

WP Tweets PRO

User's Guide

Contents

User's Guide	1
Installation	3
Install WP to Twitter	3
Configure WP to Twitter	3
Install WP Tweets PRO	5
Basic Settings	6
URL Shorteners	6
Template Settings and post types	6
Filtering by Categories and Tags.....	9
Tweeting Links.....	9
URL Shortener Account Settings	10
Advanced Settings.....	12
Tag Settings.....	12
Template Settings	14
Special Cases	15
Google Analytics.....	16
Author Settings & User Permissions.....	17
Template Tag Priorities	19
Miscellaneous Settings.....	19

WP Tweets PRO Settings	20
License	20
Scheduling.....	20
Differentiate Re-posted Tweets	21
Co-Tweeting	22
Hashtag Filters.....	23
Tweeting Comments	23
Image & Video Handling.....	25
Custom Tweet Filters	27
Automatically Tweet Old Posts	28
Custom User Options	30
The WP to Twitter Post Box	31
Scheduled Tweets	32
The Queue.....	32
Tweet History	34
Strategy.....	35
Authoring the Text	35
Scheduling your Tweets	35
Handling Rate Limits & Engagement	35
What kind of content should I Tweet?	36

Installation

WP Tweets PRO is an add-on to the WordPress plug-in [WP to Twitter](#), so the first step in installing WP Tweets PRO is to install and configure WP to Twitter. If you already have WP to Twitter installed and working, you can move straight on to the next step!

Install WP to Twitter

WP to Twitter is most easily installed using the built-in installer on the WordPress plug-in dashboard. Navigate from your main dashboard to Plugins > Add New, and search for “WP to Twitter”.

For more information about installing plugins, read the article from WordPress [on Managing Plugins](#).

Configure WP to Twitter

After installing the plug-in, you'll need to connect the plug-in to Twitter via an authentication method called OAuth. This authentication method doesn't use your username or password, which means that the system is more secure, because it limits access to your account, rather than providing full access to the account. However, it is also more work to set up.

There are instructions in WP to Twitter indicating how to set up your Twitter application to receive data from the plug-in, so I won't repeat those here, but I do want to emphasize the importance of following the instructions very closely – ***the order in which you do each step does matter.***

Steps for connecting to Twitter:

- 1. Register your site as an application on Twitter's Application Registration page**
(<https://developer.twitter.com/en/portal/projects/new>)
 1. Log-in to Twitter
 2. Go to the Developer Portal (<https://developer.twitter.com/en/portal/dashboard>)
 3. Go to Projects & Apps > Create App (bottom of screen.)
 4. Your project name cannot include the word 'Twitter'
 5. Copy your API keys. (WP to Twitter does not use bearer tokens at this time.)
 6. Go to 'App Settings'
 7. Edit 'App Permissions' and switch to 'Read and Write'
- 2. Switch to 'Keys and Tokens' (top of page)**
 1. Click 'Generate' by 'Access token & secret'.
 2. Copy your Access token and secret.

Twitter Connection
Basic Settings
URL Shortener
Advanced Settings
Get Help
Pro Settings

Connect to Twitter

1. Apply for a [Developer Account with Twitter](#)
2. Add a new application in [Twitter's project and app portal](#)
 - If you're not currently logged in to Twitter, log-in to the account you want associated with this site
 - Your app name cannot include the word "Twitter."
 - Your Application Description can be anything.
3. Scroll to the "App Permissions" section
 - Edit, and select "Read and Write" for your app's Access Permissions
 - Save the application settings
4. Switch to the Keys and Tokens tab at the top of the screen.
 - Regenerate your API key and secret from the "Consumer Keys" section.

API Key

API Secret

5. Regenerate your Access token and secret from the "Authentication Tokens" section.
6. Paste your Access Token and Secret into the fields below
 - If the Access Level for your Access Token is not "*Read and write*", return to step 3, change your permissions, and generate a new Access Token.

Access Token

Access Token Secret

Figure 1: Twitter connection settings & instructions

Note: If you're trying to connect using an app you created prior to Twitter's switch to the Projects and Apps portal, you can still access your old app settings at <https://developer.twitter.com/en/apps>, but you are no longer able to create new apps in that environment.

Install WP Tweets PRO

Because WP Tweets PRO is not hosted in the WordPress.org plug-in repository, you can't use the automatic installer for your initial installation. You'll need to either install it via the plug-in uploader or install it using an FTP program to upload the files to your server. You can download WP Tweets Pro from your account at <https://www.joedolson.com/account/> or from the download link provided in the email you received after purchasing a license.

WP Tweets PRO is a **completely separate plug-in from WP to Twitter**, and needs to be installed separately. It is not a replacement for WP to Twitter, nor is it something that should be installed inside WP to Twitter.

Start by navigating in your WordPress admin dashboard to Plugins > Add New. Then select the link to 'Upload Plugin' next to the Add Plugins header on that page.

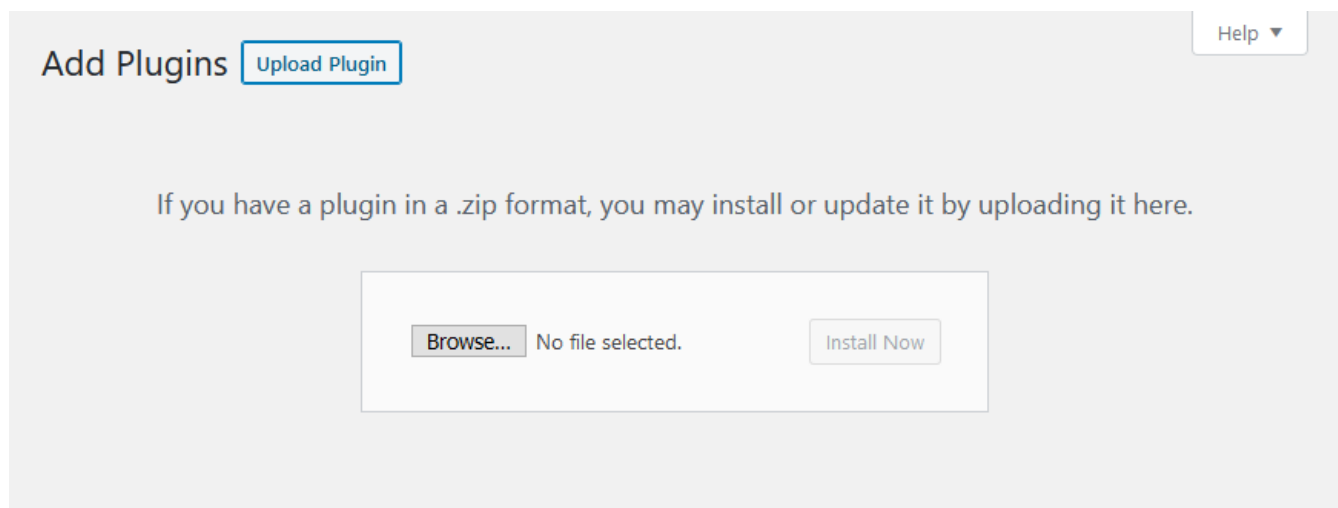


Figure 2: The WordPress plugin uploader interface

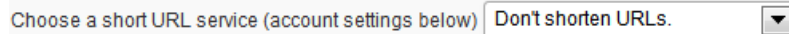
Again, I recommend the WordPress support article "[Managing Plugins](#)" for assistance in dealing with uploading, installing, and uninstalling plugins.

Basic Settings

WP to Twitter and WP Tweets Pro offer many options available to configure, so it can be valuable to have an understanding of those options and why to choose particular settings.

URL Shorteners

Selecting a URL shortener is at your personal preference. In practice, all URLs of any kind are shortened by Twitter's own shortening service at <http://t.co>. Your shortened URL may display instead of the t.co URL in the web site or in a client; but the URL has still been shortened under the hood. If you do not shorten your URL, it's more likely that the t.co URL will display.

A screenshot of a user interface element for selecting a URL shortener. It consists of a text label "Choose a short URL service (account settings below)" followed by a dropdown menu. The dropdown menu currently displays the option "Don't shorten URLs." with a downward-pointing arrow on the right side.

The advantages to shortening your URLs are mostly about statistics and branding.

Branding: Using a service like YOURLS or Bit.ly, you can define a custom short URL domain that relates to your web site. For example, I could use <http://jdlsn.com/> to produce short URLs for <http://www.joedolson.com>. There's no character savings, since the t.co shortened version of my URL will be 23 characters no matter what I do, but the jdlsn.com domain is slightly more likely to be displayed to the user.

Statistics: Using services such as Bit.ly, or YOURLS, you can gather statistics on the clickthroughs for each link you've submitted to Twitter. These aren't gathered by WP to Twitter, but by the services used to shorten links. This can be helpful for determining how many people are actually clicking through from Twitter to your site when you post.

Your choice of a URL shortener has no impact on how long your URLs will be on Twitter or how many characters you have available to write your Tweet.

Read about the [URL shorteners available in WP to Twitter](#)

Template Settings and post types

Status Update Templates

Maximum Tweet Length

Choose a URL shortener

Tweet Templates

Update when Posts are published

Template for new Posts

New post: #title# #url#

Update when Posts are edited

Template for Posts edits

Post Edited: #title# #url#

Exclude Posts by Categories

Checked categories will be Tweeted

<input type="checkbox"/> 1	<input type="checkbox"/> AGS Virtual Speaker Series	<input type="checkbox"/> Phillips Lecture Series
<input type="checkbox"/> Active Learning	<input checked="" type="checkbox"/> Cyber Series ✖	<input type="checkbox"/> Uncategorized
	<input type="checkbox"/> General	

Include Posts by Tags

Checked tags will be Tweeted

<input type="checkbox"/> 1	<input type="checkbox"/> Active Learning	<input type="checkbox"/> tag1
<input type="checkbox"/> @tags2	<input type="checkbox"/> AGS Virtual Speaker Series	<input type="checkbox"/> tag1 @tag2
<input type="checkbox"/> @test2	<input checked="" type="checkbox"/> Cyber Series ✔	<input type="checkbox"/> test
<input type="checkbox"/> @tester	<input type="checkbox"/> General	<input type="checkbox"/> test1
	<input type="checkbox"/> Phillips Lecture Series	

Figure 3: Set up templates and basic options for post types

WP to Twitter includes support for custom post types, so you can Tweet from custom content created by most plug-ins or themes that uses that API. These are very common, and are used to power FAQs, lists of testimonials, events, and many other special features. For each post type (which includes 'posts' and 'pages' by default), WP to Twitter allows you to define the text to be sent on the initial publication of a post or when a post is edited, and checkboxes to indicate whether you want these fields turned on.

If an option is enabled (checked), but there is no text in the template field, then you'll see the WP to Twitter fields when working on a post in that context, but it will only send a Tweet if you fill in the 'custom Tweet' text field.

The Tweet texts are templated, and can support a variety of fields:

- #title#: the title of your blog post
- #blog#: the title of your blog
- #post#: a short excerpt of the post content
- #category#: the first selected category for the post
- #categories#: Comma separated list of categories on the post
- #cat_desc#: custom value from the category description field
- #date#: the post date
- #modified#: the post modified date
- #url#: the post URL
- #longurl#: the full, unshortened URL
- #author#: the post author (@reference if available, otherwise display name)
- #displayname#: post author's display name
- #account#: the twitter @reference for the account (or the author, if author settings are enabled and set.)
- #@#: the twitter @reference for the author or blank, if not set
- #tags#: your tags modified into hashtags. See options in the Advanced Settings section, below.
- #reference#: An @reference to either the author of the post, or to the main site's Twitter account, depending on what account sent the Tweet. *(Only available for PRO with Co-Tweeting).*

You can also create custom template tags to access WordPress custom fields and other data. With doubled square brackets, you use the name of a custom field to fetch that custom field for your status update. Example: `[[custom_field]]`. With curly braces, fetch data from author meta fields in the same fashion, e.g. `{{user_meta}}`. The bracket type tells WP to Twitter where to look for that field name.

When you use custom template tags, the text Tweeted will be the value of the custom field. In many cases, the value saved may be an ID or a timestamp, which is expanded on display by the plug-in that saved it. You can use the filter 'wpt_custom_shortcode' to manipulate the values Tweeted.

You can find an example of a custom template tag in my repository of code examples for extending WP to Twitter: <https://github.com/joedolson/plugin-extensions/blob/master/wp-to-twitter/custom-field-content.php>

Filtering by Categories and Tags

In addition to setting your Tweet templates, with WP Tweets PRO you can filter on all taxonomies attached to a given post type. By default, the Posts post type has support for categories, tags, and post formats – you can filter on all of these. Only fields you're using will show up; if you don't have any tags set, the tag filters won't show.

You can toggle each category so that you're either including checked categories or excluding checked categories/

When you're filtering **positively** (checking categories that you want to Tweet), then if any checked category is associated with the post, that post will be Tweeted.

When you're filtering **negatively** (checking categories that you don't want to Tweet), then if any checked category is associated with the post, that post will **not** be Tweeted.

With multiple filters – if you're filtering on both tags and categories, for example, then any blocker found will stop that post. It may be in only approved categories, but if it's in a blocked tag, it will be blocked. If there are no terms in a taxonomy (e.g., you haven't added any tags), then that taxonomy will be ignored, and will have no impact on filtering.

With shared taxonomies – a taxonomy that has been applied to multiple custom post types – the same filters will be applied for all post types. If you assign or edit the terms allowed for one post type, and another post type uses the same taxonomy, then the same filters will be automatically applied for the second post type, without needing to update that post type separately.

Tweeting Links

With the removal of the link manager from WP 3.5, tweeting links may not be available in your installation unless you install the 'Link Manager' plug-in: <http://wordpress.org/extend/plugins/link-manager/>.

If you do have the link manager available, you can use these fields to configure Tweets when you add a link to your blogroll or another list of links. Because links don't use the same meta data that's available for posts, the template tags are different. You can only use #title#, #url#, and #description# within link templates. Your link will be shortened using the same URL shortener you have set up for your post Tweets.

You can install the core link manager plug-in by choosing the option to search for plugins by tag and entering 'link manager'. The plug-in hasn't been updated in 8 years, so it no longer shows up in default searching. It's perfectly safe, however; the plug-in consists of one line of PHP that turns the feature on.

Tweeting links doesn't come with a metabox for making changes. It's an old interface there...

URL Shortener Account Settings

The required URL shortener account settings are straightforward, but vary depending on what shortener you use. Su.pr does not require any account information, but you can add it in order to get information about your links. Bit.ly and YOURLS require account information to function.

WordPress

WordPress has a core function that fetches a short link for standard post types. It doesn't work for custom post types, but for standard posts, you'll get a shorter than normal link that still carries your site's domain. For other post types, you'll get the normal link to the post.

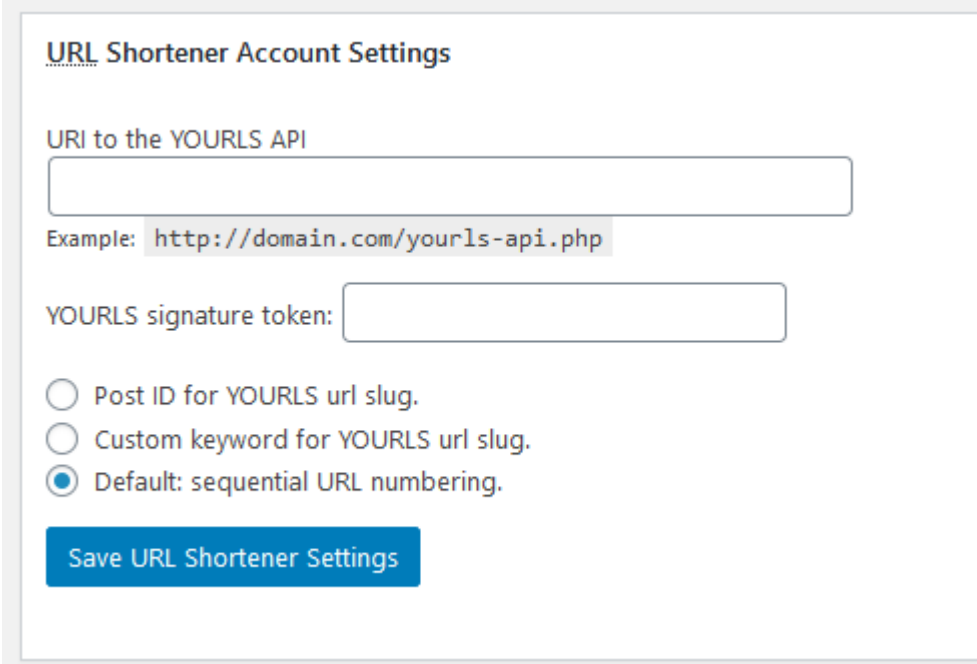
Bit.ly

Bit.ly is supported through a third-party plug-in called Codehaveli Bit.ly URL Shortener (<https://wordpress.org/plugins/codehaveli-bitly-url-shortener/>) With this plug-in installed, you can link your site to Bit.ly and use the full range of options that Bit.ly supports.

YOURLS

Because YOURLS is an application you need to set up yourself, it's quite a bit more difficult to use. I can't provide a tutorial on installing YOURLS, but you can read up on that here:

<http://yourls.org/#Install>.



The screenshot shows a settings form titled "URL Shortener Account Settings". It contains the following elements:

- A text input field labeled "URI to the YOURLS API". Below it, an example is provided: "Example: http://domain.com/yourls-api.php".
- A text input field labeled "YOURLS signature token:".
- Three radio button options:
 - Post ID for YOURLS url slug.
 - Custom keyword for YOURLS url slug.
 - Default: sequential URL numbering.
- A blue button labeled "Save URL Shortener Settings".

Figure 4: Set up your YOURLS interface in WP to Twitter

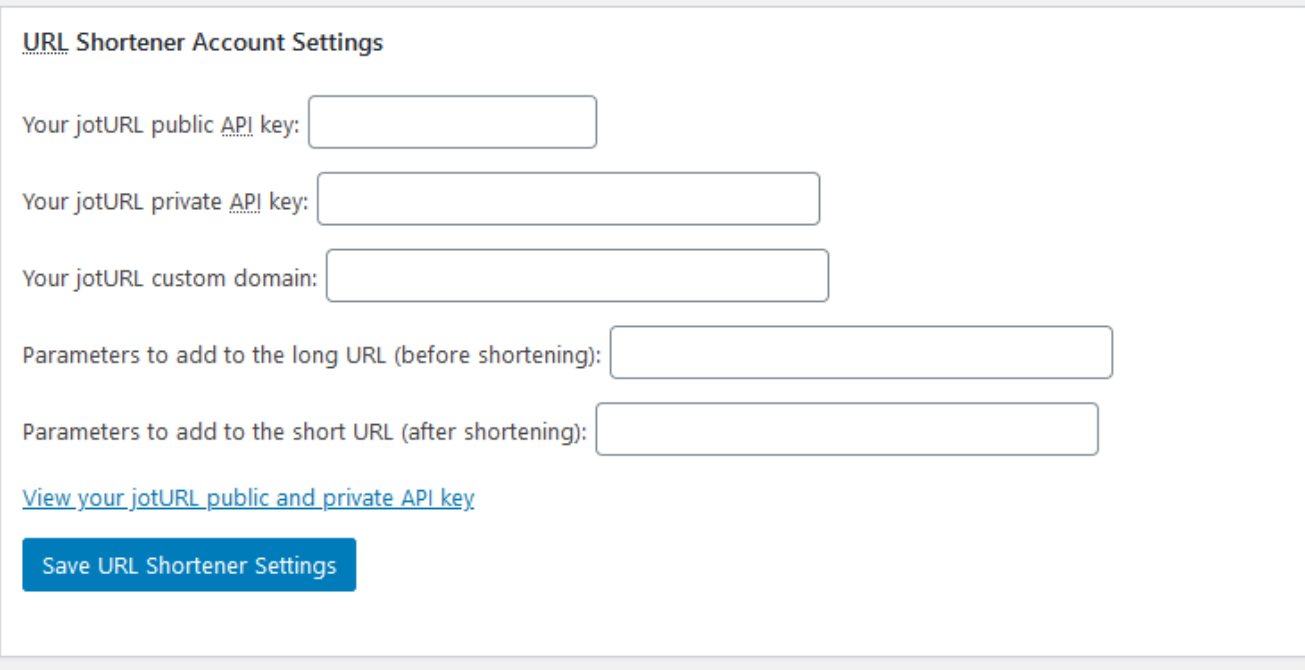
YOURLS will need the URL where you send queries for shortening URLs and your YOURLS signature token. The YOURLS signature token can be retrieved from your YOURLS administration pages.

Additionally, YOURLS supports a few different options within WP to Twitter for how short URLs are created. They can use the post ID (which may look like <http://your.ls/7328>), they can use a custom keyword (that you assign when you create the post), or they can use the YOURLS default URL generation system, which uses sequential numbers.

jotURL

The jotURL shortener is a high-end shortener that applies a variety of safety checks and marketing information about about the content you're linking. This is helpful if your sharing and following audiences need a higher confidence than normal that the content you're sharing is safe, secure, and up to date. Configuration is much like any other shortener, requiring a public and a private key pair obtainable here: <https://www.joturl.com/reserved/api.html>

It also allows you to add custom parameters to your long and short URLs for whatever tracking purposes you choose.



The screenshot shows a form titled "URL Shortener Account Settings". It contains five input fields: "Your jotURL public API key:", "Your jotURL private API key:", "Your jotURL custom domain:", "Parameters to add to the long URL (before shortening):", and "Parameters to add to the short URL (after shortening):". Below the fields is a link that says "View your jotURL public and private API key" and a blue button labeled "Save URL Shortener Settings".

Figure 5: jotURL configuration settings

Hum

Hum is a personal URL shortener plug-in for WordPress. Unlike the Bit.ly plug-in, it handles all of the shortening internally. Once you install the plug-in and configure it, it'll handle shortening URLs for WP to Twitter. <https://wordpress.org/plugins/hum/>

Advanced Settings

There are many miscellaneous advanced options, loosely grouped by topic.

Tag Settings

Tag Settings

Strip nonalphanumeric characters from tags

Use tag slug as hashtag value

Use categories instead of tags

Maximum number of tags to include:

Maximum length in characters for included tags:

Figure 6: Advanced settings for hash tags in Tweets

WP to Twitter can convert the tags you add to your posts into Twitter hashtags. On Twitter, hashtags must be cohesive sequences of letters with no spaces, so WP to Twitter will replace any spaces in your tag with a character you define. If the field is blank, WP to Twitter will simply remove all spaces.

For accessibility, WP to Twitter will also add capital letters to each word of a multi-word tag.

The default was once an underscore character, and [] was required to strip spaces. This is no longer true, though old settings will still work.

Because hashtags have specific searchability characteristics on Twitter that are different from the needs on your web site, WP to Twitter allows you to change the nature of your tags significantly. Removing all non-alphanumeric characters will take out any punctuation characters in a tag, so that your tags only included the letters from A-Z and the digits 0-9. Using the tag slug instead of the tag name means that you can define specific translations between the tag visible with your post and the hashtag sent to Twitter.

If you don't use tags, you have the option to choose to use categories for hashtags instead of tags.

Your tag slug can be edited at *Dashboard > Posts > Tags*.

Edit Tag

Name

The name is how it appears on your site.

Slug

The "slug" is the URL-friendly version of the name. It is usually all lowercase and contains only letters, numbers, and hyphens.

Description

The description is not prominent by default; however, some themes may show it.

Tweet tag as

Max Tweets per hour on this term

Don't autotweet this term

Term Tweet Template

Figure 7: Editing options for tags with WP to Twitter

In addition to changing the slug of a tag for use in your Tweets, you can how a tag will be used when sent to Twitter. They can be used as a standard hashtag (#tag), as a cashtag (\$tag), as an @reference to a username (@tag), unchanged, or ignored.

Cashtags are primarily used to represent stock ticker codes, and don't have any meaning outside of that.

If you're using WP Tweets PRO's rate limiting feature to control the number of Tweets sent per hour, you can set the maximum number of Tweets per hour for a given tag or taxonomy term on this screen.

If you're using WP Tweets PRO's autoposting feature, you can check the box 'Don't autotweet this term' and exclude any tag from being selected for Tweeting in the autoposting feature.

The “Term Tweet Template” gives you the ability to set a custom template for Tweets in a particular term. Note that this can be somewhat unpredictable if a Tweet has multiple terms in multiple taxonomies – only one template can be used.

The number of tags to include and length of included tags are controls to detail which tags should be sent. With character limits on the length of a Tweet, you probably don't want to include every tag on your site in your Tweet. These rules let you dictate how many of the tags will be included, and what the max length of those tags should be.

This was a more important option when the hard limit on Tweets was 140 characters; at 280 characters it's much less likely to be a problem.

To give an example of usage, let's suppose you check the option to use the tag slug as the hashtag value, then restrict your maximum length in characters to 10 characters. You then edit the tag slug for an event tag that you want on your site as “Fabulous WordPress Conference 2013” to the hashtag “fabWC2013”. Although “Fabulous WordPress Conference 2013” is too long to be posted, the actual tag that will be sent is only 9 characters – and will go out as the specific tag you are using to track event information on Twitter.

Template Settings

Template Settings

Post excerpt (#post#) in characters:

Date Format (#date#): December 9, 2020 ([Date Formatting](#))

Custom text before Tweets:

Custom text after Tweets:

Custom field for alternate post URL:

Figure 8: Settings related to Tweet templates

Some of the template tags you can use in your Tweet templates can be configured to suit your needs. The #post# template tag grabs an excerpt from your post, but you may want to specify how many characters it uses. If you're using any of the date template tags: #date# or #modified#, you probably want to control how that date is displayed – the character limit is higher, but it's still there! The limit can hurt if you're putting dates as “September 30th, 2013 at 2:15 am”.

The two “custom text” fields are for adding common data to all Tweets (either before or after other templated text) – if you want every Tweet to include the hashtag “#mysite”, then you can add it to one of these fields, and save yourself the need to enter it elsewhere.

The custom field for an alternate URL is a good way to handle imported data or special events where the most important goal for the Tweet is to send people somewhere other than the post you're writing. This field will replace the value used in the #url# template tag with whatever value is in that custom field. You can always just write a custom URL directly into custom Tweet templates, but in some use cases this may be better.

Special Cases

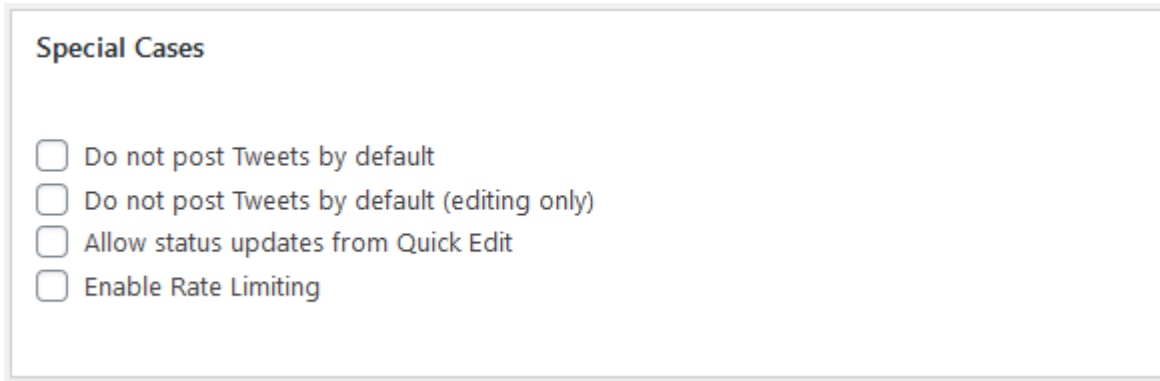


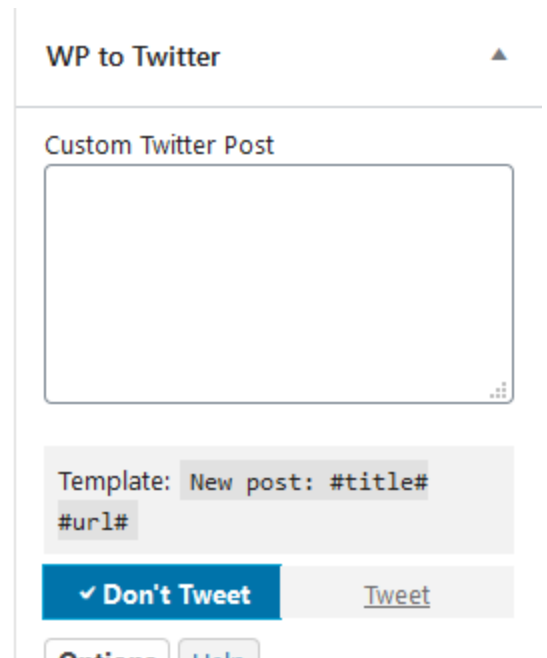
Figure 9: Settings to control special cases for how your Tweets are handled

Figure 10: WP to Twitter meta box showing the 'Tweet/Don't Tweet' option.

Don't want to Tweet every post? Setting these options will help control when WP to Twitter sends a Tweet. **Not posting Tweets by default** means that Tweets won't be sent unless you check the option to Tweet that post.

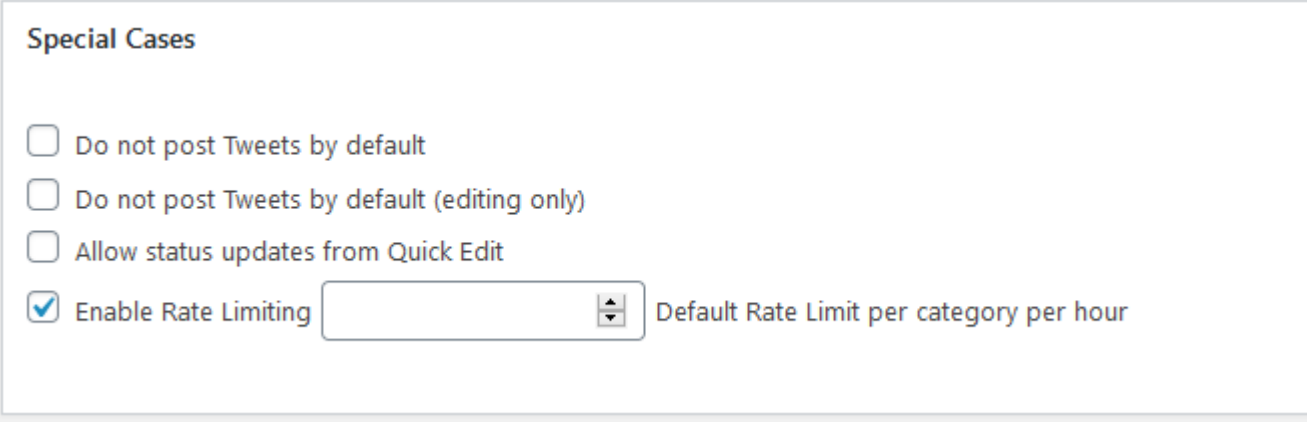
Not posting Tweets by default when editing means that your original publishing will send normally, but Tweeting on edit will require you to check that box. You need to also have 'Update when a Post is edited' checked in Basic Settings for this feature to do anything.

How is this different from disabling Tweets in the basic settings?



If you disable Tweeting on edit in the basic settings, you will not have any option to Tweet when editing. If you disable Tweeting using this option, the fields for Tweeting will be present, but will be disabled unless you indicate you want this edit Tweeted.

Allowing status updates from Quick Edit means that you can use the quick editing or bulk editing feature in WordPress and it will send a status update. You should use this with care – if you're doing bulk editing, you will end up sending a Tweet for every post edited at once!



Special Cases

- Do not post Tweets by default
- Do not post Tweets by default (editing only)
- Allow status updates from Quick Edit
- Enable Rate Limiting Default Rate Limit per category per hour

Figure 11: Rate limiting basic setting (when enabled.)

When you enable rate limiting, you'll automatically be limited to 10 Tweets per hour per category. Each time you Tweet a post, a counter will be incremented +1 for each category associated with that post. When it hits 10 for a given category, any further posts in that category will not be Tweeted until the counter resets each hour.

10 Tweets per category per hour is the default; you can customize this number for individual terms in your installation, so that these limits suit your needs.

Rate limiting helps prevent Tweets from being rejected due to exceeding Twitter's limits. This is only likely to be relevant if you're Tweeting at least 100 times per hour for at least 3 consecutive hours in any period.

See <https://developer.twitter.com/en/docs/twitter-api/v1/rate-limits> for additional details on Twitter's rate limiting policies. The API endpoint used by WP to Twitter is the `POST statuses/update` endpoint.

Google Analytics

Google Analytics Settings

Use a Static Identifier
 Static Campaign identifier

Use a dynamic identifier
 What dynamic identifier would you like to use?

No Analytics

Figure 12: Google Analytics Settings

If you're using Google Analytics, you can configure your URL shortening to include identifiers to track visitors from your WP to Twitter posted links to your site. The static or dynamic identifiers are indicators for how your Analytics data will be grouped.

This setting only controls your Campaign identifier. The 'medium' and 'source' identifiers will default to 'twitter', but can be altered using the `wpt_utm_medium` and `wpt_utm_source` filters.

Example: <https://github.com/joedolson/plugin-extensions/blob/master/wp-to-twitter/change-utm-medium.php>

Author Settings & User Permissions

Author Settings

Enable User Account Settings

Permissions

Editor
 Author
 Contributor
 Subscriber
 Classifieds Moderator
 Keymaster
 Spectator

Editor

- Can send Tweets
- See Custom Tweet Field when creating a Post
- Toggle the Tweet/Don't Tweet option
- Can see Tweet Now button
- Allow user to authenticate with Twitter

Figure 13: Configure user permissions

These options will alter a variety of settings available from the User profile screen or in the post editing metabox.

In WP Tweets Pro, the main addition is the ability for users to link their own Twitter accounts to the Twitter API so that Tweets can also be sent to their account.

Permissions

For multi-author blogs, you may want to customize which authors have access to various capabilities. You may not want to allow certain groups to customize the Tweet template or toggle the Tweet/Don't Tweet options. This is easily controlled by granting user groups specific permissions. Each role can be granted a discrete set of permissions depending on what you want to allow them to do.

1. **Can send Tweets:** Posts published by this user may be Tweeted.
 - If this option is disabled, these user roles will not see the WP to Twitter meta box.
2. **See Custom Tweet Field:** This user can author a custom Tweet, overriding the template.
 - If this option is disabled, these user roles cannot change the format used for a Tweet. With Pro, this also controls whether a user has access to alter the scheduling and Twitter Card choices for a Tweet.
3. **Toggle the Tweet/Don't Tweet option:** This user can alter the default setting for the Tweet.
 - If this option is disabled, these user roles cannot change whether or not a given post will be Tweeted.
4. **See "Tweet Now" button:** This user can Tweet previously-published posts using *Tweet Now*
 - If this option is disabled, these user roles will only be able to Tweet during post save operations. When enabled, the 'Tweet Now' and 'Schedule' buttons will appear on published posts.
5. **Allow user to authenticate with Twitter:** This user can authenticate their account to be a target account for Tweets.
 - When enabled, the Connect to Twitter form used to link your site to Twitter will be available for users with this role in their user profile. Once connected, that account will be available for authorized users to send Tweets to along with the main site account.

Template Tag Priorities

If the content of your Tweet adds up to more than your configured length limit, WP to Twitter will start to remove information. You can control what information is the first to be shortened or removed from Tweets. With the increased character limit, this will only rarely be relevant for most users.

Template tag priority order

The order in which items will be abbreviated or removed from your Tweet if the Tweet is too long to send to Twitter. Tags with lower values will be modified first.

#post#	#title#	#date#	#category#	#blog#	#author#	#account#	#tags#	#modified#	#@#	#cat_desc#
0	1	2	3	4	5	6	7	8	9	10

Miscellaneous Settings

Miscellaneous Settings

Disable Twitter Feed Stylesheet

Get Debugging Data for OAuth Connection

I made a donation, so stop whinging at me, please.

[Save Advanced WP to Twitter Options](#)

Figure 14: Miscellaneous plugin settings

Miscellaneous options. If you don't use the Twitter Feed widgets, you can remove the stylesheet associated with it. You can also enable Debugging Data sent from the Oauth connection, useful if you're having difficult with connecting WP to Twitter. Honestly, however, I haven't heard from anybody having that particular problem in years, so either this options is **super** useful or this just isn't a problem anymore. I bias towards the latter.

WP Tweets PRO Settings

With WP Tweets PRO Settings, you'll have a whole new panel of settings that are specific to WP Tweets PRO. You'll also have pages added to your dashboard for viewing the archives of your past Tweets, any Tweets that failed to be sent to Twitter, and the currently scheduled Tweets.

License

The screenshot shows the 'WP Tweets PRO Settings' panel. At the top, it says 'Last Checked: 2020-12-09'. Below that, a yellow box contains the message: 'You have a Lifetime license. Thank you! Your customer email is plugins@joedolson.com.' Underneath, the text 'License Key (activated)' is followed by a text input field containing '6-----' and an 'Update' button.

Figure 15: License key field with an activated lifetime license

The License Key field serves a fairly obvious purpose – enter your license key, received in your original purchase email. Your license key entitles you to personal support (available at WP Tweets Pro > Get Help) and automatic plug-in updates while your subscription is active.

If you can't locate your license key in your email, it's also available by logging into your account at <https://www.ioedolson.com/account/>.

Scheduling

The screenshot shows the 'Scheduling' settings panel. It includes four settings: 'Number of minutes to delay tweets' with a text input field containing '0'; 'Re-post Tweet after how many hours' with a text input field containing '39.5'; 'Re-post Tweet how many times at this interval?' with a dropdown menu showing '0' and a downward arrow; and 'Blackout Period: Reschedule Tweets if between' with two dropdown menus, each showing '--' and a downward arrow, separated by the word 'and'.

Figure 16: Core scheduling settings

The key functionality for WP Tweets PRO is the ability to **delay** and **automatically re-post** Tweets. Delays are calculated in minutes, re-posts in hours. This is because the normal usage for this is expected to be that you give a few minutes – maybe 15 – between when you publish a post and when you want it to reach Twitter, and this is your delay. It's an opportunity to fix typos or back out if you published a post by mistake.

Re-posting should be further apart – I recommend 15.5 or 39.5 hours as a good default. This number is specifically chosen to ensure that your posts will consistently happen at very different times – thereby reaching different audiences. **The worst choice** for a re-post cycle is any multiple of 24 – people tend to use Twitter at roughly the same times on any day; so posting at 24 hour intervals means you may be putting your posts in front of the same people over and over again.

You can re-post each Tweet up to 3 times. Within the WP Tweets Pro meta box, you can assign a custom Tweet text and a custom date and time for each re-post.

For additional re-scheduling, you can go to the [Scheduled Tweets](#) queue at WP Tweets Pro > Scheduled Tweets and add additional scheduled Tweets for your site.

Differentiate Re-posted Tweets

Differentiate Re-posted Tweets

Custom Prefixes
 Custom Templates

First Repost

Exclude Media on First Repost

Second Repost

Exclude Media on Second Repost

Third Repost

Exclude Media on Third Repost

Move repost prefixes to end of repost

Figure 17: Settings to create separate templates for repeated Tweets

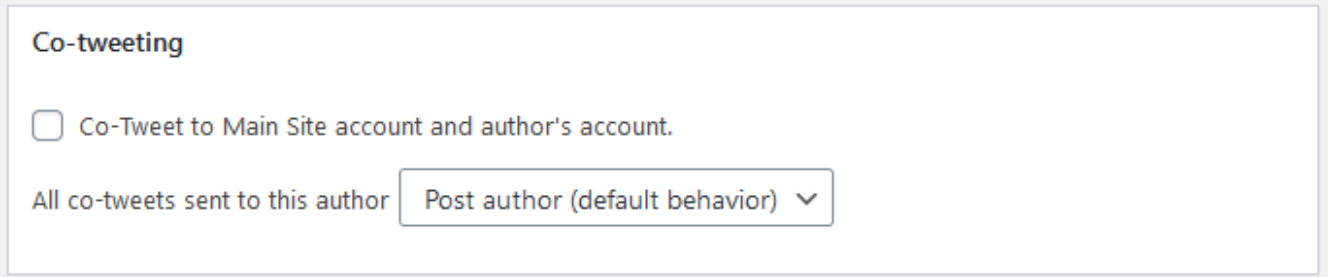
For a long time, Twitter blocked any duplicate Tweet. They've gradually softened those rules – first blocking duplicate Tweets only if they were too close together, and now only rarely. However, from a marketing perspective it can still be helpful for you to have a more natural and varied Twitter presence, so some variation can be helpful.

WP Tweets PRO offers two alternate methods to differentiate your re-posted Tweets – either by appending a custom prefix to the beginning of each Tweet, or by providing a custom template for the re-post. If you use custom prefixes, be sure to keep them short, as this will make your Tweet longer. It will be truncated to accommodate the extra text, but you don't really want to lose too much of the original content.

For custom templates, remember that this will be the same template regardless of post type – you may have different templates for the initial Tweet of each post type, but the re-posts will have to use the same template.

In addition to customizing the template, if you're using the option to upload images, then you can choose which Tweets will include media uploads. This also counts as a variation in your Tweet.

Co-Tweeting



The screenshot shows a configuration box titled "Co-tweeting". It contains a checkbox labeled "Co-Tweet to Main Site account and author's account." which is currently unchecked. Below the checkbox is a dropdown menu with the text "All co-tweets sent to this author" on the left and "Post author (default behavior)" with a downward arrow on the right.

Figure 18: Configure automatic co-Tweeting

If you have individual author accounts enabled, then you can allow authors to set up their own authorizations for their Twitter accounts. This allows posts to be sent to that author's Twitter account instead of the main site account. If co-Tweeting is enabled, then the posts will be sent to **both** the author's account and the main site account.

Co-Tweeting can be locked to just two accounts. This allows you to set up the main account and one secondary account, and have all Tweets sent to those two accounts.

In the post publishing meta box, you can select which users to Tweet to. The default is as described above, but you can send to more accounts if you choose on a per-post basis.

Hashtag Filters

Add hashtag filters

Filter Post Titles and insert hashtags

Filter Post excerpts and insert hashtags

Figure 19: Tag filtering settings

While WP to Twitter includes the ability to add hashtags as a replacement for the #tags# template tag, WP Tweets PRO allows you to filter the text of your post titles and excerpts to replace terms with hashtags. The replacement is pretty simple: if a term is a match for the tag value, it will be replaced with the appropriate hash tag.

Tweeting Comments

Tweet Comments

Update Twitter when new comments are posted

Template for new comments:

Delay comment Tweets (minutes)

Comment templates can use `#commenter#` for the commenter's name, `#comment#` for an excerpt of the comment, `#comment_url#` to link to the comment, and `#comment_date#`. Comments will be Tweeted immediately when approved, or automatically if commenter has the "moderate comments" capability.

Figure 20: Options for Tweeting comments

When Tweeting comments, exercise caution. There are some potential issues with Tweeting comments, although WP Tweets PRO is carefully set up to minimize these problems.

First, know that Twitter sets a strict limit to the number of Tweets an account can send in a period of time. If your site receives a lot of comments, you may not wish to Tweet comments. This limit is around 300 Tweets per 3 hours.

Second, Twitter has in the past strictly blocked duplicate Tweets, and this could change again in the future. This means that you should use a *variable* template tag in your comment template in order to have it reliably sent to Twitter.

Available template tags are #commenter#, which posts the commenter's name, #comment#, and excerpt from the comment, #comment_date#, which posts the post modified date (which will be the date the comment is left,) and #comment_url#, a link directly to the comment on the post

Be aware that posting the commenter's name or comment are gateways to allow somebody to spam your Twitter stream.

If you have this enabled, I cannot take responsibility for the consequences.

Tweeting comments is only available in WP Tweets PRO, and limits usage based on your comment policies. It is only possible to enable Tweeting comments if you moderate all comments or only allow registered users to make comments.

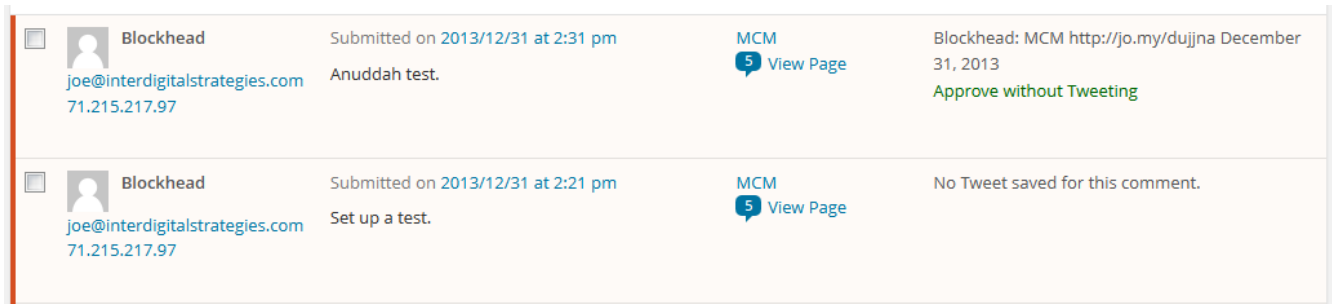


Figure 21: Choose between approving normally (which will Tweet), or approving without Tweeting.

If you choose to moderate all comments, you will have the option to either approve and Tweet comments or to approve the comment without Tweeting it. You'll be shown the Tweet that will be sent before you send it. If there's no Tweet saved for a comment (which should only happen if this option was not enabled when the comment was made), then nothing will be Tweeted when you approve the comment.

Image & Video Handling

Image & Video Handling

You can use both uploaded images and Twitter Cards, but Twitter will only display one or the other. Uploaded images are associated with the Tweet using the image; Twitter Cards are associated with the link to the post you shared. Learn about [Twitter Cards](#) →

Enable Twitter Cards. [Validate your Twitter Cards](#)

Default Twitter Card type ▼

Auto-enable photo card if post length less than characters

Enable Player Cards. [Validate your Twitter Cards](#)

Upload images to Twitter (Featured Image first, first other attached image otherwise.)

Figure 22: Options related to images and video.

WP Tweets Pro supports a few different ways of handling your rich media for Tweets. You can either use Twitter Cards or upload images with your Tweet. Twitter Cards are local to your site, and Twitter will read the data from meta data on your page. Whenever a link to that page is shared on Twitter, it'll show up with your card. Uploaded media is specific to the Tweet, and will move around Twitter as your Tweet is retweeted, shared, or replied to.

Read about Twitter Cards: <https://developer.twitter.com/en/docs/twitter-for-websites/cards/overview/abouts-cards>

WP to Twitter supports three types of Twitter Cards: Summary, Summary Large Image, and Player.

Summary and Summary Large Image **cards do not require any validation; they're enabled by default.** However, checking validation is a good way to verify that the cards are presenting as you expect.

Go to <https://cards-dev.twitter.com/validator> and enter the URL for a page on your web site that has the type of card you want to validate. Each type of card must be validated separately.

Troubleshooting: If the validator doesn't show you what you were expecting, the most likely issue is that some other plug-in or theme is generating a second set of Twitter Cards. Review settings for other plugins to ensure that only one set is generated.

Configuring Player Cards

Unlike Summary type cards, Player cards require validation. No Player Cards will be displayed for your site until you've successfully validated your first Player Card. After that, they will always display as long as the card meets all requirements for a Player Card.

WP Tweets Pro should be taking care of all the display & metadata requirements for you, but all Twitter Cards must:

- 1) Render entirely over HTTPS, with no mixed content warnings.
- 2) Have a preview image assigned within your Twitter Card meta data.

If either of these are not true, the Player Card will not be shown.

WP Tweets Pro supports three sources for Player Card videos: YouTube, Vimeo, or your own site.

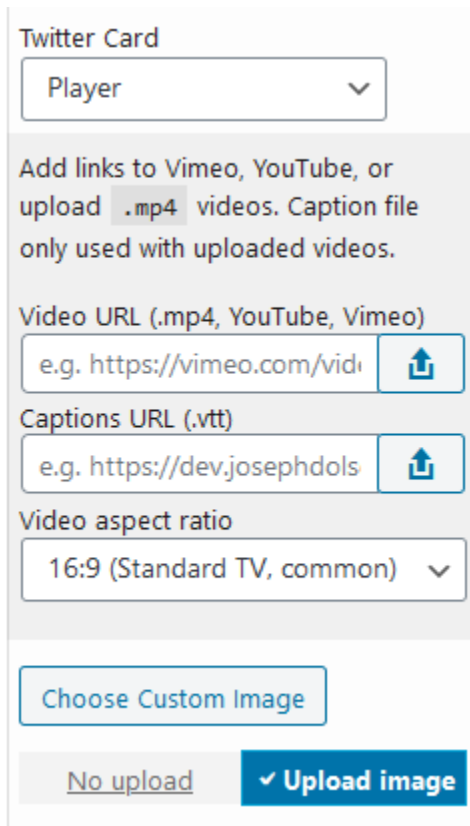


Figure 23: Player Card setup

On selecting the Player Card, you have four options that can be configured.

Video URL: Any YouTube or Vimeo URL (URLs will be rewritten to the correct format for use as a Twitter Card,) or add a video from your media library in .mp4 format.

Captions URL: If you're using local video, you can also add a .vtt formatted captions file so that your video will be available to the Deaf/Hard of Hearing community or anybody browsing Twitter without sound. When using Vimeo or YouTube, their captioning feature will be supported.

Video aspect ratio: This helps ensure that your video will be formatted correctly in the Twitter Card player window. Most of the time, 16:9 will be correct.

Choose custom image: Select an image from your media library to use for your Twitter Card. If you don't select this, your post's featured image will be used instead.

After you save your post, you'll be offered a link to preview your Twitter Card, and verify that it matches what you expected.

Upload Images

WP Tweets PRO provides the ability to upload images to Twitter. By default, it'll attempt to upload the `large` sized version of the image, to avoid significant delays in publishing your post (uploading a 3Mb file to Twitter can really take a long time.) With some setups, that's not easily possible, in which case it will upload the full-sized image.

You can select an image specific for your Tweet using the 'Upload Custom Image' button, or allow other images to be used. The featured image is the next preferred image, and after that, WP Tweets Pro will attempt to fetch the first image attached to your current post.

A few notes about uploading images:

- 1) If you're uploading images for a Tweet and re-posting it, the image will be re-uploaded each time.
- 2) Twitter's upload size limit is 5MB, and any image larger than that will trigger an error.
- 3) **An 'attached image' is an image that you uploaded using the WordPress add media panel while editing the post you're publishing.** If you just selected an image from your media library and added it to the post content, that will not be picked up by WP Tweets PRO. An "attachment" signifies a specific relationship between the post and the uploaded image inside WordPress, and that's what WP Tweets PRO uses to make that association.
- 4) Featured images will always be used first, if they're available, as the 'attachment' limitation does not apply to featured images.

Custom Tweet Filters

Custom Tweet Filters

Use these filters to set custom rules to block tweeting.

Filter field	Filter type	Filtered value	Delete Filter
-- ▾	-- ▾		✕

Figure 24: Set up custom Tweet filters

There are many possible unique or unusual reasons you may want something not to be Tweeted. Maybe you don't want certain four-letter words to make it into your Twitter stream. Maybe you don't want new authors to be able to post to Twitter, so you want to create a custom filter for that author ID for a while. Custom Tweet filters allow you to create very specific filters to block Tweets for a variety of rules. Possible usage is a very broad swath of options, so that's really up to you!

Automatically Tweet Old Posts

Automatically Tweet Old Posts

Set up a regular schedule to auto-select and publish Tweets from your old posts.

Autopost interval

Autopost start time

Template for autoscheduled posts

#title# #url#

Use custom Tweet template when available

Only Tweet posts with existing custom Tweet text

Minimum age eligible for automatic Tweeting

Maximum age eligible for automatic Tweeting

Automatically Tweet these post types

Posts Pages Media Locations

Email me about autoposted Tweets

[Update WP Tweets PRO Settings](#)

Figure 25: Configuration to automatically Tweet old posts

Similar to the functionality provided by the plug-in 'Revive Old Posts', WP Tweets PRO has a function to set a schedule for automatic Tweeting of your posts. This is completely separate from any of the posting functionality set up when you publish a post.

If you set a schedule of every 8 hours, then WP Tweets PRO will run a task every 8 hours (starting from the time you set up the task), selecting a post from your archives and Tweeting it to your Twitter stream. This function only sends to your primary site account.

The feature has a number of safeguards to prevent sending out the same posts over and over again – it keeps a record of what posts have been sent already, and randomly selects only from the posts that haven't been sent recently.

You can limit the posts it'll choose from using the settings: limit by a minimum and maximum date (if you don't want anything recent automatically republished, and don't want your oldest articles to ever be posted again!), or limit by specific post types.

As I mentioned earlier, you can also use your post tags to limit what will be selected for autoposting. If you do this, then any Tweet with one of the limited tags will never be automatically Tweeted.

You can also specify in the post meta options if you want a specific post not to be eligible for automatic Tweeting.

If you want to be notified every time your site automatically posts a Tweet, just add your email to the field "Notify me about autoposted Tweets", and you'll receive an email every time a Tweet is automatically posted.

With automatic posts, you can limit to only posting Tweets for posts that have a saved custom Tweet text.

Custom User Options

WP Tweets User Settings

Use My Twitter Username Tweet my posts with an @ reference to my username.
 Tweet my posts with an @ reference to both my username and to the main site username.

Your Twitter Username

Hide account name in Tweets Do not display my account in the #account# template tag.

Tweet Template for new posts:

Tweet Template for edited posts:

Number of reposts

Connect to Twitter

1. Apply for a [Developer Account with Twitter](#)
2. Add a new application in [Twitter's project and app portal](#)
 - If you're not currently logged in to Twitter, log-in to the account you want associated with this site
 - Your app name cannot include the word "Twitter."
 - Your Application Description can be anything.
3. Scroll to the "App Permissions" section
 - Edit, and select "Read and Write" for your app's Access Permissions
 - Save the application settings
4. Switch to the Keys and Tokens tab at the top of the screen.
 - Regenerate your API key and secret from the "Consumer Keys" section.

API Key

Figure 26: All user-specific options

In addition to the standard WP to Twitter user settings and the addition of OAuth configuration fields, WP Tweets PRO allows users to have custom templates for their Tweets. They can establish a custom Tweet template that will automatically pre-fill the custom Tweet text box. They can then customize it further, or delete it from the custom Tweet box if they wish to use the standard Template format.

User's can also specify a custom number of reposts that their account will use by default.

The WP to Twitter Post Box

For any post type where WP to Twitter is enabled, this panel is present when you're in a context that will allow posting Tweets from WordPress.

The content of the panel varies depending on which edition of WP to Twitter you have installed, but the WP Tweets PRO version is shown on an edit screen with most features enabled.

One of the included features in WP to Twitter is the ability to Tweet a post on demand. Once you've published a post, you can always use the 'Tweet Now' option to send that post to Twitter. With the PRO add-on, you can also schedule an on-demand Tweet at any time.

When either using 'Tweet Now' or the Scheduling option, the template will use the Custom Twitter Post field if you use it; otherwise, the default template.

What you set in the WP Tweets PRO settings is largely a set of default values: when publishing, most of them can be adjusted on the fly for the post you're writing.

Certain options are only set on the fly – specifically, the option to toggle types of Twitter Card, or the options whether to upload an image. If you've enabled the options to upload featured images, but you don't want to upload this post's image to Twitter, flip that toggle to 'No upload.'

Additionally, you can use the 'Delete Tweet History' option to clear the record of past failures or successful Tweets for this post.

WP to Twitter
▲

Tweet Now
Schedule
🕒

Custom Twitter Post

Characters left: 140

Template: Post Edited: #title#
#url#

Don't Tweet
✔ Tweet

Options [Help](#)

Delay (minutes)

 No delay


Repost (hours)

 No repost

Number of reposts ▼

Twitter Card

Summary
▼



Choose Custom Image

No upload
✔ Upload image

Tweet to:

Main: @joedolson_test

+ View Tweet History

Get Support »

Post will not be Tweeted on update.

Scheduled Tweets

The WP Tweets PRO scheduled Tweets queue is an important part of managing your Tweets. If you have accidentally published an article that wasn't ready, this is where you would go to delete the Tweets for that article – saving yourself from having those posts make it to Twitter.

The Queue

Scheduled	Tweet	Account	Delete
Dec 15, 2020 @ 20:15 (~6 days, weekly)	This is also a demo Tweet, scheduled on a recurring pattern.. Includes Image Edit	@joedolson_test	<input type="checkbox"/>
Jan 11, 2021 @ 11:45 (~1 month)	This is a demo Tweet, scheduled once. Includes Image Edit	@joedolson_test	<input type="checkbox"/>

[Delete checked Tweets](#)

[Clear Tweets Queue](#)

Figure 27: Tweets in your scheduled queue

At a glance, you can see what you have scheduled to go out and when they're expected to go. Recurring Tweets are labeled, and you can tell whether a Tweet has an image with it. You'll also know which account that Tweet is being sent to. (When sending to multiple accounts, the Tweets will be listed separately in the queue.)

From the queue, you can clear the entire queue or delete selected Tweets. If you notice a problem with a Tweet, you can edit that Tweet before it goes out.

Your Scheduled Tweets

Scheduled	Tweet	Account	Delete
Dec 15, 2020 @ 20:15 (~6 days, weekly)	This is also a demo Tweet, scheduled on a recurring pattern.. Includes Image Edit	@joedolson_test	<input type="checkbox"/>
Jan 11, 2021 @ 11:45 (~1 month)	This is a demo Tweet, scheduled once. Includes Image Edit	@joedolson_test	<input type="checkbox"/>

[Delete checked Tweets](#)

[Clear Tweets Queue](#)

Schedule a Tweet

Tweet Text Run WP to Twitter filters on this Tweet

This is also a demo Tweet, scheduled on a recurring pattern..

Characters left: 79

Date: 2020-12-15 Time: 08:15 pm Frequency: Once Weekly

Auto-schedule

Scheduling Tweet for "[Test the blog post publishing status \(4:3, local\)](#)"

Figure 28: Editing a Tweet

The same form can be used for creating new Tweets for your queue:

Schedule a Tweet

Tweet Text Run WP to Twitter filters on this Tweet

Characters left: 140

Date: 2020-12-10 Time: 12:00 am Frequency: Once

Auto-schedule

Associate with Post:
Test the blog post publishing status (4:3, local)

Post to author:
Main site account

[Schedule a Tweet](#)

Figure 29: Schedule a Tweet

When scheduling a Tweet, you can schedule any text, at all; there's no need to be restricted to a particular template. There's no specific need for your Tweet to even be about a WordPress post, at all – however, the WP Tweets PRO system is closely bound to posts, so any Tweet you schedule still needs to be assigned an association with some post.

If you choose to run WP to Twitter filters on the text, the data from the associated post will be used to replace the template tags you use.

Scheduling a Tweet can be made automatic. Check the 'Auto-schedule' checkbox and the Tweet will be automatically scheduled at a time within the next 24 hours excluding any defined blackout period.

When you choose a frequency other than 'Once', those Tweets will be repeated indefinitely. You can, however, edit the repeated Tweets at any time, so that the repetition is not necessarily always identical.

This can be useful for a post you're updating daily, or if you're using a shortcode to generate content (like a weather report) that will be different every day. Recurring Tweets are handled differently than any other scheduled Tweet. In all other cases, WP Tweets PRO processes template tags when the Tweet is scheduled; with recurring Tweets, the template tags are saved and only processed when the Tweet is sent, so that the Tweet can be different each time it's sent.

Tweet History

Past Tweets and Failed Tweets are tables showing each post you've submitted that includes Tweeted information. You can click on the post title to expand a view of all relevant Tweets for that post. For Failed Tweets, you will be able to see the detailed error messages received from Twitter or provided by WP to Twitter indicating why that post failed. This is the best information available from Twitter describing the error.

Strategy

Using social media effectively requires strategy. I've mentioned a variety of areas that hinge on strategy already – such as avoiding 24 hour re-post cycles. But there are many areas of strategy that should be considered, in order to get as much out of your installation as you can.

Authoring the Text

The ultimate goal of posting to Twitter (or any social media) is to increase engagement. One good way to increase engagement is to make it easy for people to share, respond, and comment on your Tweets. That means that short Tweets are better than long ones – because they don't require your audience to edit them in order to interact.

I've written on this topic before, so I'm just going to link to that article instead of re-writing it:

<http://www.ioedolson.com/articles/2013/01/smart-tweeting-with-wp-to-twitter/>

Scheduling your Tweets

Obviously, there can be benefits to rescheduling Tweets. But knowing **when** to schedule Tweets for is a different kind of strategy:

When are your followers online? There are several tools or articles online that can suggest to you the best times to Tweet:

- <https://www.tweriod.com/>
- <https://circleboom.com/twitter-user-analytics#friend-follower-characteristics>
- <https://adespresso.com/blog/best-time-to-post-on-twitter/>

Knowing when your followers are at their most active and engaged is a good guideline for figuring out when to Tweet. However, the best time to Tweet is not necessarily the same as the best time to post your new articles – that's where the delays and re-post schedules come in. Does your existing traffic data indicate that you should publish posts on your site at 9:30 am, but Tweets are going to be best at 10:15am? Set a 45 minute delay. Is there a secondary peak at 7:30? Set a 7.75 hour re-post schedule.

WP Tweets PRO doesn't provide analytics for you to learn what's effective, but there are many tools that can help you get there.

Handling Rate Limits & Engagement

Twitter has very complicated rate limiting for posting Tweets. It's not so simple as “100 tweets per hour” or “1000 tweets per day”. There is a simple number, and it is 1000 tweets per day – but it's

broken up into much smaller intervals, and is **not** divided equally. So the actual limits are difficult to pin down.

These rate limits, additionally, are user-based, not application based. If you're using the same account with another application, and you send 25 Tweets from that application, that will still come out of your rate limit for your WP to Twitter application, as well – because it's the same user.

Dealing with rate limits is something that goes hand in hand with strategically planning which content should be posted. It's not necessarily beneficial to post all of your web content to Twitter. If you're flooding Twitter with references to your web content, then your social media interaction becomes less intimate – and having a well-defined personality is a crucial part of using social media.

As a result, rate limits and engagement are closely tied. You want to keep your automatic posting below a certain threshold, so that a comfortable percentage of your Twitter interactions are natural engagement with your audience – interactions with your followers are a key to preventing your automated content from being a turn-off.

Always remember that any form of automation should be a supplement to your social media engagement strategy, not a replacement. Don't overdo it!

What kind of content should I Tweet?

Articles, job listings, new events – these are great things to Tweet. Anything timely is definitely valuable to Tweet – tutorials, product announcements, etc.

It's impossible to tell you what you should avoid Tweeting – that's entirely dependent on your audience. You have to get to know your audience and what they consume and engage with. If they're looking for work, then job listings may be your most valuable content.

Regardless, a big turn off is flooding your stream with too much like content. If you're posting 20 new job listings in a row, you may want to reconsider whether they should all be Tweeted – at least, right now.

Diffusion happens when important content loses significance because of its environment. Web site home pages frequently suffer from diffusion – if everything is important, then nothing is important. So keep that in mind for Tweeting, as well: if you want people to notice a specific Tweet, then let it stand by itself for a while.

But don't worry about leaving this for a long time; Tweets only have a lifespan of about an hour. If you haven't Tweeted for an hour, your last Tweet is ancient history.