

TWITTER 101

Basics and Fundamentals Getting Started

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What is Twitter?

- a microblogging platform - Write very short posts of 140 characters or less.
- a social network - Connect and communicate with others to create a personalized community.

Twitter gives you the 3 C's:

- *connection*
- *communication*
- *community*

Why use Twitter?

- Get breaking news *first!*
- Read unfiltered information about real-time world events.
- Find virtual friends worldwide who share your interests.
- Make your media experiences more interactive.
- Get the opportunity to interact with people you might not otherwise have a chance to meet.
- Take advantage of special promotions that businesses extend only to their Twitter followers.
- Get advice, suggestions and recommendations from your Twitter tribe.

Who uses Twitter?

- Private Businesses
- Non-Profits
- Media
- Government (including the White House)
- Sports Teams and Professional Athletes
- Creative Artists and Arts Organizations
- Travel Industry
- Bloggers and Social Media groups
- People like you and me

- In 2007, there were 5,000 tweets/day worldwide. Now there are 55 million/day!
- "Million Follower Fallacy" - A recent study showed that number of followers doesn't equal influence. (<http://twitter.mpi-sws.org/>) Don't worry about how many followers you have...focus on finding the people who will most enhance your Twitter experience.

*Don't be overwhelmed!
Focus on personalizing your experience.*

How do I begin?

How do I know who to follow?

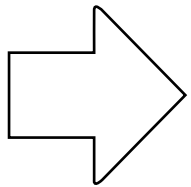
- Start by searching for people with similar interests.
- Use the Search box to search by keywords or "hashtags" (words preceded by #). Example: "Giants" or "#SFGiants"
- Use "Find People" to search for friends, family members, public figures.

What can I tweet (say)?

- Anything!
- Say what you're doing at the moment.
- Share links to stories or items you find interesting.
- Reply to someone else's tweet(s).
- Retweet a tweet you really liked.
- Tweet while watching something with others.
- Ask a question.

Personalizing Twitter

- Follow news and media outlets that interest you to create your own news feed.
- Instead of searching all over the web for the information you want, ***let the information come to you*** via your Twitter timeline.
- Make it even more specific and personal by creating lists for your various interests and/or groups of people you like to follow. Each list can be a channel in your own personal Twitter network.



A NOTE ON LISTS: You don't have to follow someone to put them on a list, but you can. Fill your timeline with tweets from those you most want to hear from or engage with on a regular basis. Utilize lists to fill your niche needs.

YOUR ACCOUNT

- User Name - your Twitter ID
- Real Name - It's considered good form to use your real name on your account. It will appear in the sidebar above your bio.
- Bio - a short description of who you are that appears in the sidebar of your profile page - A website URL you enter in your Account Settings will also appear there.
- Profile - The public page anyone can see unless you have protected (locked) your account.
- Following - the number of accounts you follow - You are not obligated to follow back everyone who follows you and vice versa.
- Followers - the number of people who subscribe to your tweets
- Home Timeline - a chronological, real-time stream of every tweet posted by the accounts you follow - Click refresh to see new tweets.

YOUR ACCOUNT (cont'd)

- Blocking - If you block someone from following you, they will not be able to see your tweets or add you to a list. They will also not show up on your replies/mention page. NOTE: Do not be afraid to block if you're unsure or just don't like what the person is tweeting. Better safe than sorry!
- Listed - the number of others' lists you appear on
- Lists - links to the lists you have created and/or follow
- Favorite - To mark a tweet (either your own or someone else's) as a favorite, click the star icon to the right of the tweet. It will appear on your Favorites page in your sidebar.
- Saved Searches - You can save a search results page. It's not frozen in time. Any search continues to update with real-time tweets.

SENDING

- Tweet - an individual post of 140 characters or less - Tweet is a noun, but also a verb (tweet, tweeting, tweeted). A person who tweets is a tweeter or Twitterer.
- Retweet (RT) - Sending another user's tweet to everyone who follows you. Click the Retweet link in the lower right corner of the tweet. It will appear in your followers' timelines exactly as it appeared in yours (under the original tweeter's user ID). On your Retweets page, you will see every retweet by you and every one of your tweets that was RT'd by someone else.
- Direct Message (DM) - a private message (limited to 140 characters or less) seen only by you and the recipient - Your Direct Messages page has both Sent and Received tabs.

RECEIVING

- Replies (@username) - Other Twitter users respond to your tweets by sending tweets with your Twitter name (typically) at the beginning of a tweet. The user name must be preceded by @. A list of these tweets appears on your replies/mention page which appears in your sidebar as @ (username).
- Mentions - Every time someone includes your Twitter ID preceded by @ in a tweet (whether they're replying, mentioning you or just want to make sure you see the tweet), it appears on your @(username) page.
- Unfollow - If you decide you'd no longer like to receive someone's tweets, you can unfollow them.

CONNECTING

- Find People - Click Find People at the top of your page. You can search for people, businesses, organizations, etc. in the search box. There are also tabs for Browse Suggestions, Find Friends and Invite by Email.
- Search - Search by name, keyword or hashtag (#) in the search box in your sidebar.
- Lists - You can create lists specific to a group of people, a common interest, an event, etc. NOTE: You do not have to follow someone to add them to a list...but you can.
- Others' Lists - Any lists you follow that were created by other Twitter users will appear in the Lists section of your sidebar.
- Twitter Home Page - The Twitter log-in page has 4 options to find tweeters: a search box, current trending topics, See Who's Here and Top Tweets.
- Retweets by Others - This tab on your Retweets page can be a good source for finding new people to follow.
- Trending Topics - Click any Trending Topic to see everyone's tweets about it.

MISCELLANEOUS

- Fail Whale - You'll know it when you see it -- the famous graphic that appears when Twitter is momentarily unavailable.
- Follow Friday (#FF) - On Fridays some tweeters like to give a shout-out to some of their favorite Twitter accounts. If you'd like to do the same, tweet the Twitter ID's (preceded by @) and include the hashtag #FF in the tweet. It's customary to send a reply tweet to anyone who has #FF'd you to thank them.
- URL shortener - To shorten a link to include it in a tweet, use a URL shortener. Bit.ly is a good one (<http://bit.ly/>).
- Time Stamp - Each tweet has a time stamp below it. Click the time stamp to get the tweet's URL. This is handy if you want to send it to someone as a link.
- Verified - The accounts of celebrities and other well-known public figures will typically have a blue checkmark and "Verified Account" at the top of the sidebar. Beware of fakes!

- This class is designed to show you the basics and fundamentals of navigating the web application at:
<http://twitter.com>
- There are many 3rd-party Twitter applications and one or some may prove useful for you. You can find many of them listed at the Twitter fan wiki:
<http://twitter.pbworks.com/Apps>
- Check "Settings" at the top of your Twitter home page and then "Mobile" to set up your phone to use Twitter via text messaging.



*Ready to get started?
Let's tweet!*



If you'd like to follow me at Twitter, I'm: [@MarilynM](https://twitter.com/MarilynM)

If you want to read my Twitter feed without following me, the URL is: <http://twitter.com/MarilynM>

I have a Davis Twitter list at: <http://twitter.com/MarilynM/davis>

You don't have to follow ME to follow the DAVIS list. Once you're logged into Twitter, go to that list's page and click the "Follow this list" button. (This is how you follow anyone's lists.)

(These URLs are not case-sensitive.)