



@WCNeedlemakers

Twitter, was launched in the USA in 2006, and is undoubtedly one of the most popular social media platforms available today, with approximately 300 million daily active users and 500 million tweets sent every day!

Twitter allows friends, family and like-minded people to communicate and stay connected through the exchange of quick, frequent messages. Tweets, which are posted to the Twitter account, may contain photos, videos, links, and text.

Twitter's primary purpose is to connect people and allow people to share their thoughts with a big audience. Twitter allows users to follow news stories and events, follow people or companies that post content they enjoy consuming, or simply communicate with friends.

It is very similar to the text messaging we use today and is extremely easy to use. Originally you were only able to use 140 characters so this made for short and snappy messages! As the site grew in popularity, so did the number of characters, which doubled to 280.

The @WCNeedlemakers twitter account has been in existence since 2014, and has steadily grown to now over 1100 people 'following' our account. Our followers are quite wide ranging but all have an interest in the Worshipful Company of Needle Makers and those we support.

Like most Livery Companies, we use twitter to share information about our activities, but as we all know we have had to adapt our programme of events due to Coronavirus. However, our twitter account has continued to be a useful channel to keep in touch with our Livery family and our followers, during this difficult time.

Twitter is a great platform, which enables us to share a whole host of information to support the many of individuals and organisations that have links to the Company or those who we support with charitable donations.

Why not join the conversation and follow us on Twitter?

