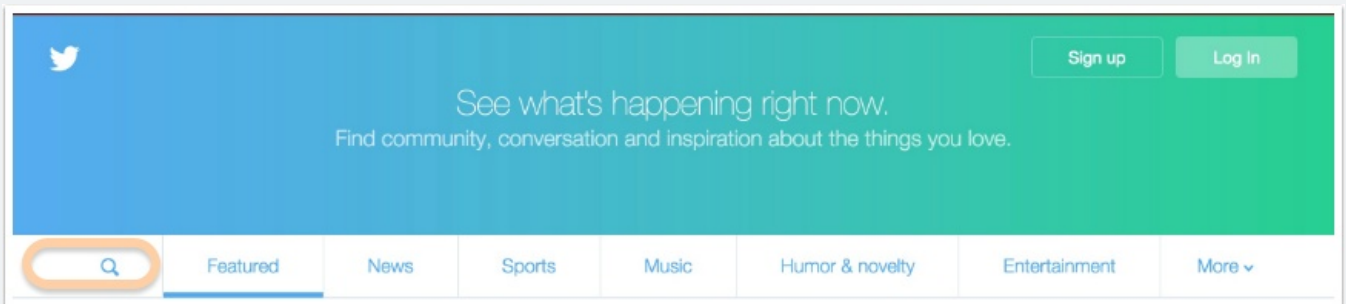


Finding a representative brand tweet

An Ashford University BUS 330 Production

1. Go to Twitter and click the search icon

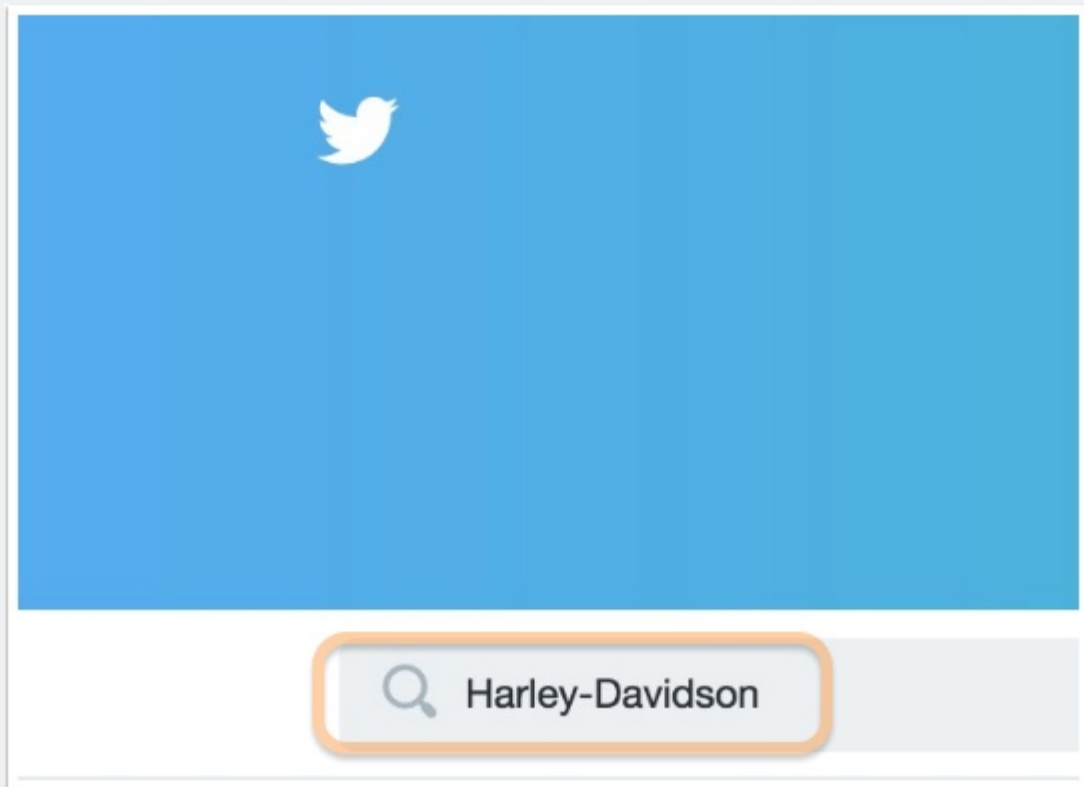
www.twitter.com Note, you don't have to create an account to do this activity.



Finding a representative brand tweet

2. Search for your brand

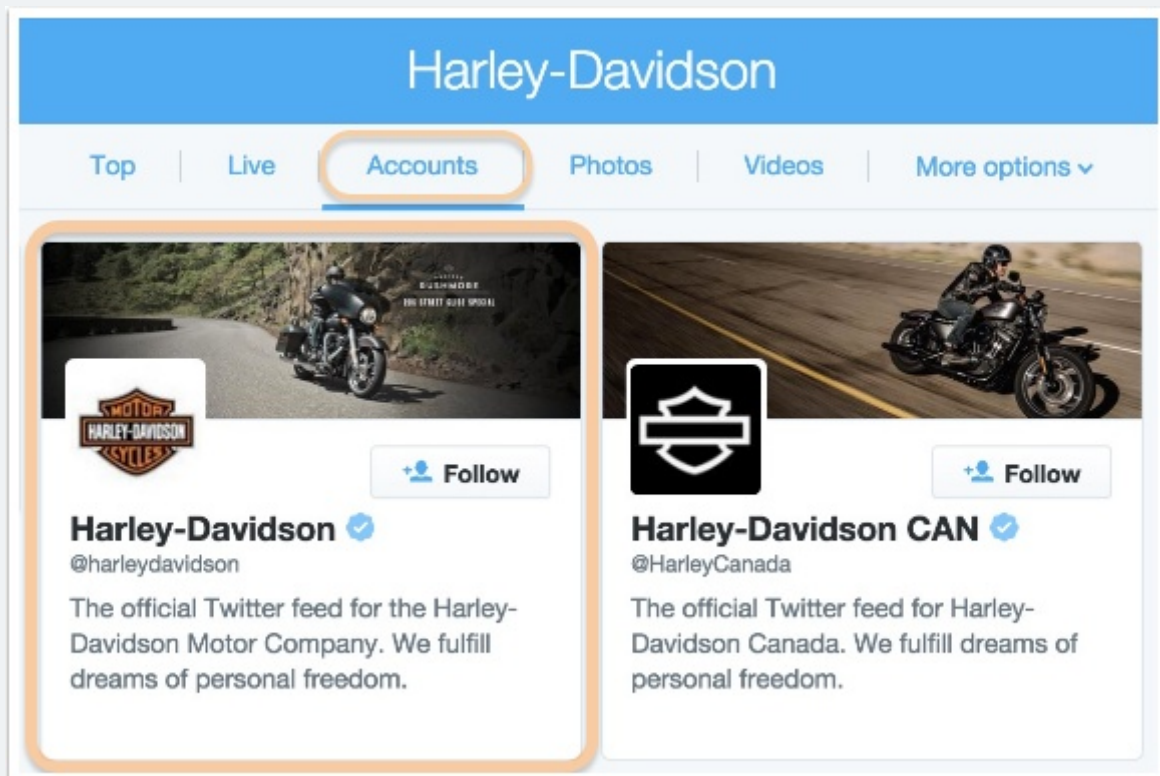
An expanded search window will appear after clicking the magnifying glass. Do a search for your brand.



Finding a representative brand tweet

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.



Finding a representative brand tweet

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.



Finding a representative brand tweet

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.



Finding a representative brand tweet

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!