

# Twitter Workshop

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Twitter is a service for users that communicate and stay connected through the exchange of quick messages. This digital communication often leads to the creation of a social network formed around shared interests.

- With 140 characters (including spaces), you say what you need to say.
- You can 'follow' others and what they say, and they can follow what you say.
- You can connect with anyone, for any reason at any time.
- Designed to answer the question; "What are you doing?"

## What is your reason for using Twitter?

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You have to have a reason for using Twitter otherwise it is just another IT tool.

- **Professional:** networking, research, teaching, learning, collaborating, news, information, sharing, updates, and more.
- **Personal:** hobby, charity, family, friends, travel, and more.

## Twitter in Education

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- Classroom activities
- Seminar discussion
- Conference
- Collaboration
- Library
- Information
- Assignment deadlines
- Room change
- Reading list

## Twitter in the classroom

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- **Classes:** open discussion in timetabled seminar/class. Continue it outside.
- **Community:** Create community-feel through linked tweets/
- **Instant feedback:** approval/disapproval of recent discussions, issues, etc.
- **Public notepad:** share inspiration, reading, thought, ideas, etc.
- **Technology:** laptops, netbooks, iPhones/iTouch & other Smart phones, or any other internet-enabled device.
- **Messages:** Use Twitter as a personal message board.

## Terminology

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**Tweet:** an individual post.

**Tweeting:** sending tweets.

**RT (Retweet):** re-telling someone else's tweet.

**Tweeple:** people you meet on Twitter.

**Peeps:** Followers.

**DM:** a direct message is a personal message sent via Twitter to one of your followers.

**DM fail:** Private message that was sent public.

**Tweetup:** Meeting in real life [Meeting IRL]

**@username:** open message to specific person.

**Message:** Direct message a follower (private)

**#Hashtag:** Use Hashtag to group & track discussions (conference, seminar, classroom activity, etc. The # symbol connects tweets. Twitter users created it organically as a way to categorize messages.

## What to say?

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- Make it **relevant** and make it **count**
- Ask **questions**; you will get answers from your network.
- **Think** about how your network might retweet; your network will grow as a result of a good tweet.
- Provide **value** through your tweet.
- Be **yourself**.
- Fill in the blank: **What are you \_\_\_\_\_?**

# Hands-On

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## Getting an account

1. Go to <https://twitter.com/signup>.
2. Enter your **full name**, **email** address, create a **password**
3. Choose a **username**
  - a. You can select a username from one of the usernames they suggest or create your own. They will automatically suggest available usernames based on the real name and email address entered.
4. Double check your name, email address, password, and username to make sure all fields are correct.
5. You may be asked to complete a Captcha. Fill in the words that are shown to let them know that you're human!
6. Finally click the Create my account button
7. You now have a Twitter account.

## Join Twitter today.

The screenshot shows the Twitter sign-up form with the following elements:

- Four input fields: Full name, Email, Password, and Username.
- A checkbox labeled "Keep me logged-in on this computer." which is checked.
- A scrollable area containing the text: "By clicking the button, you agree to the terms below: These Terms of Service ('Terms') govern your access to and use of the services and Twitter's websites (the 'Services'), and any".
- A prominent yellow button labeled "Create my account".

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.

## Following and Unfollowing others

You can follow or connect with other people on Twitter in any of these ways:

- On the web
- Via SMS/text message
- On the mobile website ([mobile.twitter.com](http://mobile.twitter.com))
- Via a third-party application

If you see a button like the one on the right, next to someone or something you want to follow, click on it and you will be their follower.



If you want to unfollow someone hover your mouse over the following button it will turn to a red Unfollow button, click and you are no longer following this person.



## Tweet Anatomy:

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- @Adobe = Reply to Adobe
- #AdobeSummit = HashTags for finding and trending
- Tweet content
- URL to blog



### Post your first tweet

1. Log in to your Twitter account
2. Type your Tweet into the box at the top of your screen (shown in image 1, below), OR click the blue compose new Tweet button at the top of your screen. 
3. Make sure your update is fewer than 140 characters. They will count the characters for you! Remaining characters show up as a number below the box. (Image 2, below)
4. Click the Tweet button to post the Tweet to your profile.



Image 1: One of many ways to post a Tweet.

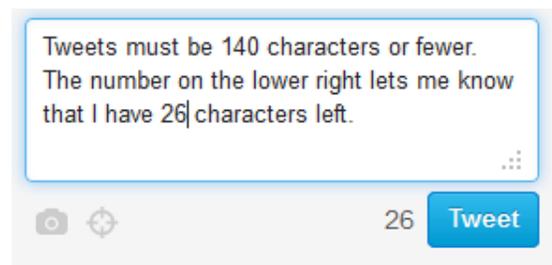


Image 2: Tweet box and character counter.

### Deleting your tweets

1. Locate the Tweet you want to delete
2. Hover your mouse over the message (as shown below), and click the Delete option that appears
3. Voila! Gone forever... almost. Deleted updates sometimes hang out in Twitter search. They will clear with time.



## Searching for others

1. Type the person's name into the search box at the top of your Twitter homepage.
2. Results for your search will show up under the People tab on the search results page (see image below).
3. You can also search by typing the person's name into the search box on the Connect page.



## Discovering others

1. Press the From the Discover page, click Browse categories.
2. If you see a category you think looks interesting (e.g. Sports), click it. You'll be shown a list of accounts you may want to follow from that page.



## The famous Hashtag!

The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created by Twitter users as a way to categorize messages.

- People use the hashtag symbol # before relevant keywords in their Tweet to categorize Tweets to find them more easily in Twitter Search
- Clicking on a hashtagged word in any message shows you all other Tweets in that category
- Hashtags can occur anywhere in the Tweet
- Hashtagged words that become very popular are often Trending Topics

## Using hashtags

- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet
- Don't #spam #with #hashtags. Don't over-tag a single Tweet. (Best practices recommend using no more than 3 hashtags per Tweet.)
- Use hashtags only on Tweets relevant to the topic

**Example** hashtag:

I am having a blast at #UCSBwsg @joegauch01 is a riot! LOL.

## Direct Messaging

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A Direct message is a personal message sent via Twitter to one of your followers. DMs are different from mentions and @replies.

- In turn, people you follow can send you a direct message.
- You cannot send a direct message to a user who is not following you.

**Sending Direct Messages** via the web:

1. Log in to your Twitter account.
2. Click on the person icon and select **Direct messages** from the drop down menu.
3. You'll see a pop up showing your Direct message history. Click the New message button, highlighted below.
4. In the address box, type the name or username of the person you wish to send a message to.
5. Enter your message and click Send message.

**Note:** t.co links, even those shared via DM, are neither private nor public. Anyone with the link will be able to view the content.

## What other Things can Twitter help with?

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- Branding
- Product launches
- Community building/support
- Customer service
- Build your triage list
- ID life cycle stages
- Clue in R&D
- Tell you when to pivot or die

## Twitter Management Tools

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### **UberSocial.com**

Full-feature Twitter app for handhelds.

### **Hootsuite.com**

Social media dashboard

### **Tweetdeck.com**

Desktop application to run and manage followers, tweets, searches, favorites, etc.

### **Tweetvite.com**

Find and Create events on Twitter.

### **Twitpic.com**

Share your photos and videos as they happen with Twitpic.

## Other Useful Resources

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### **Twitter in Plain English.**

Best explanation of Twitter ever [according to me of course]

<http://bit.ly/bCnoOQ>

### **Bit.ly**

It shortens website links into 19 characters; leaves you more characters for each tweet!

### **twitter.com/search**

It allows you to search users, trends, etc.

Into Classroom **Polling**? Visit <http://twtpoll.com/>

### **Twitter Basics**

<https://support.twitter.com/groups/31-twitter-basics>

### **hashtags.org**

Find out about trends, look at small, pretty graphs, and search to see if the hashtags you imagine exist.

## Tweet you later!

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@askjoegaucho | @joegaucho1 | #askageek