

# Twitter 101



What is Twitter?

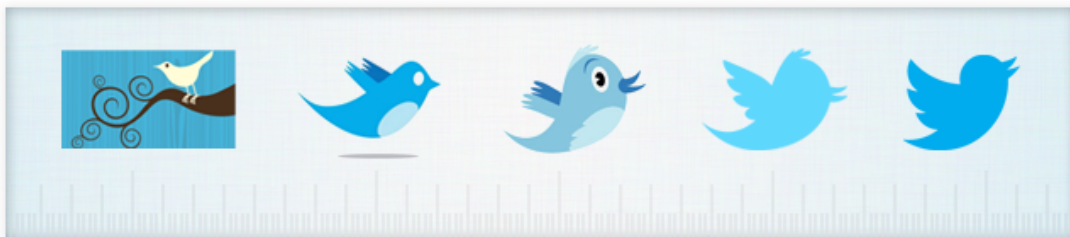
## Understanding Twitter



Most people know that **Twitter** is a **micro-blogging network** of **real-time posts** that are limited to **140 characters or less**, but few people understand how they might benefit from Twitter. The truth is that Twitter is used by many people for many different things. So what is Twitter, and why should you care?

Watch the video to get a better idea of what Twitter is all about.

## Twitter's Evolution



Today's Twitter is now less focused on **“What are you doing?”** and more about **“What’s going on?”** It has emerged as **a source for discovery**, with a focus on **sharing relevant information** and **engaging in conversation**. Many people now think of Twitter as a news source rather than a social network, using it for networking and discussion based on their own interests.



"With traditional media, news is reported top-down, meaning that a few people present the news and the rest of us discuss it. On Twitter, the discussion is the news—it forms collectively from the ground up, instead."

@LearnFreeLiz

Since launching in 2006, Twitter has seen incredible growth as more people have discovered its usefulness. According to a survey from the **Pew Research Center's Internet & American Life Project**, 15% of people online use Twitter (up from 8% in 2010), with usage doubling among users age 25 to 44.



"How you use Twitter is totally up to you. Whether it is for discovery, networking, conversation or all of the above, totally depends on your interests and needs."

@LearnFreeJess

In addition, **65% of users only check the site for updates once or twice a week**. If you join Twitter, there's no pressure to spend hours tweeting or trying to gain followers. In fact, you don't even have to join the conversation. You can simply follow your interests and get information whenever you want without ever composing any tweets.