


# TWITTER

## What is Twitter?

Twitter allows you to share information, ask questions, and connect with people around common interests. You use your computer or mobile phone to send short messages, or “tweets,” that are limited to 140 characters. People can sign up on Twitter to follow your tweets. You can choose to follow people and will receive their tweets too.



## Who is using Twitter?

- 105 million users have created an account on Twitter as of April 2010;
- 300,000 new users create an account on Twitter every day; and
- 180 million unique users visit Twitter per month. <sup>1</sup> 




## Twitter in response to HIV

- Promote HIV testing, services, and events.
- Participate in and see what people are saying right now about HIV topics and resources.
- Raise awareness about HIV and foster discussion.
- Share and receive live updates from HIV conferences and other events.


## Examples from the field

- AIDS.gov: [www.twitter.com/aidsgov](http://www.twitter.com/aidsgov) 
- PEPFAR: [www.twitter.com/uspepfar](http://www.twitter.com/uspepfar) 
- HHS Office on Women’s Health: [www.twitter.com/womenshealth](http://www.twitter.com/womenshealth) 
- POZ Magazine: [www.twitter.com/pozmagazine](http://www.twitter.com/pozmagazine) 
- The Body: [www.twitter.com/thebodydotcom](http://www.twitter.com/thebodydotcom) 
- AIDS Action Committee: [www.twitter.com/aidsaction](http://www.twitter.com/aidsaction) 
- AIDS Healthcare Foundation: [www.twitter.com/aidshealthcare](http://www.twitter.com/aidshealthcare) 
- National Association of People Living with HIV/AIDS: [www.twitter.com/napwaus](http://www.twitter.com/napwaus) 
- National Minority AIDS Council: [www.twitter.com/nmaccommunity](http://www.twitter.com/nmaccommunity) 

## Where can I learn more about Twitter?

- Common Craft’s Video “Twitter in Plain English”: [www.commoncraft.com/Twitter](http://www.commoncraft.com/Twitter) 
- Twitter: [www.twitter.com](http://www.twitter.com) 
- Mashable’s Twitter Guidebook: [www.mashable.com/guidebook/twitter](http://www.mashable.com/guidebook/twitter) 

<sup>1</sup> Read Write Web, “Just the Facts: Statistics from Twitter Chirp,” [http://www.readriteweb.com/archives/just\\_the\\_facts\\_statistics\\_from\\_twitter\\_chirp.php](http://www.readriteweb.com/archives/just_the_facts_statistics_from_twitter_chirp.php)  Accessed on 04/26/10.

 Exit Disclaimer: Links marked with this image are non-government websites

**Join the  
Conversation**

website: [www.AIDS.gov](http://www.AIDS.gov)

blog: [blog.AIDS.gov](http://blog.AIDS.gov)

email: [contact@AIDS.gov](mailto:contact@AIDS.gov)

 [www.twitter.com/AIDSgov](http://www.twitter.com/AIDSgov)

 [www.facebook.com/AIDS.gov](http://www.facebook.com/AIDS.gov)

 [www.myspace.com/AIDSgov](http://www.myspace.com/AIDSgov)

 [www.youtube.com/AIDSgov](http://www.youtube.com/AIDSgov)