

## **I. Intro - What is Twitter?**

- a. Micro-blogging service; very similar to what blogs do, but much shorter.
- b. You have a 140 characters to share with the world a message.
  - i. Even though it asks "What are you doing?" you don't need to actually use it in that way. You can type anything.
- c. Popularized by cell phone integration, API/client proliferation.

## **II. How does it work?**

- a. You sign up for a free account.
- b. Following - You must "follow" people. Not the same as adding friends. Don't feel shy about following someone.
  - i. Following someone doesn't mean they will see your tweets. Though, it's common for people to follow back.
  - ii. A person will likely be notified when you follow them (e-mail usually) unless they've turned off notification.
  - iii. When you follow someone, you will see everything they post in your feed.
- c. Replying - You can reply to people by clicking on the small curved arrow next to their tweet.
  - i. Reply nomenclature is using the @ symbol followed by their user name. (you can type it in manually)
  - ii. If you reply to someone who is NOT following you, they will still see your reply in their feed.
- d. Direct Message - Direct Messaging only works if two people are following each other.
  - i. To use this type "d username" Make sure you have a space.
- e. Text updates - You can setup up your cell phone in

the settings.

- i. After setting up your phone, you can update your Twitter feed by texting to 40404.
  - ii. When you follow someone you can specify if you wish to receive text updates from that person.
  - iii. Some people tweet a lot. Make sure you know your text-message cell plan.
- f. Clients - Twitter really comes alive when you download and install a software client.
- i. Most popular clients endorsed by Twitter:  
<http://twitter.com/downloads>

### **III. Ways that people use Twitter.**

#### a. Networking

- i. Lots of journalists on Twitter. See who people are following.
- ii. Mr. Tweet (@mrtweet) will look at your followers and recommend people you should be following.
- iii. People post job information, internships, stories, information.
- iv. Stay in the "know"

#### b. News consumption

- i. Twitter beats mainstream in breaking news events many times.
- ii. Find out about industry news.
- iii. Follow major events as they occur.
- iv. Get links to the best/funniest/most interesting stuff; sort of like an aggregate but determined by people.

#### c. News delivery

- i. If you're a news organization, you can setup an account for the organization.
- ii. Careful, some people do not like tweets that replicate RSS feeds.
- iii. You can use Twitter to simply inform people about events, news, information related to a topic.

#### d. Crowd Sourcing

- i. If you have enough followers, you can pose a question to the masses.
- ii. People will find you based on keywords you use.

#### e. Trends

- i. Find out what the latest chatter is about.
- ii. Twitter trends shows you various topics that are hot at the moment.

#### f. Social, "what are you doing?"

- i. Using twitter to simply state what you are "doing"
- ii. Finding out about people's lives, interests.
- iii. Keeping in touch. (similar to Facebook status updates)

### **IV. Nomenclature**

- a. RT - "Re-tweeting" Reposting someone's message so that other people who are following you can see it.
- b. @username - Used for replies, but also to reference someone. Twitter turns their name into a link to their timeline.
- c. TwitPic - A service that hosts pictures that people take.
- d. # is a hash tag. People mark posts with keywords so that they can be searchable.
- e. <http://tinyurl.com> <http://bit.ly> <http://is.gd> URL shortening sites. Since character count is an issue, you can shorten urls in tweets by using these services. In some cases many clients will do it for you.
- f. "Twitter" is the name of the service. "Tweet" refers to individual posting.

### **V. Possible bad ways to use Twitter.**

- a. There shouldn't be a wrong way to use Twitter, but some work better than others.

- b. Twitter not great for conversations. (only single replies) Not built so people can easily follow the conversation.
- c. People usually don't like RSS-type feeds.
- d. Don't tweet too often. (fills their feed)

## **VI. Twitter Search**

- a. <http://search.twitter.com>
  - b. Advance search. Search by location, hash tags.
- VII. Post results on your own site. Encourage people to use a certain hash-tag.