



Chicago Section
Institute of Food Technologists



the First Section

Social Media Help and Tips to Engage with CSIFT!



How to find CSIFT on Twitter

Type @Chicago IFT into the search box at the left top of your Twitter homepage. Your results will identify the Chicago IFT Twitter site and choose follow.

Using hashtags to categorize Tweets by keyword:

- People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

Example: In the Tweet below, @ChicagoIFT included the hashtag #iftwellness. By clicking on the #iftwellness will take you to the details about this event.

Chicago Section IFT @ChicagoIFT Mar 11

Going to the IFT Wellness conference? Invite a colleague and use promo code EBWELL14 to get \$100 off! #iftwellness <http://ow.ly/utNwP>

References:

Twitter "Finding people on Twitter" Twitter Help Center. <https://support.twitter.com/articles/14022> (accessed march 14, 2014).

Twitter "Using hashtags on Twitter" Twitter Help Center. <https://support.twitter.com/articles/49309> (accessed March 14, 2014).