Use Your Page.

Tweet the story of Chapman University. Twitter connects individuals and brands through short, instantaneous messages called tweets. You can tweet Chapman University news and updates within a 140 character limit.

Avatar and background visuals. Avatars and backgrounds are great opportunities to brand your department.
Avatar: 48 x 48 pixels. Design the original image in 300 x 300 pixels for best quality.
Background: You can customize your background using Twitter’s design features or Adobe. Adobe dimensions should be 2048 px W x 1600 px H at a 72 resolution. Save your design as a JPEG with the quality set at 12 max.

Types of Tweets.
Types of Tweets:
1. Tweet: A 140-character post. Users can attach photos to the tweet or insert a link.
2. Mention: Tag a user’s profile within your tweet by using the @ sign followed directly by their user name. (E.g. Welcome to @ChapmanU)
3. Reply: Reply to a specific user. Their handle is mentioned at the beginning. Only users following you and them will see the Reply. (E.g. @ChapmanU Welcome!)
4. ReTweet: Re-share another tweet in original form.

Naming and Disclaimers.
Your Twitter account is an external-facing representation of Chapman University.
Your username (@handle) should include Chapman or CU along with your department name for branding and identification purposes. Examples: “@ChapmanAdmit” or “@CU_DodgeCollege.” Handles should be 10 characters or less to give you more characters for your message. Remember: Tweets only allow 140 characters max including a username (handle), photo, or link.

Your Twitter bio should also state you are the official representation of your department or reference Chapman University.