

# The building blocks of Twitter

You'll need to understand the language and terminology used so that you're able to interact with customers and engage in conversations seamlessly. Here are some definitions to get you started:



## 1. Tweet

A Tweet is a message posted on Twitter that can contain text, photos, links and videos.

## 2. Reply

Click 'reply' to respond to anyone's Tweet. Replying to a Tweet is a way to show you're listening and provide helpful answers.

## 3. Retweet

A Retweet is sharing a Tweet from someone else with your followers. Click the Retweet button to share the Tweet as is, or quote the Tweet to add a comment of your own.

## 4. Like

A like is a simple way to acknowledge a Tweet. It can also be useful to use as a bookmarking tool if you want to easily find a Tweet again. Tap the heart icon to like a Tweet and the author will see that you appreciate it.

## 5. Hashtag

A hashtag is any word, or phrase without spaces, beginning with the # symbol. People use hashtags to organize conversations and make it easier to find all content related to a given topic. Click on a hashtag to go directly to the search results for that term. Hashtagged words that become very popular are often Trending Topics.

## 6. Mention

Bring a Tweet to another person's attention by including their @username in your message. You could use it to ask someone a question, to thank them, or simply to highlight a piece of content.