

Twitter

Send to Twitter allows users to send a tweet to a linked Twitter account when a page is published. In addition to the desired content, this message can contain a link to the page, and WebComm personnel can set up a default tweet, which will auto-populate for the end user. Users can link to multiple Twitter accounts and publish to only the desired accounts. To have this option available to you, contact WebComm to set up your Twitter account in OU Campus.

NOTE: *This feature does not insert any content from the page being published into the Twitter feed.*

Once Send to Twitter has been enabled in OU Campus, sending to Twitter is easy. Just above the final button to publish a page is a checkbox with the Twitter logo.



Checkmark the Twitter check box, then type the Tweet message. There is the option to add a URL. Select which Twitter account to use and click the Publish button.

BEST PRACTICES

Repetition: Twitter does not allow users to repeat themselves within a certain time period. If a user publishes the exact same tweet within a 24-hour period, the Twitter feed will not update with the new tweet. To avoid this, just change the tweet slightly and it should appear as usual.

Short URLs: The short URLs generated by bitly.com are unique to each specific file that is published. If a page is renamed or moved, the URL that was associated with that file will be invalid, and a new one will be generated when the page is published to Twitter.