# Social media how to: setting up Twitter notifications

Content shared by employees gets 8x more engagement than content shared by brand channels, is re-shared 25x more frequently, and leads developed through employee social marketing convert 7x more frequently than other leads.
*(https://www.fastcompany.com/3053233/hit-the-ground-running/how-to-turn-your-entire-staff-into-a-social-media-army)*

It is clear that staying engaged on Twitter can reap huge benefits for your professional life. Here is an easy-to-follow guide to help you set up push notifications on Twitter to help you become more engaged with the accounts that you follow (like NRC Health, our partners, or prospect organizations)!
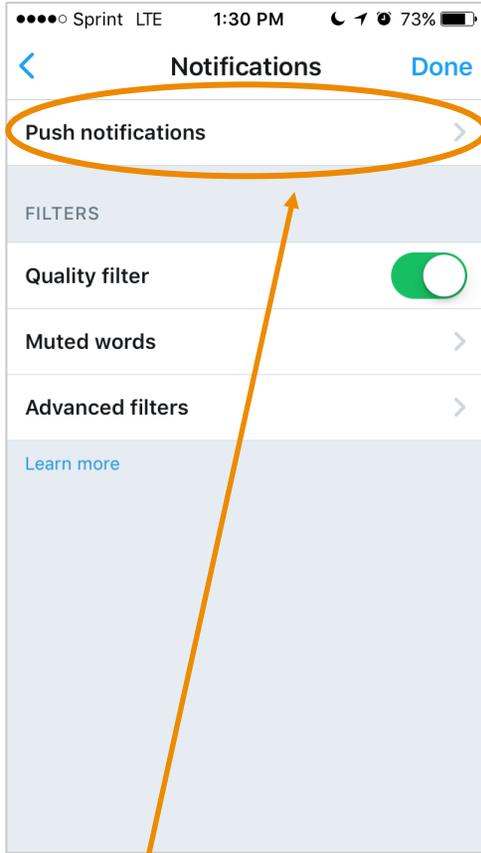
STEP 1: Get to your settings
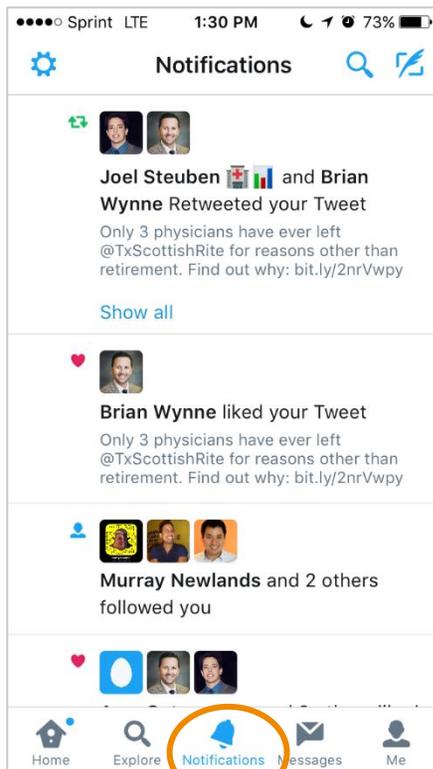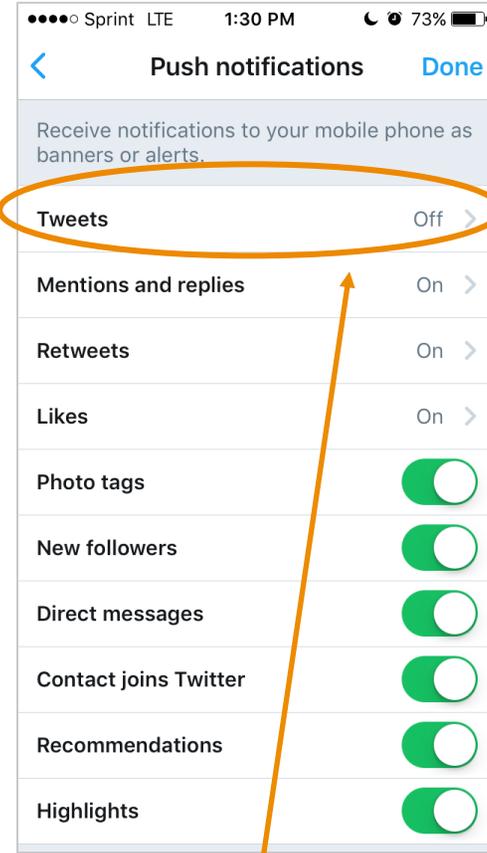

First, go to your notifications tab.
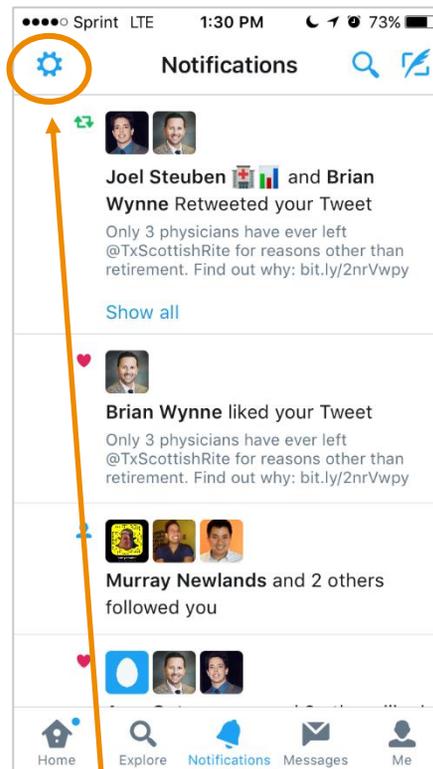
Then, click on your settings button on the top left corner of your screen.

STEP 2: Turn on push notifications for tweets

●●●●○ Sprint LTE	1:30 PM	🌙 ✈ ⏱ 73% ▰

‹ **Notifications** Done

Push notifications ⟩

FILTERS

Quality filter 🟢

Muted words ⟩

Advanced filters ⟩

Learn more

●●●●○ Sprint LTE	1:30 PM	🌙 ⏱ 73% ▰

‹ **Push notifications** Done

Receive notifications to your mobile phone as banners or alerts.

Tweets   Off ⟩

Mentions and replies   On ⟩

Retweets   On ⟩

Likes   On ⟩

Photo tags   🟢

New followers   🟢

Direct messages   🟢

Contact joins Twitter   🟢

Recommendations   🟢

Highlights   🟢

●●●●○ Sprint LTE	1:30 PM	🌙 ⏱ 73% ▰

‹ **Tweets** Done

Tweets   🟢

You haven't selected anyone.

Get Tweet notifications from people you follow by choosing "Turn on notifications" from their profile. This includes any SMS Tweet notifications you already receive.

You should now see your Notifications screen. Click on the "Push notifications" tab.
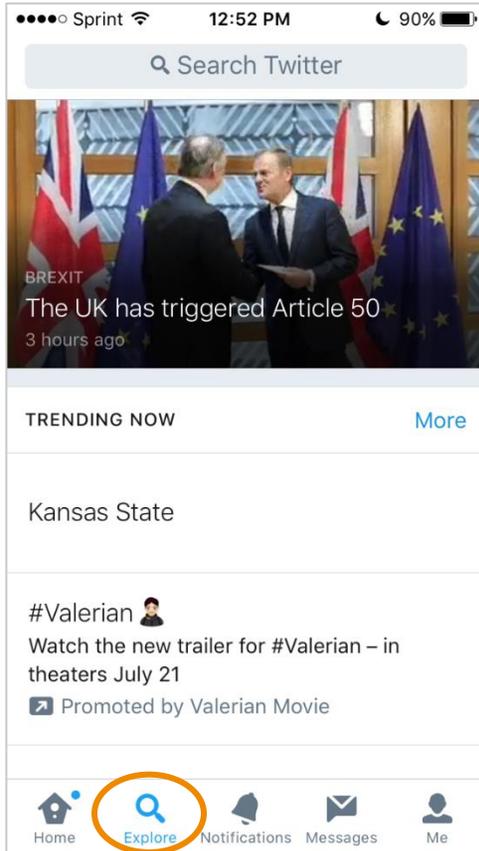
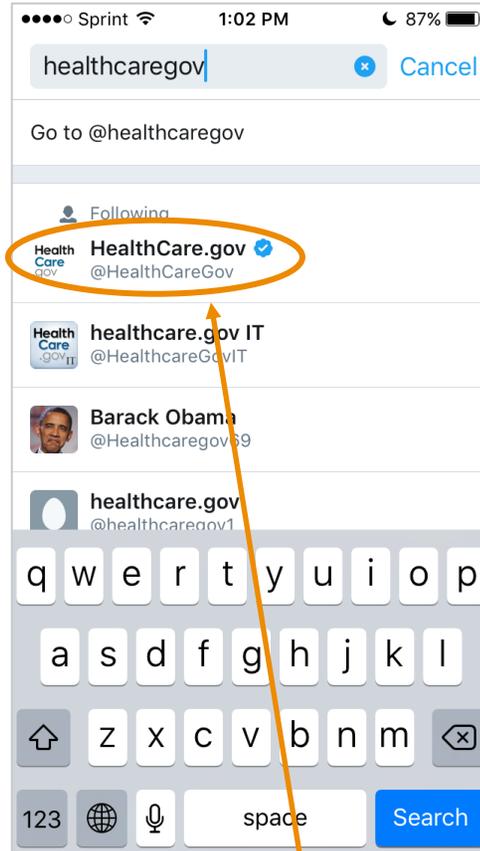Now that you are on the "Push Notifications" tab, click on the "Tweets" tab.
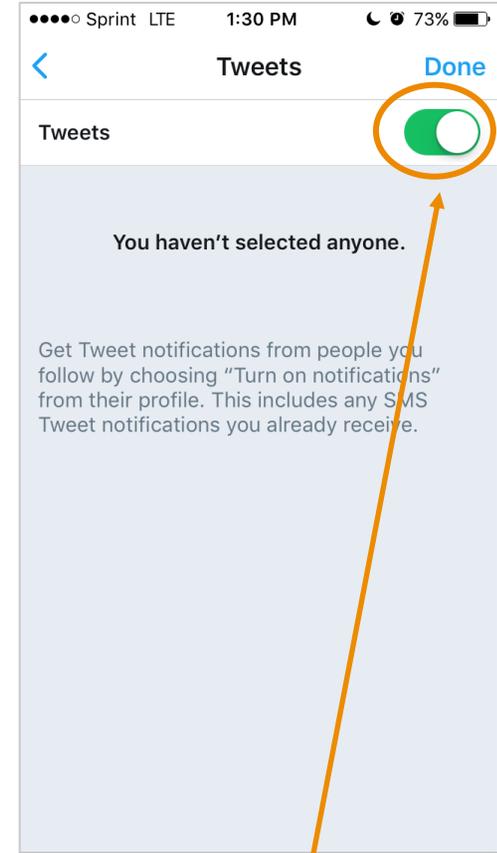
Turn on notifications for Tweets.

STEP 3: Navigate to the account that you want to receive notifications for

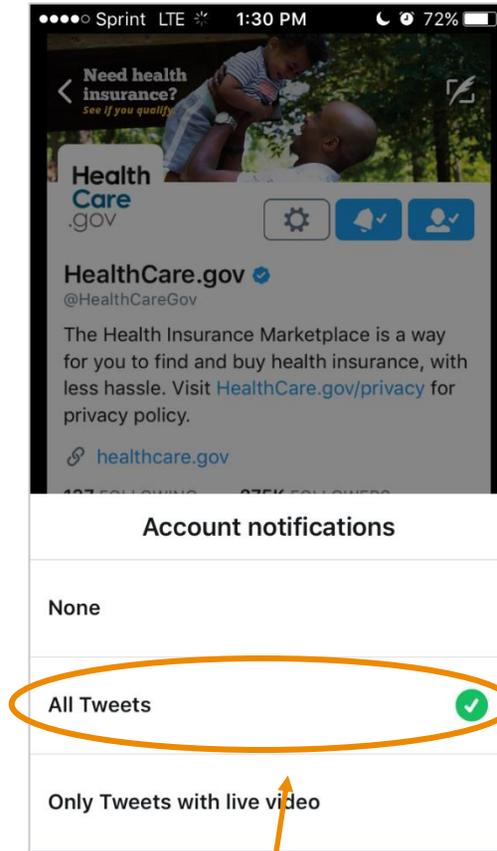
Now, navigate to your "Explore" tab.

Search for the account you want to follow (I'm going to search for HealthCare.gov). Once you find them, click on their account.

STEP 4: Turn on notifications for desired account

Now you should be on the account's twitter feed. Click the follow button on the top right.

Mark the "All Tweets" option.

You have officially followed the account and will begin to receive push notifications when they tweet. Make sure the follow button indicates that you have successfully followed the account.

CONGRATS! You have enabled yourself to become more engaged on social media.