

Finding a representative brand tweet

An Ashford University BUS 330 Production

1. Go to Twitter and click the search icon

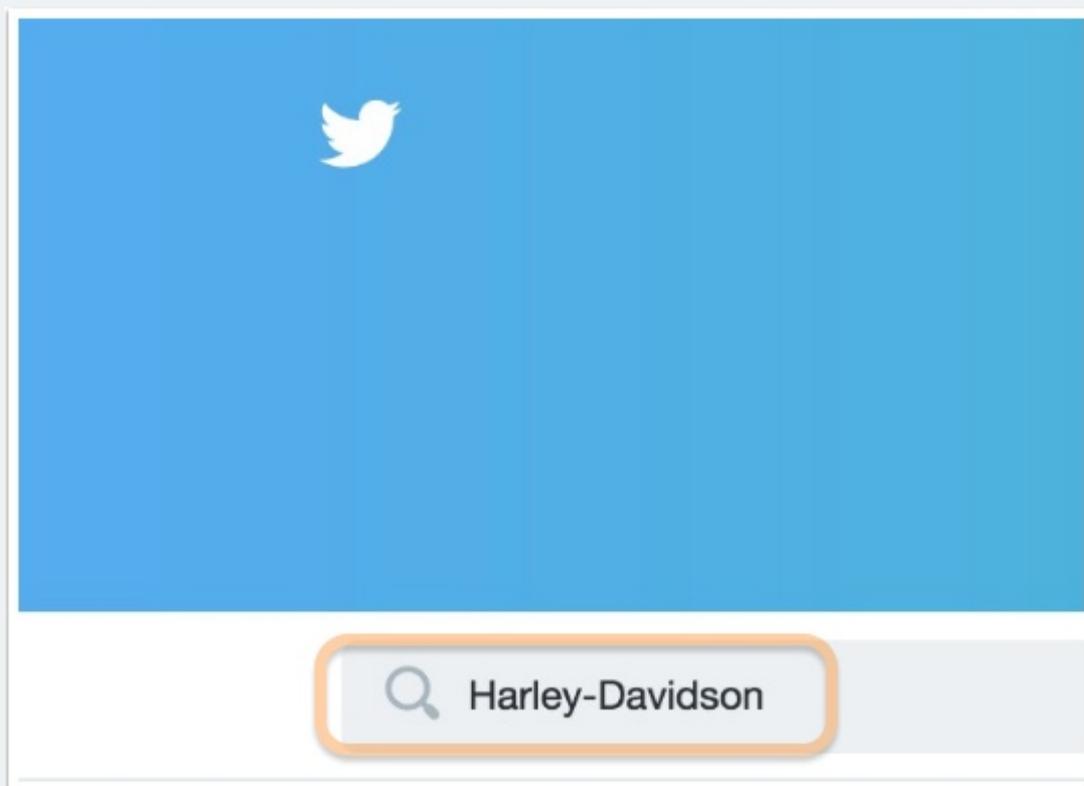
www.twitter.com Note, you don't have to create an account to do this activity.



Finding a representative brand tweet

2. Search for your brand

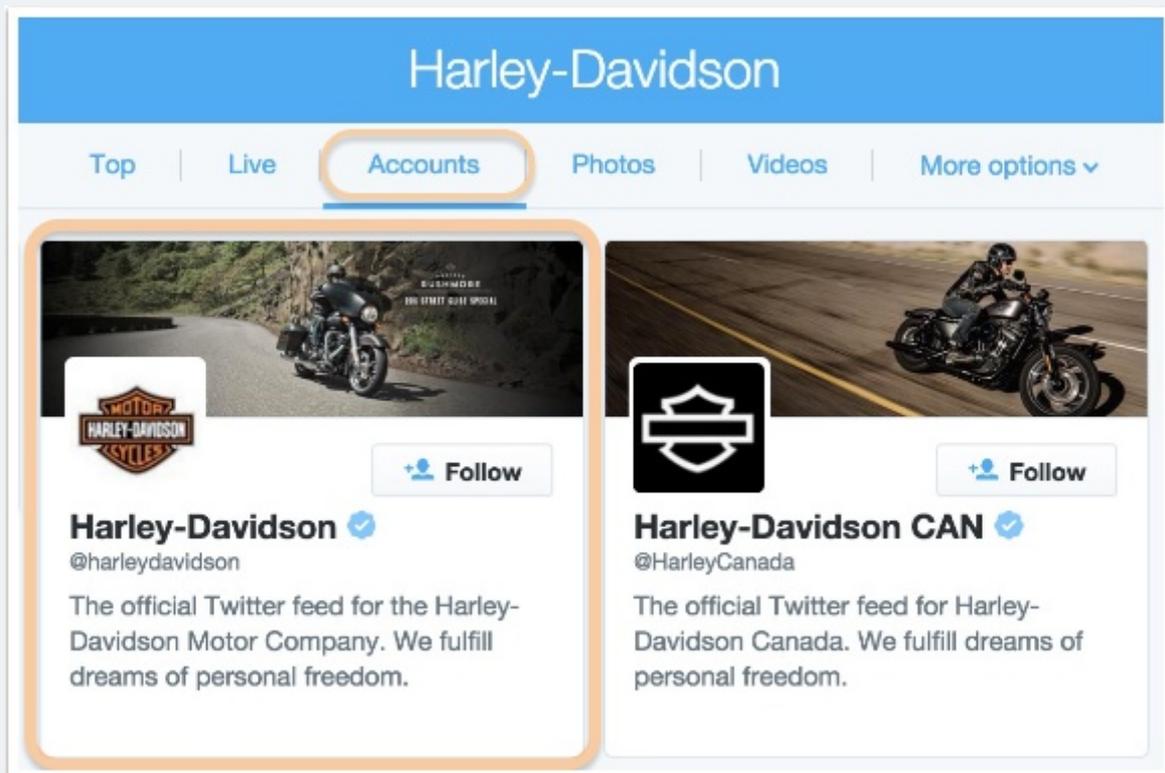
An expanded search window will appear after clicking the magnifying glass. Do a search for your brand.



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3. Find your brand's Twitter account in the search results

You may have to scroll through the results a bit to find it. Make sure you find the official account. The number of followers is a good indication.



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4. Visit the main account page for your brand

Clicking on your brand's account image in the search results will bring you to their main page.



PROJECT RUSHMORE
2016 STREET GLIDE SPECIAL

MOTOR HARLEY-DAVIDSON CYCLES

TWEETS 8,827 FOLLOWING 1,344 FOLLOWERS 302K LIKES 1,816

Follow

Harley-Davidson @harleydavidson
The official Twitter feed for the Harley-Davidson Motor Company. We fulfill dreams of personal freedom.

Tweets Tweets & replies Photos & videos

Harley-Davidson @harleydavidson · 57m
Photo of the Day: Custom Road Glide.
#potd #photooftheday

New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

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5. Scroll down the page in search of a representative tweet

Look for a tweet that features a visual and captures the essence of the brand.

 **Harley-Davidson** 
@harleydavidson

TWEETS **8,827** FOLLOWING **1,344** FOLLOWERS **302K** LIKES **1,816**

 **Harley-Davidson** @harleydavidson · 16h

How bad have you been this year?

Get the goods for the baddest on your list.
bit.ly/1IYtwW6



SHOP HARLEY FOR THE MADNESS SAKE.

  46  112 

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6. Copy the link to your selected tweet

At the bottom of the specific tweet click on the three dots “...” signifying more. Then click “copy link to tweet” and the link will appear. Copy it.



7. Complete the rest of the discussion post assignment

Be sure to include the link to your selected tweet when you do!