

HOW TO SMARTLY USE TWITTER SEARCH

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Anybody can use Twitter search. You put something in the search box and hit "enter". Simple, right? But the thing about Twitter is it happens to be an open platform with live updates. It doesn't function in the same way many search engines do, and you have multiple ways of connecting with users and content.

The thing is, Twitter search may be quite confusing: It's clear how to search it but it's not quite easy to find anything.

If you want to use Twitter search like a pro, you need to know all the ways you can use their unique search engine options to find what you are looking for. You can pretty much break it down based on the search itself.

Basics: Keywords and Boolean Operators

Like any search engine, you can get results based on keywords placed anywhere in the tweets, About Me bio, or content. And exactly as Google, you can play with the well-defined boolean operators that are normally supported from search engine to search engine.

With Twitter, the search operators you should be using a lot are:

- ❖ *["search phrase"]* to define the exact match
- ❖ *["search phrase1" - "search phrase2"]* to exclude any word or any phrase

from the search results (notice there is no space after -)

- ❖ `["search phrase1" OR "search phrase2"]` to search for either of the words

A few things to note here:

- Twitter search is getting more **personalized**: You'll see who of your friends interacted with many of your search results or their authors or how many of your friends are following the author of the tweet
- **Promoted tweets** may mess up in your search results (they are often not exactly relevant to what you are searching even if you are using the "" / exact match)



Username Search

Username search is a great way to find interesting quotes. You can find exactly who when said something on Twitter.

There's a variety of options and opportunities for Twitter user search:

- ❖ *[to:@username]*: Search for tweets addressing that user
- ❖ *[from:@username]*: Search for tweets published by the user
- ❖ *[@username]*: All of the above (basically, any mention of the username when the user is tagged in a tweet)

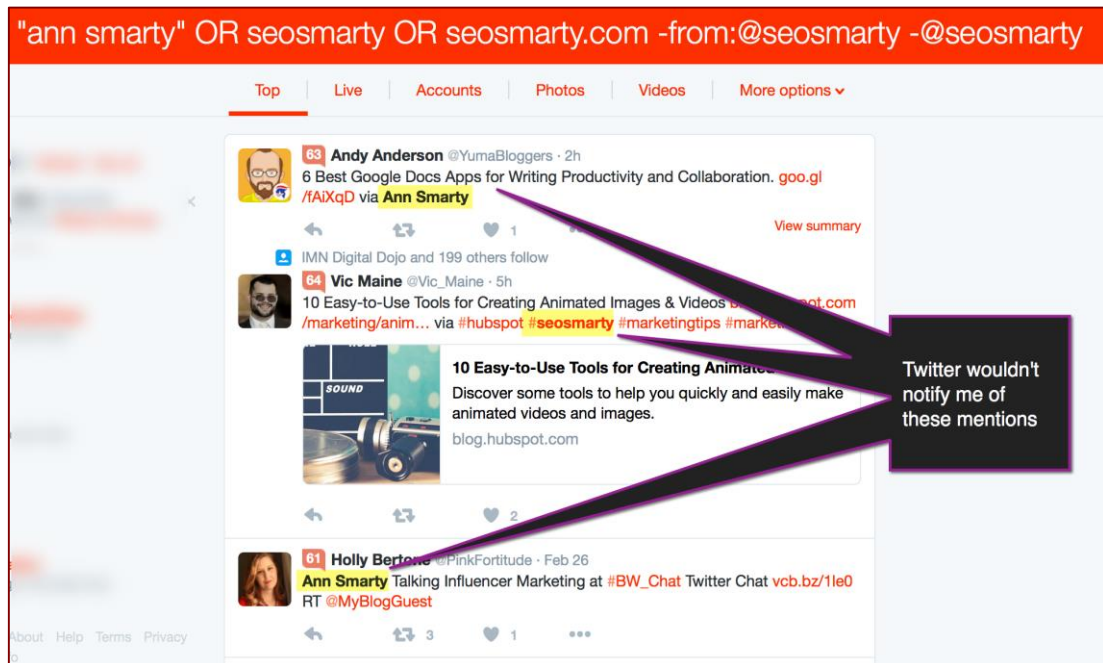
Tip: You can mix these options with boolean operators to find lots of missed reputation management opportunities. Example: This is the actual search phrase I am using to monitor my name mentioned on Twitter:

["ann smarty" OR seosmarty OR seosmarty.com -from:@seosmarty -
@seosmarty]



Where:

- "ann smarty" -> **mentions of my full name**
- seosmarty -> **mentions of my moniker whenever it happens to be untagged**
- seosmarty.com -> **mentions of my personal blog (whether it was shortened in a tweet or not)**
- OR -> **ANY of the above should be included in the search results**
- -from:@seosmarty -> **excluding my own tweets**
- -@seosmarty -> **excluding tweets tagging me because Twitter does a good job notifying me of these already using "Notifications" feature**



Emotions

Probably the least used of all search methods is emotion. You can actually search using a *smilie* along with your keyword in order to narrow down results based on context.

Let's say you are willing to see if others on Twitter are having the same issue with a new gadget you just bought. You could do a search for the name of that gadget or the brand, and add a frowning face. So it might look like,

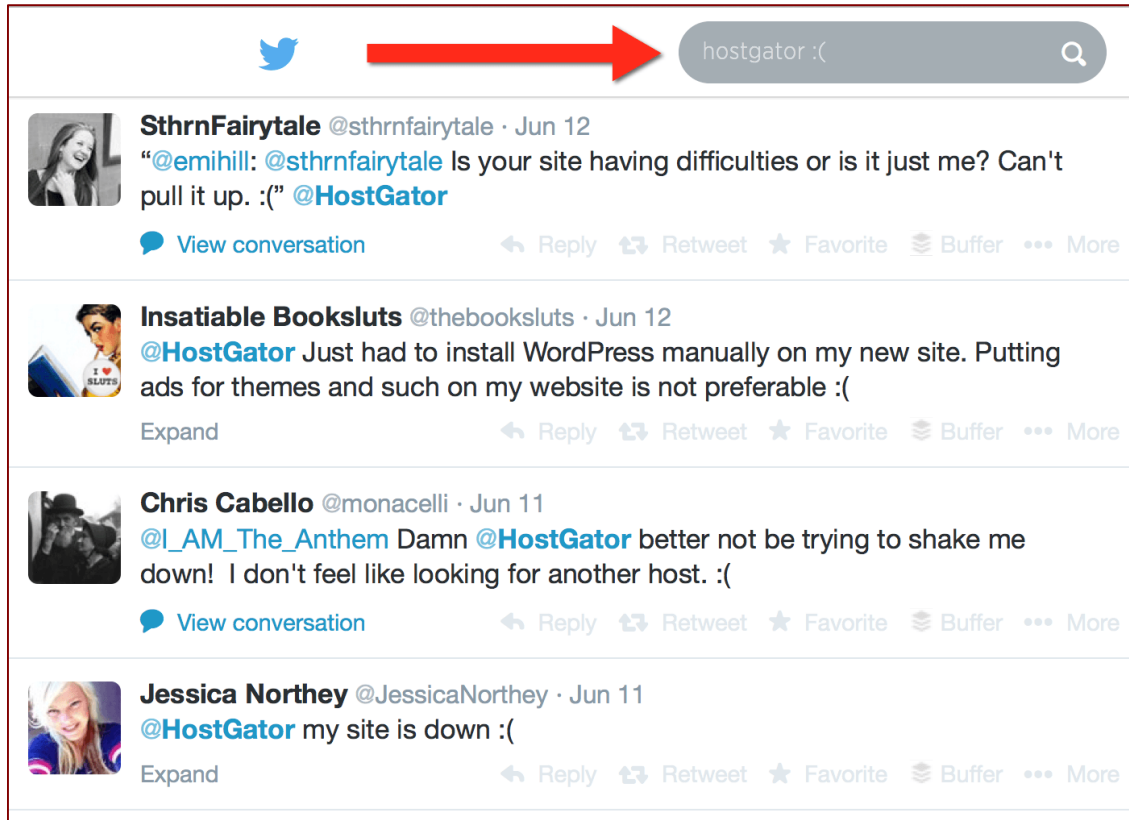
[apple watch :(]



You would get results based on the that is more fitting to the tone of what you are searching for, rather than a wash of random tweets that use the product name - which helps you to potentially skip a lot of useless links to news stories and reviews.

Tip: For businesses, it's a great idea to assign a separate customer service person to monitor brand-sensitive negative emotions on

Twitter: If these are addressed in a timely manner, many of these negative emotions will result in a good PR:

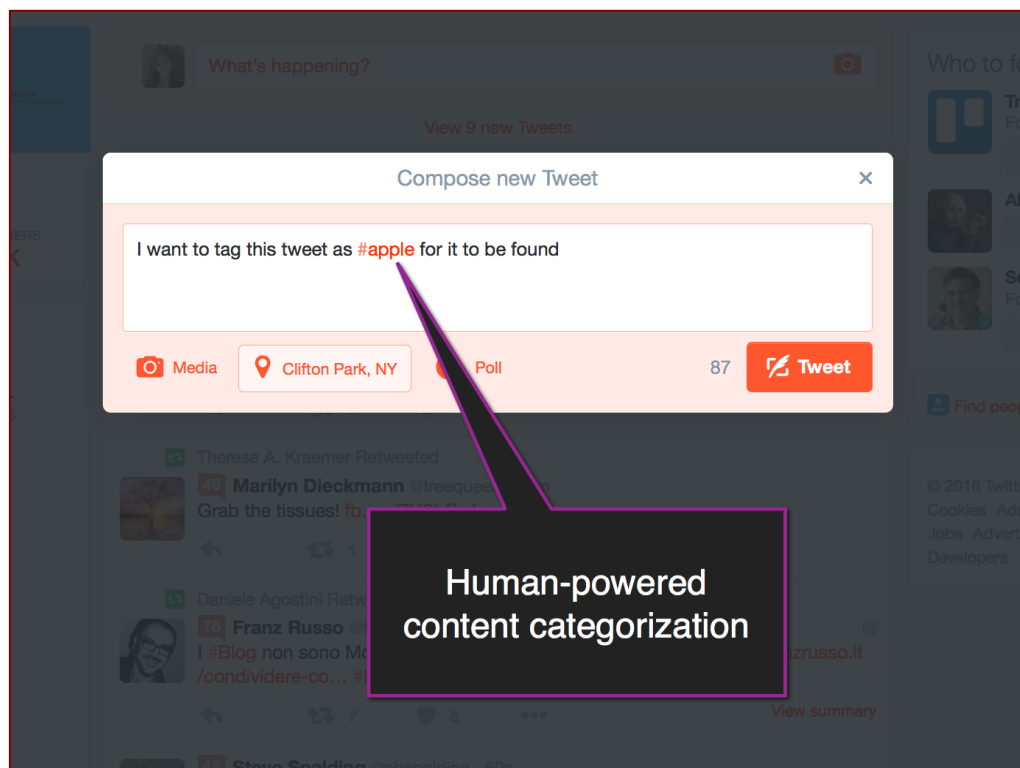


Hashtag Search

A hashtag is a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic.

Hashtags are the easiest way to search out content on Twitter*.

*Let me explain this: Hashtag-driven search is the semi-curated human-powered search because people actually TAG their tweets to make it to the index. That's the main difference between searching for a hashtag and simply searching for a word.



Hashtag.org and Hashtagify.me both allow you to search for, browse or add hashtags. [Twchat](#) allows to archive hashtag-driven search results as well as

turn them into Twitter chat rooms.

Tip: Start typing for any hashtag and watch Twitter suggest related hashtags. That's a great way to get inspired!

