someone's profile, they will get a notification - keep this in mind, and don't do too many retweets from one person at once. You can also click or tap a Tweet timestamp to go to the promoter's profile rather than retweeting from the comper's profile - but if it's an older tweet, it could take a while to find!

## Lists

View the timelines of Twitter lists to find comps. A general list of compers - like my Lucky Learners list at <https://twitter.com/SuperLuckyDi/lists/lucky-learners> - is always full of new content. Or curate your own lists!

## Get Notifications

Set your favourite Twitter users so you get a mobile notification every time they tweet - this is good for local businesses that regularly run comps. Go to their profile, and tap the bell icon to do this - on desktop, click the three dots then **Turn on mobile notifications**.

# Terms & Conditions

It's rare to see a full set of competition T&Cs on a tweet. You may see them as a reply to the original tweet, on an attached photo, or they might be linked to Facebook, or a website. Unfortunately often the basic information, such as a closing date, is omitted from the main competition post and you'll have to tweet or message to ask! Most companies will appreciate you pointing out important details they've omitted, and they can add as a reply to the competition tweet. Watch out for comps that aren't open to UK residents - US giveaways will often use 'contest' or 'sweepstakes' in the text of the tweet!

## Choosing winners

The promoter should state in the competition tweet (or T&Cs) whether they are judging the winner, or choosing at random. Some promoters choose from the most liked or most retweeted post (this type of comp generally isn't worth entering).

Most reputable businesses will use a tool to fairly select their random winner - [www.competitionagency.com/tweetdraw/](http://www.competitionagency.com/tweetdraw/) is a popular free tool which chooses a winner at random from Followers, Retweets or hashtags and can restrict to one entry per user.

Smaller businesses may choose manually from their replies, likes or retweets list - and will sometimes choose a more recent or entertaining entry rather than doing a fair random draw.

## Finding out if you've won

On Twitter you'll either get a tweet or a DM to say you've won a competition - you're not likely to miss a mention unless you left your quality filter on accidentally (see page 6). So as long as you're checking notifications and mentions regularly, you should be OK - don't forget to check for **Message Requests** too (see page 14)

There is the risk that your name has been typed incorrectly, or you've been announced using your display name - so do a regular Twitter search on your display name and any obvious misspellings of your username plus 'winner' or 'congratulations', just in case!

## Twitter Shadowbans

A shadowban is where a user is 'hidden' from an online community, but they don't know about it - their tweets or posts can't be seen by anyone except themselves. So they carry on as normal, unaware that they're invisible to the wider community.

If a user is shadowbanned on Twitter, their tweets don't show up in a search and replies don't appear in a comment thread. Sometimes, their @ replies won't even trigger a notification for the recipient, and go unanswered. For a comper, that means retweets, hashtagged competition entries and the occasional reply won't be seen by promoters.

If you want to check if you're shadowbanned, try the online tool at [www.shadowban.de/tester](http://www.shadowban.de/tester). You can also log out of Twitter, then in the search box type from:username (eg. from:superluckydi) - if there are no results, you're shadowbanned.

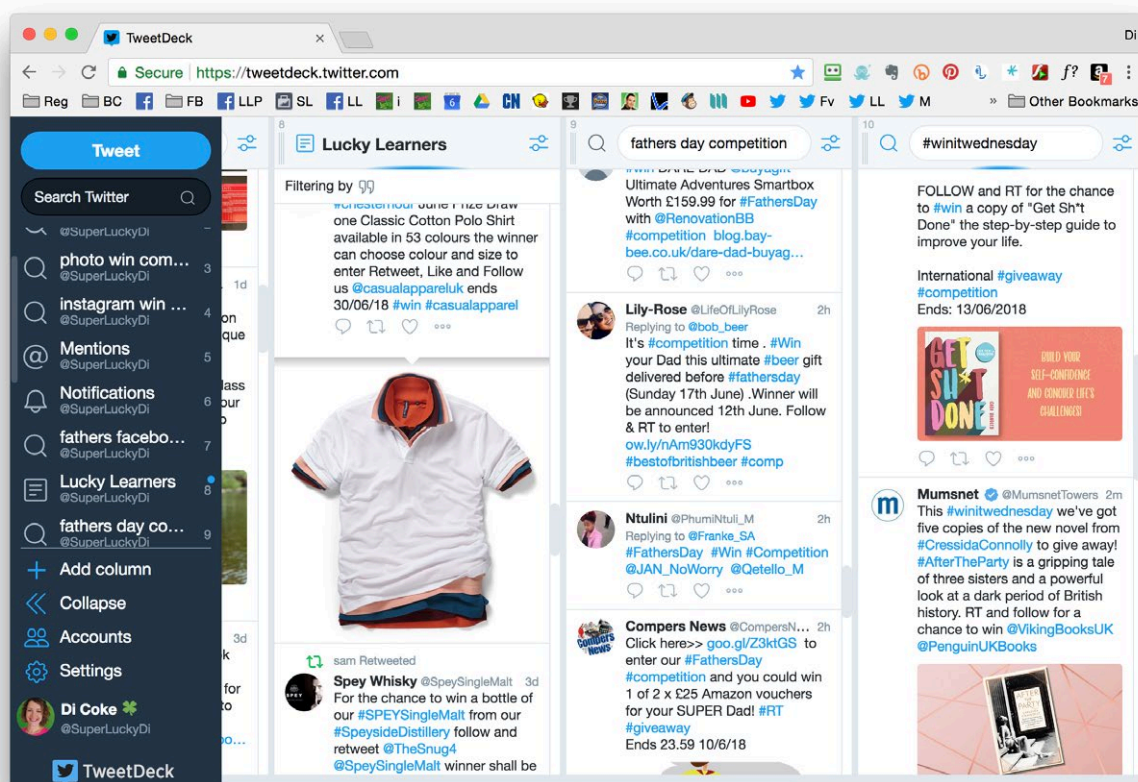
Shadowbans don't last long - usually your account will be back to normal within 72 hours. It might be best to leave your account alone for that time. But watch out, as you may get banned again straight away.

## Tips to prevent a shadowban:

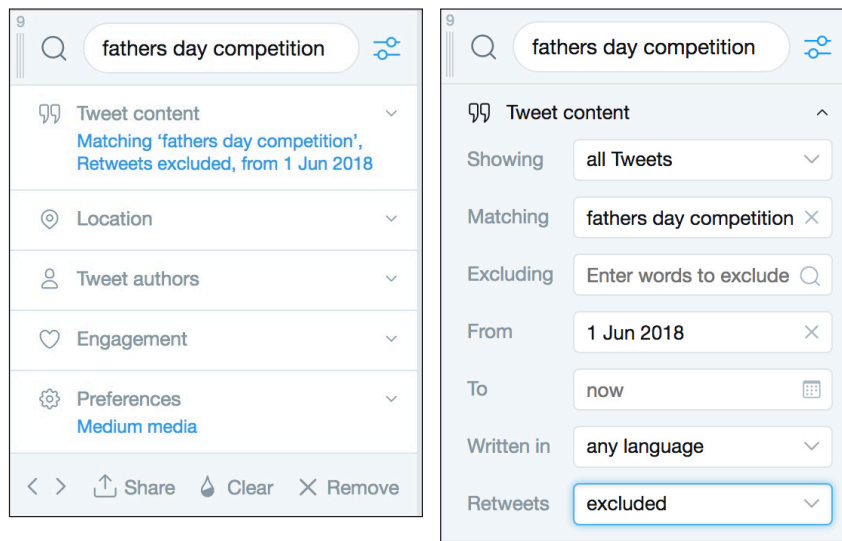
- Don't just like, follow and retweet - be authentic, create original content and interact with other users
- Enter less retweet competitions, and more comps that require a reply or original tweet
- Don't add generic hashtags to tweets - #FreebieFriday, #WinitWednesday etc. - but do use the promoter's unique hashtag if there is one (this hashtag may be used to pick a winner!)
- Don't use bots or software to increase your followers, or to automate tweets
- Don't tweet out lots of links
- Don't tweet the same content repeatedly (as of 2018, Twitter has now banned repeated Tweets)

## Tweetdeck

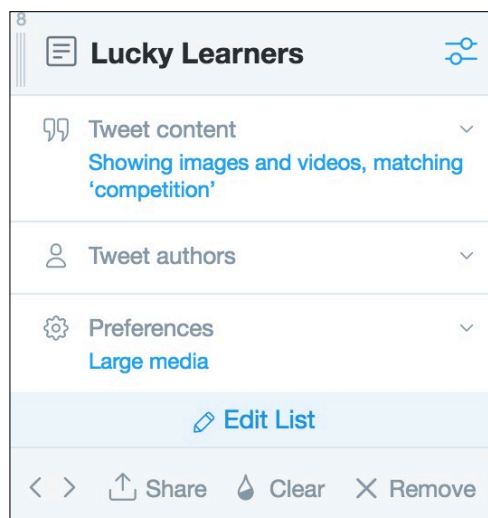
Tweetdeck is a fantastic tool for Twitter comperers – but it only works on a computer, not a mobile device. You can use it at [www.tweetdeck.com](http://www.tweetdeck.com) or download the app to your computer. It shows you a set of constantly updating columns, which can be your feed, mentions, messages, a Twitter list, a search, or a user. At the top of each column you can filter and search the content to find competitions. It's particularly useful for following a hashtag – for example, if you're at a Twitter party. In the example below, I have three columns in view (from a total of 20!) - the timeline of the Lucky Learners list, a search for 'Fathers Day competition' and a search for #WinitWednesday hashtag.



By clicking the filter icon at the top of each column, you can restrict results to certain dates, exclude words, exclude retweets and much more. Below you can see my column which shows search results for 'Fathers Day Competition'. I've added filters to only show original tweets (no retweets) from 1st June and later.



At the top of list columns, you can also add words into the search bar - the example below shows my search for the word 'competition' in the tweets from my Lucky Learners list members.



Tweetdeck is a fabulous tool to play around with, and can be used to find comps that aren't on Twitter too - try using words like Instagram, Facebook, website, purchase, instant win and see what you find!

# Twitter comping tips

## Mix up your content

Don't just send retweets. Retweet comps are easy to enter, which makes them incredibly hard to win. They also turn your profile page into a spammy list of adverts, and could end up with you getting filtered from Twitter search results. Instead, spend more time entering comps where the promoter asks for a reply, photograph or a comment. Send original tweets, reply to people you follow and most of all, enjoy tweeting. If you do enter retweet giveaways, enter as late as you can to ensure your entry is seen - this is particularly important for comps with a long closing date (after seven days a lot of content is untrackable on Twitter!)

## Reply to promoters

Always reply as well as retweet. Interact with promoters by replying to their tweets – even if it's not a competition, or a requirement of entry. Make your tweets memorable. Add photos, gifs, be funny, say something about their amazing products – try tagging a Twitter friend too.

## Make your profile page look good

A promoter might pop to your profile before deciding if you're a winner – so make sure it looks good, with photos, an entertaining bio and a fun pinned tweet. Give yourself a fresh look on Twitter regularly, by updating your profile photo, display name or pinned post - if there's a particular prize you want to win, you can reflect that in your profile!

## Follow local companies

Find and follow all your favourite local bars, restaurants, shopping centres, theatres, magazines, radio stations and cinemas on Twitter – most of them will do regular giveaways, and local Twitter comps get very few entries! The benefit of following smaller, local businesses is that they usually follow you back – and the more followers you have, the less likely you are to be filtered out of search results, or shadowbanned by Twitter. Add the companies to a Twitter list. Tweet using your hometown hashtag and you'll get new followers that way too!

## Use Bookmarks

Found a great comp? Add it to your bookmarks. Nobody will know except you, and you can come back and enter it nearer to the closing date!

## Save fun photos on your phone

Lots of my own Twitter wins involve tweeting a photo, so I have folders saved on my iPhone with competition photos and fun selfies in – so if I spot a comp while I'm at the bus stop, I can enter there and then. For Halloween, Mothers Day and Christmas you can guess exactly what promoters will be asking for, so set up folders of pumpkins, mum selfies and Christmas jumper photos. If you don't win, you can always go back and delete your tweet – then use the photo again for another competition. I use [giphy.com](https://giphy.com) to create fun gifs from YouTube videos too!

## Have a few tag buddies

Choose one or two comping friends and tag each other in Twitter comps - try to LIKE each other's posts and reply to them if possible. If you're in a comping group, there should be a post where you can comment and find Twitter friends.

## Make your entry stand out

Like Facebook, a lot of 'random' draws aren't really random, and making your tweet stand out in a crowd can help you to win - make it relevant, funny or add a photo or GIF. This tip works better for small businesses - bigger brands will usually be choosing random winners properly using Tweetdraw or a similar tool.

## And finally...

You might not win on Twitter straight away. Try hunting out low entry local comps, or comps with a short closing date. Have a go at creative or photo comps for the best chance of a win.

There's lots of Twitter advice on the official Twitter website - <https://help.twitter.com/>

**Got any questions about Twitter comping? Send me an email at [di@superlucky.me](mailto:di@superlucky.me)!**