

# WELCOME TO THE #GIFPARTY

## GIF SEARCH ON TWITTER

Since we introduced them to our platform in 2014, GIFs have become a central part of the Twitter experience. On February 17th, we'll begin rolling out our biggest GIF update ever to users: GIF search in Tweets & Direct Messages.

With this launch, a new "GIF" button appears when you compose a Tweet or DM. The GIF button opens a portal where you can browse popular categories or search for the perfect GIF using specific keywords. Once you find a GIF you like, you can add it to your Tweet or DM with a single tap! All Twitter accounts will have access to this feature on mobile by March 3rd (and on web a few weeks later)!

## #GIFPARTY ON MARCH 3

To celebrate GIF search reaching 100% of users, we're making March 3rd the biggest day of GIFs ever on Twitter. All users will receive a full-screen notification telling them about the feature and a custom Twitter emoji will appear when people tweet with the #hashtag.

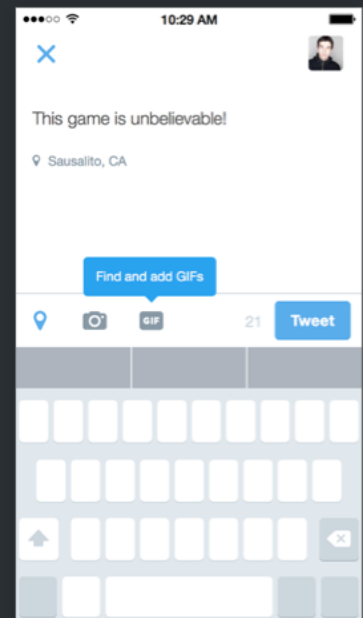
#GIFparty 

We will also be celebrating the #GIFparty from top Twitter accounts. We'll post a special GIF from @Twitter (and other top accounts like @TwitterMusic, @TwitterTV, and @TwitterSports) inviting our community to join the #GIFparty by sharing their favorite GIFs. Later in the day, we'll throw the afterparty in the DMs.

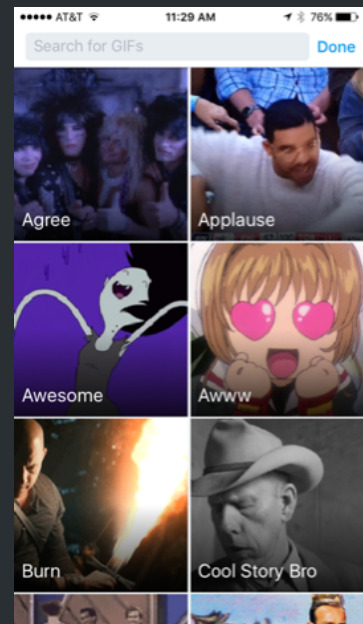
## HOW TO GET INVOLVED

- **Post your favorite GIF:** Share a timely and engaging GIF with your Followers, using the #GIFparty hashtag.
- **Get your fans involved:** Extend the invitation to your fans. Ask them to reply to your account with their favorite GIF using the new feature. Make the call-to-action as specific as you'd like.
- **Reply with GIFs:** Interact with @Twitter or other prominent accounts with GIFs on March 3rd to create some PR-worthy moments and interactions.

While composing a Tweet or DM, users will be prompted to add GIF content.



Users can choose from curated categories of GIFs or search for specific keywords.



# Collections

Build timelines for anything, real-time.

A collection is a curated list of tweets. Build a collection by hand in TweetDeck, share with others and embed the collection to your website. You can also follow collections created by others.

## 1. GET STARTED

Login to TweetDeck  
([tweetdeck.twitter.com](https://tweetdeck.twitter.com))

On the left hand navigation, click the new section called **Collections**.

Select **Create Collection**

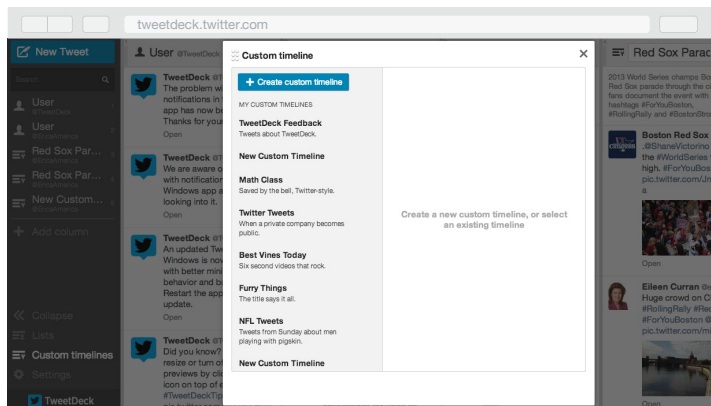
\*Note: The timeline is owned by a Twitter user, and that user is attributed wherever the timeline is displayed.



## 2. CREATE


To start building your collection, add a name and description that users will see.

\*Note: Collections are public, have their own URL on twitter.com, and can be viewed by all users.

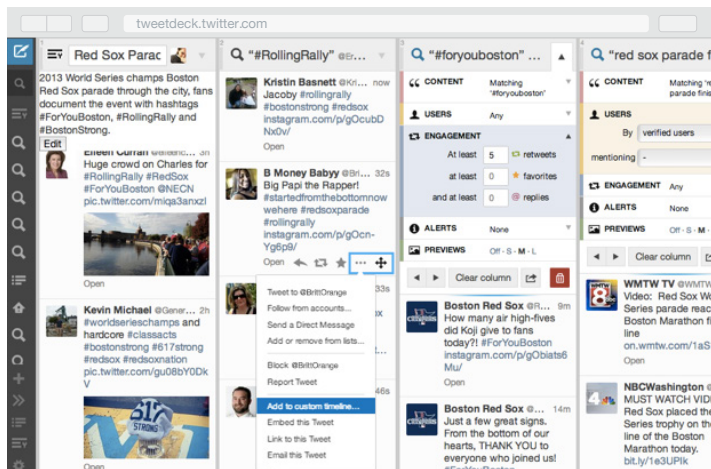


## 3. START BUILDING

Add Tweets to your timeline.

You can drag and drop Tweets using the  symbol or click the ... and select **Add to collection**.

**#PROTIP:** Set up search columns. Use filters (content, engagement and user) to amp up the quality of the Tweets you find.

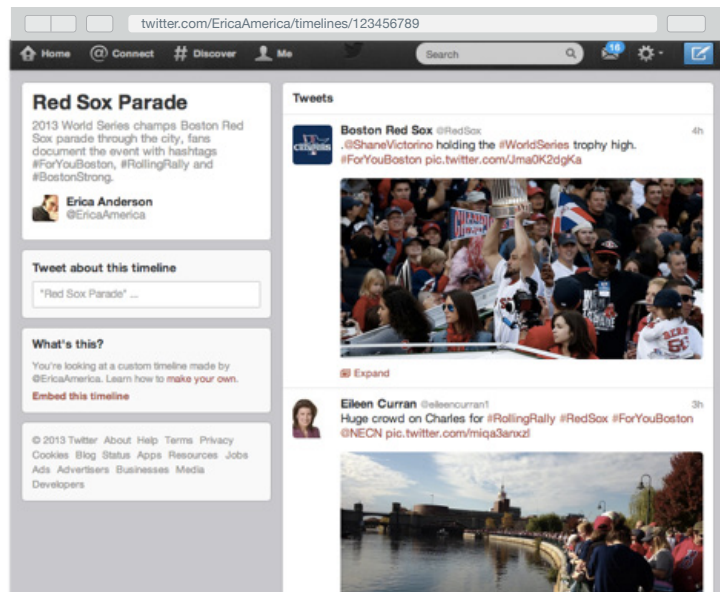


# Custom Timelines

## 4. SHARE

You can view the custom timeline from TweetDeck or a browser. This creates an easy way for anyone to follow along with an event, conversation or topic.

Share the custom timeline's permalink with your followers.



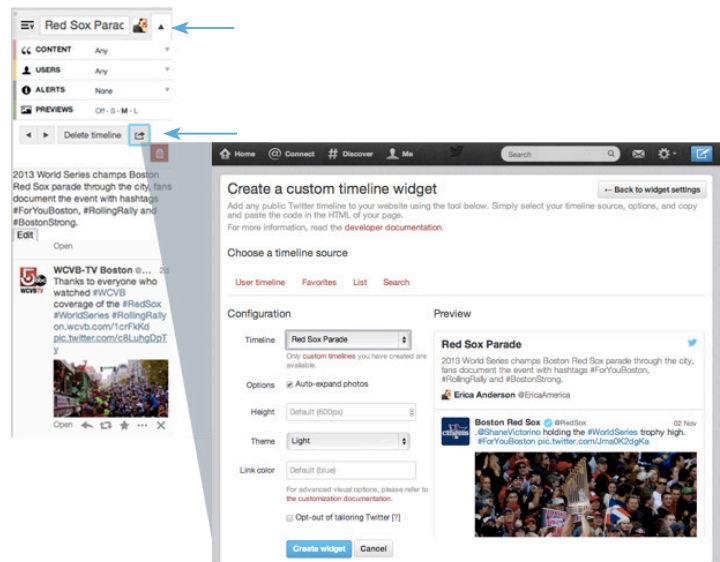
## 5. EXPORT AND EMBED IN YOUR WEBSITE

Embedded collections give you complete control over the Tweets that appear on your page.

a) Click on the inverted triangle ( ▼ ) to expand the column options.

b) Click the arrow.

c) Select your preferences and grab the HTML code for your website.





# NEVER MISS AN IMPORTANT TWEET

## WHAT IS CHANGING?

Twitter is introducing a new Home timeline feature, giving you the option to see the best Tweets from people you follow first. With this feature, the Tweets that you're most likely to care about will automatically appear at the top of your Home timeline, starting with the most recent. The rest of your Tweets will follow right underneath in reverse chronological order, as always. At any point, just refresh to see all new Tweets in the live, up-to-the-second experience that you already know and love.

## WHY ARE WE DOING THIS?

No matter how much time you spend on Twitter, you probably feel like you've missed important Tweets from accounts you follow. We hear this from people every day. As a content consumer, the new Home timeline feature will help you catch up on Tweets you don't want to miss from the people and topics you care about. As a content creator, it means your followers are more likely to see and engage with your best Tweets. We've already noticed that people who have used this new feature tend to Retweet and Tweet more.

## HOW DOES IT WORK?

We use your previous Twitter activity to predict which Tweets you might like most. We look for indicators like the accounts and Tweets you interact with, your interests, and what's going on in your network. The volume and frequency with which you'll see these top Tweets depends on how many accounts you follow and how often you check Twitter.

## FAQS

### How can I turn this feature on / off?

Any user can opt in or out of this feature in their account settings (see details at right). Even with the setting on, you can simply pull-to-refresh your Home timeline to bring in the latest Tweets.

### Does this change when or how I should Tweet?

No. Keep following content best practices. This update is designed to surface the best content to the right users. Your most engaging Tweets simply have a greater chance of being seen by your audience.

## HOW TO ADJUST THE SETTING:

### Twitter.com:

1. Log in to your account on [twitter.com](https://twitter.com) and go to your **Account** settings page.
2. Under **Content**, look for **Timeline** and uncheck the box next to "Show me the best Tweets first."

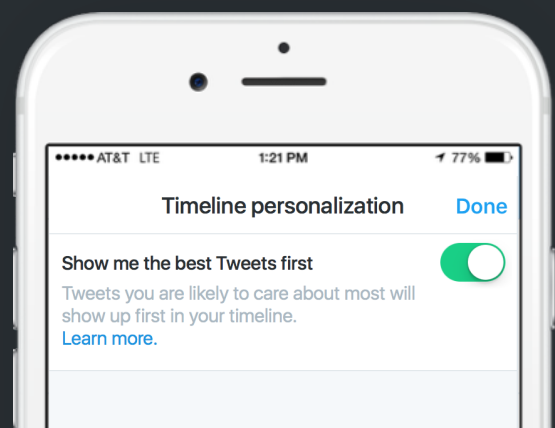
### Twitter for iOS:

1. On your profile, tap the gear icon and select **Settings**.
2. Tap the account whose settings you'd like to adjust.
3. Under **Timeline**, tap Timeline personalization.
4. Next to "Show me the best Tweets first," tap to turn it off.

### Twitter for Android:

1. Tap the overflow icon.
2. Tap **Settings**.
3. Tap **Timeline**.
4. Next to "Show me the best Tweets first," uncheck the box to turn it off.

## WHAT THE SETTING LOOKS LIKE:





# TWITTER POLLS

Twitter Polls make it effortless to have your audience weigh in on all of your questions and cut through the noise.



1

It's easy for you to create polls and even easier for your fans to vote in them

2

Polls enable mass interaction by helping distill your fans' opinions into useful insight

3

Participants will receive a notification when the poll closes encouraging them to view the results

## Sports

### THOUGHT STARTERS:

#### Get fans' opinion on big questions.

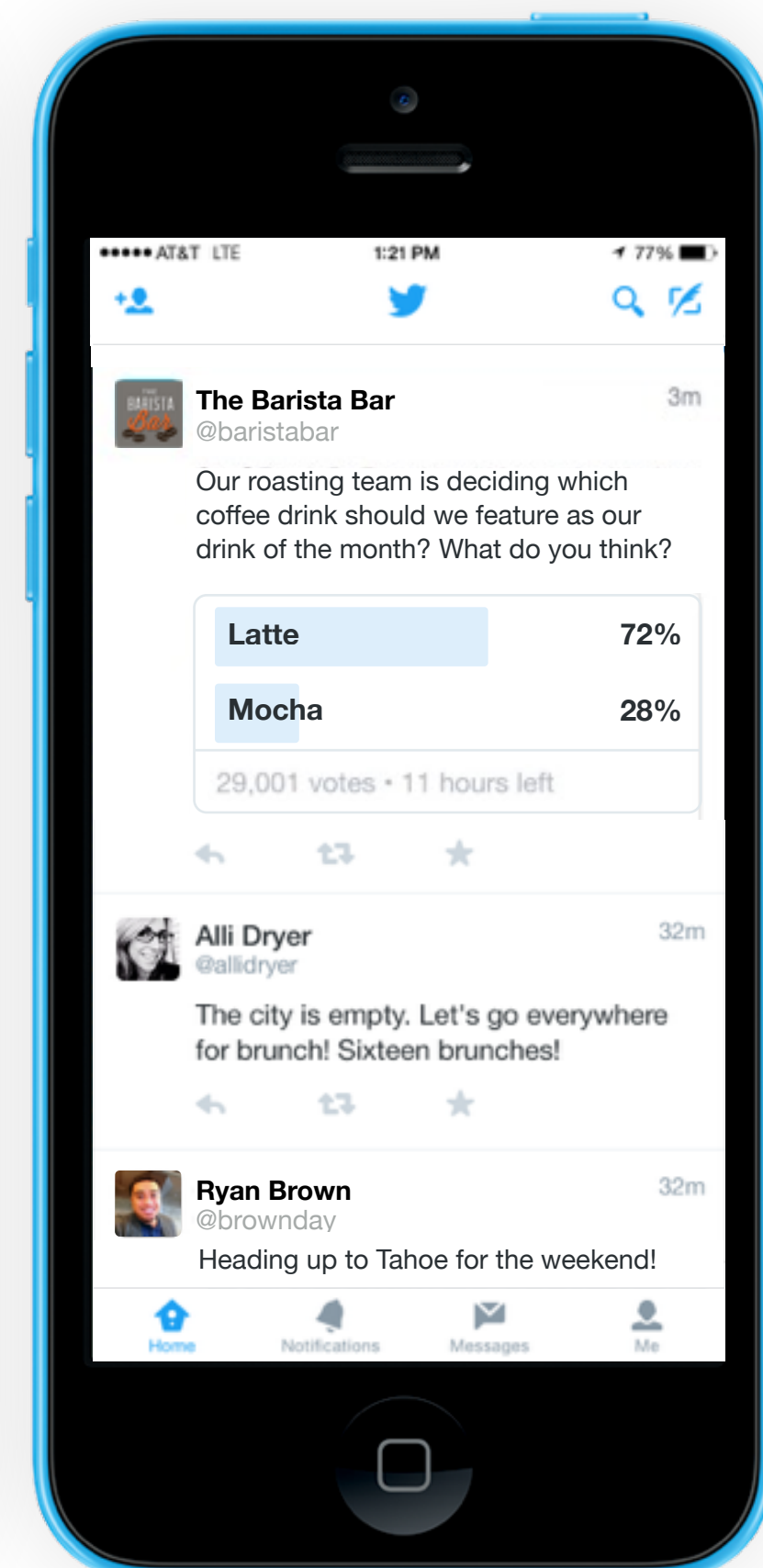
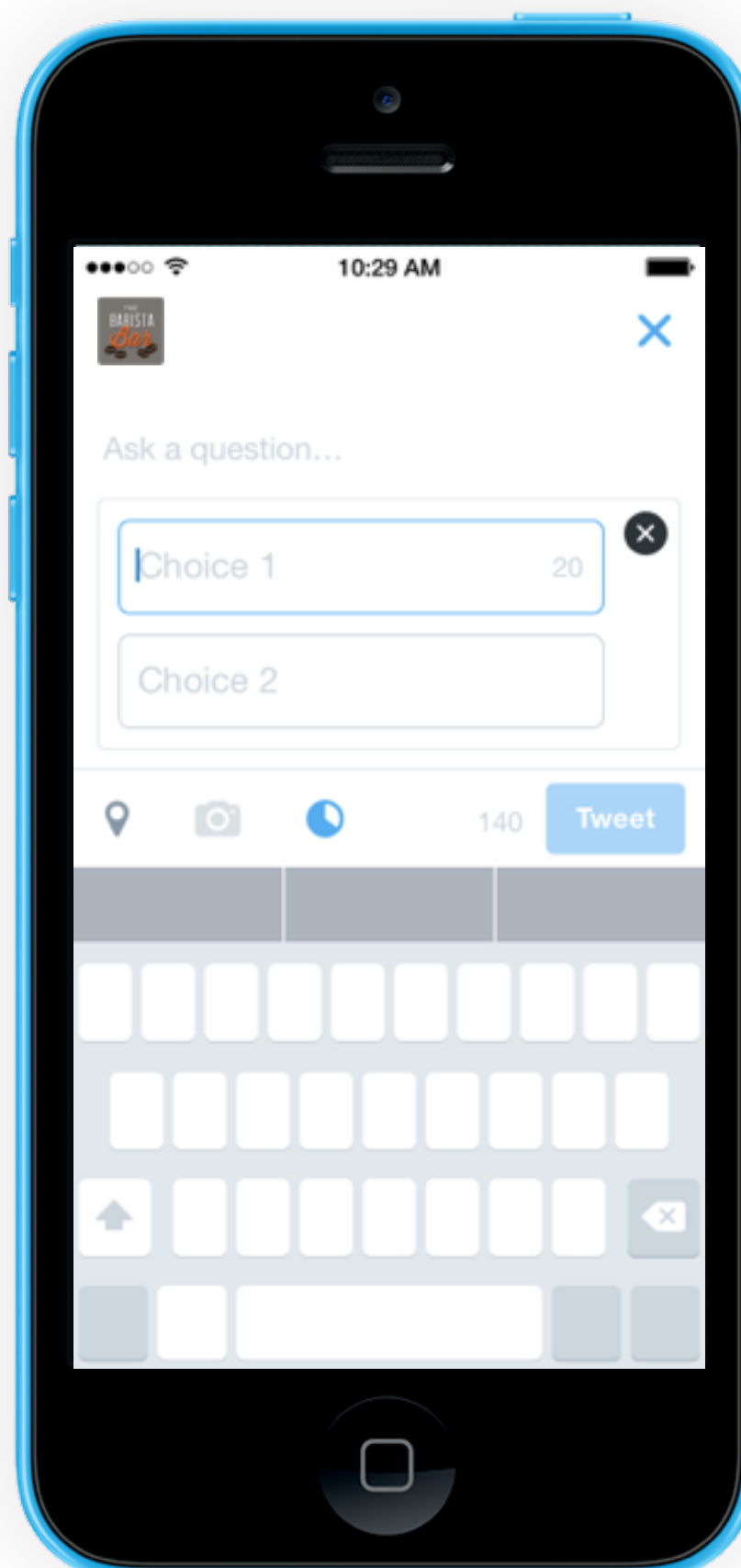
- After a Game: What did you think of the controversial call in tonight's game?
- Championships: Which division will bear the champion?
- Draft Season: Who should we pick?

#### Let fans help make decisions.

- Soccer: Where should the next championships be held?

#### Get creative and humorous too!

- Rivalries: How many goals will we score on (rival team) in our first 5 minutes?





# TWITTER POLLS

Creating polls is easy. Here's how:

## HOW TO CREATE A POLL:

1. From the Tweet compose box, click on the poll icon.
2. Type in your question and answer options, then Tweet it out.
3. Watch the votes roll in! We'll let you know once the poll closes and also invite the people who participated in your poll to view the results!

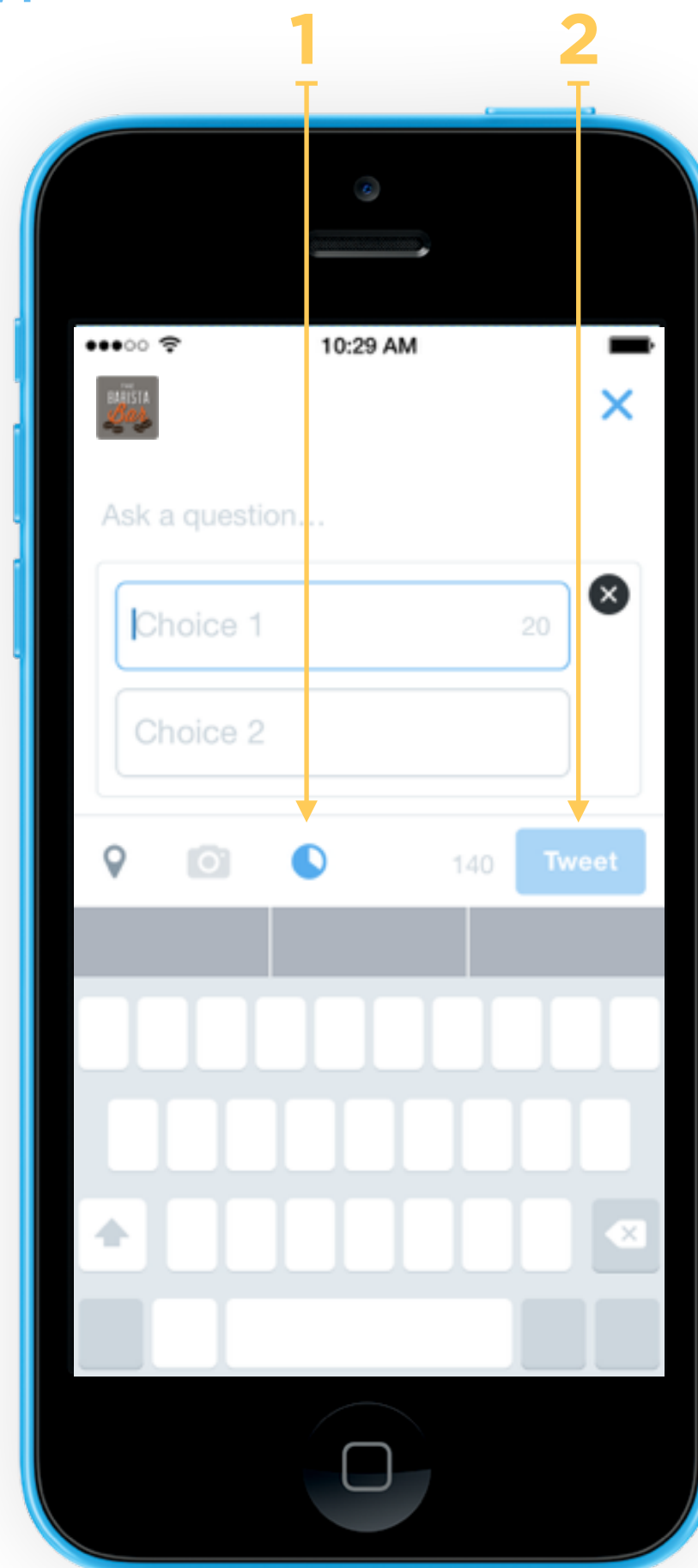


Fig. 1

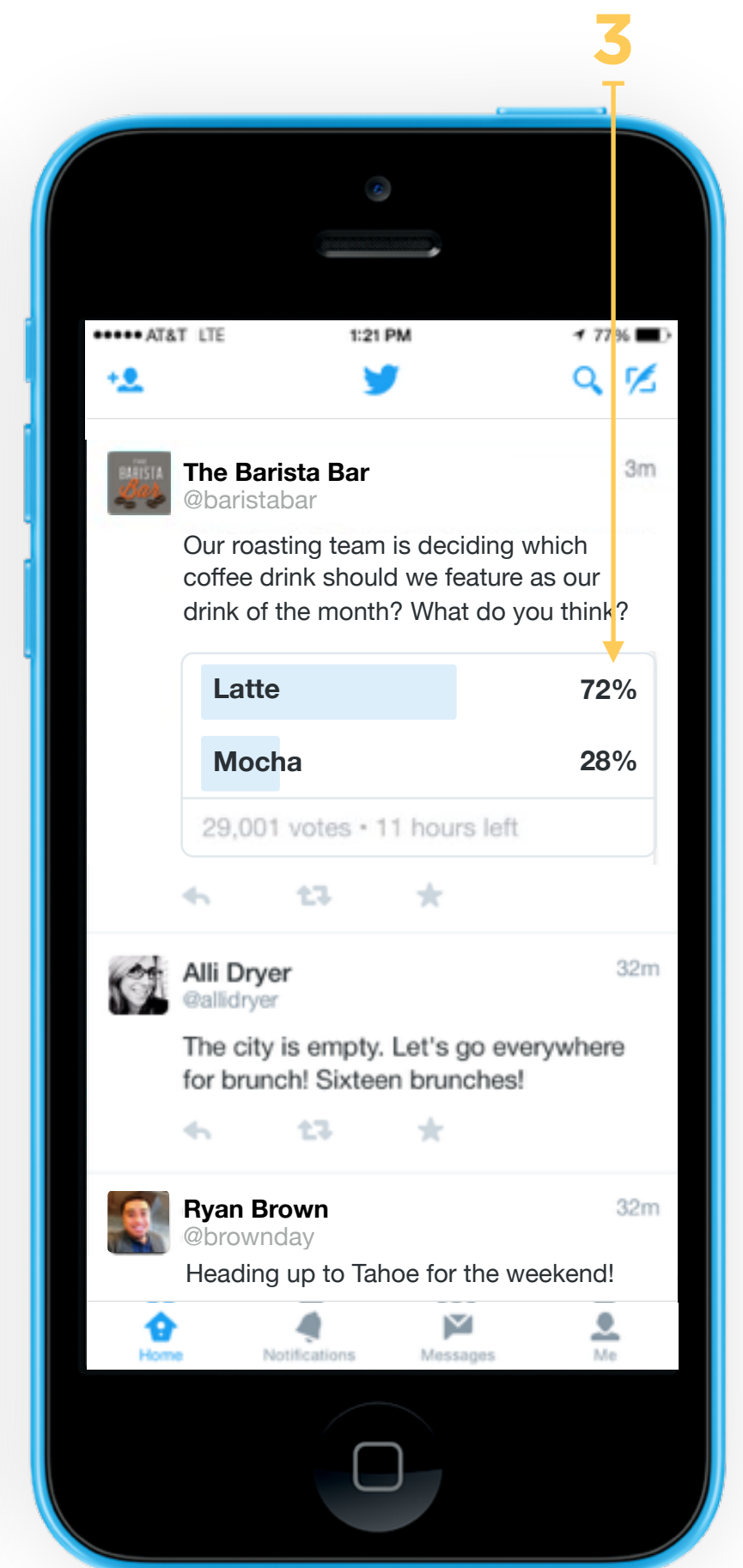


Fig. 2

## Important Details

- 1 Participants' votes are private so they can feel comfortable weighing in on any question
- 2 Twitter Polls are 2-choice and still abide by our 140 character limit. Options are limited to 20 characters
- 3 Twitter Polls are all live for 24 hours once they've been Tweeted

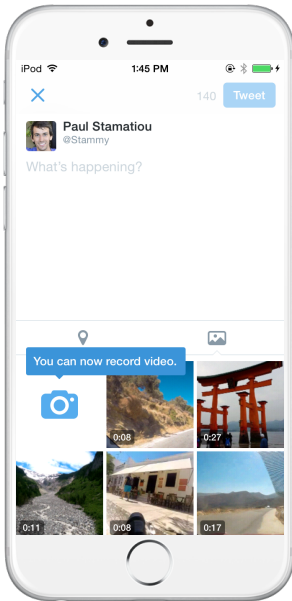
"What's the best way to engage your followers?  
**Ask questions. Listen.**  
 You'll be amazed at the valuable insights you'll get about your followers."



# Life, camera, action.

Now you can shoot + share video on Twitter for iPhone and Android.

## OPTION A: SHOOT A NEW VIDEO



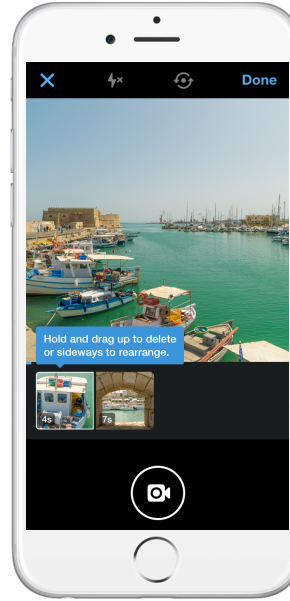
### Get started with video

Compose a new Tweet and select the camera icon to activate the viewfinder.



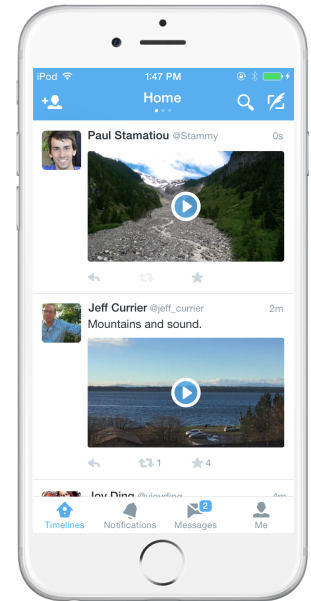
### Shoot

Switch to video mode, and tap and hold on the record button to shoot up to 30 seconds of video. Hold again to start another segment.



### Edit and delete

You can edit and delete segments by holding and dragging.

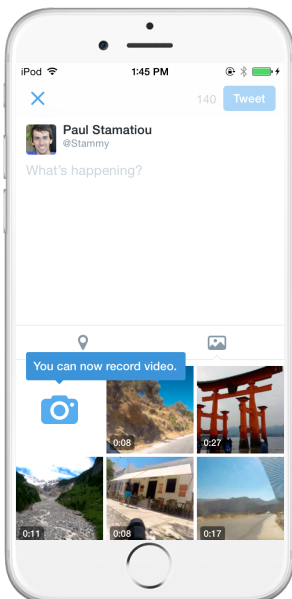


### Share

Tweet your video to share it with your followers.

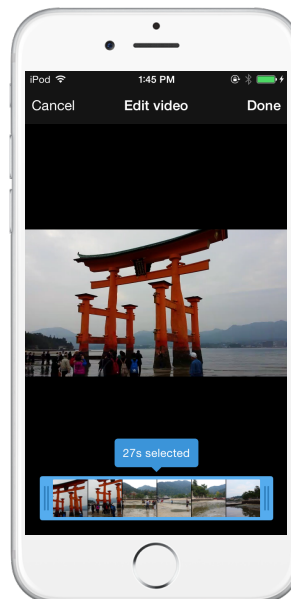
## OPTION B: SELECT A VIDEO FROM YOUR CAMERA ROLL

(iPhone only)



### Choose a video

Select a video from your camera roll.



### Trim

Trim to select 30 seconds of video.