

Twitter offers new button for attracting followers

June 1 2011

(AP) -- Twitter is trying to make it quicker and easier to track the world's most interesting people on its short-messaging service.

The new short cut is being provided by a [Twitter](#) "follow" button that can be placed on websites to highlight celebrities, athletes, reporters and other people who tweet their thoughts and share other information.

More than 50 websites already have agreed to use the new feature announced Tuesday.

The publishers latching on to Twitter's Follow button include AOL Inc., Yahoo Inc., The [Wall Street Journal](#), Sports Illustrated and TV Guide. The famous people using the feature include Justin Bieber, Jennifer Lopez and Lady Gaga, who already has the most Twitter followers at 10.6 million.

Twitter already had been offering a "tweet" button to help websites attract links to their content.

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Citation: Twitter offers new button for attracting followers (2011, June 1) retrieved 19 April 2024 from <https://phys.org/news/2011-06-twitter-button.html>

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