

TWIT, TWEET, TWEETER?: TWITTER TUTORIAL



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SO...WHAT IS TWITTER?

- “An information network”
 - Tailored to your interests
- Active vs. Passive Twitter Users
 - Active = generation Y
 - Passive = business professionals
- Benefits
 - Alternative Form of Connectivity
 - Share/Collect Information
 - Business Opportunities
 - It is what you make it



EXAMPLE 1 OF TWITTER HOMEPAGE

The image shows a screenshot of the Twitter homepage interface. At the top, there are navigation tabs for Home, Connect, and Discover, along with a search bar and user profile icons. The main content is divided into three columns:

- Left Column:** Features the user profile for Aliza Sherman, showing 40,199 tweets, 2,613 following, and 13,101 followers. Below this is a "Who to follow" section with recommendations for Liz Thompson, Zagat, and Serious Eats. At the bottom is a "Trends" section with various hashtags and names.
- Middle Column:** A "Compose new Tweet..." text input field.
- Right Column:** A "Tweets" section displaying a list of tweets from various users, including RTs and original posts.

Navigation and Search: Home, Connect, Discover, Search, User Profile, Compose

User Profile (Aliza Sherman): View my profile page, 40,199 TWEETS, 2,613 FOLLOWING, 13,101 FOLLOWERS

Who to follow: Refresh, View all

- Liz Thompson @thisfulhouse (Followed by Mom Incorporated an...)
- Zagat @Zagat (Followed by Terry Wheatley and ot...)
- Serious Eats @seriouseats (Followed by Kate Sands Adams an...)

Trends: Change

- #NBAFinals (Promoted)
- Windows Phone 7.8
- #da12social
- #SMBenchmark
- Jimmy Carr
- Where the Hell Is Matt
- Larry Ellison
- #ACTA
- Michael Gove
- Alain de Botton

Tweets:

- RT @RT_com:** Putin: Choice of the Greek people makes us cautiously optimistic about situation - WATCH LIVE on.rt.com/e8cb7a #SPIEF
- FutureBook @TheFutureBook:** RT @mikecane: Libraries Cut E-Book Deal With Penguin - WSJ.com/online.wsj.com/article/SB1000... Hmph.
- Sasha Cunningham @sashac:** I just reached Level 2 of the "Hot Tamale" badge on @foursquare. I've checked in at 5 different Mexican Restaurants! 4sq.com/NXjhiv
- Chris Latko クリストラッコ @clatko:** [iOS iPad Only]->Price Drop: \$2.99->FREE! (save \$2.99): Pocket Ants HD -> appj.mp/NXjfhj (posted 6 minutes ago) appj.mp/NXjfhj
- Julia Rosien @JuliaRosien:** Waking up in New York City and a little sad it's going home day - such a fabulous week! How's everyone this morning?
- Ahmed Zewail @_zewail_:** For the sake of #Egypt, I call on the political leadership to unite in charting the foundation of our future: the constitution. Retweeted by Nadia El-Awady



TWITTER BASICS: IF ALL YOU WANT TO DO IS TWEET

- Twitter = name of network
- Tweet = 140 character comment that you make
- Followers = people/businesses who have access to your tweets
- Following = people/businesses whose tweets you have access to



EXAMPLE 2 OF TWITTER HOMEPAGE

The image shows a screenshot of Ryan Seacrest's Twitter profile page. The layout is as follows:

- Left Sidebar:**
 - Navigation menu: Tweets, Following, Followers, Favorites, Lists.
 - Tweet to Ryan Seacrest: A text input field containing "@RyanSeacrest".
 - Grid of six small images showing various scenes.
 - Similar to Ryan Seacrest: A list of accounts including (NYSE) NYSE Euronext, Jane Seymour Fonda, and Joel McHale.
 - Footer: Copyright information and links for About, Help, Terms, Privacy, Blog, Status, Apps, Resources, Jobs, Advertisers, Businesses, Media, Developers.
- Profile Header:**
 - Profile picture: A circular profile picture of Ryan Seacrest.
 - Name: Ryan Seacrest (verified).
 - Handle: @RyanSeacrest.
 - Bio: "The day will happen whether or not you get up. - John Ciardi".
 - Location: Los Angeles, CA.
 - Website: http://ryanseacrest.com.
- Stats:**
 - 7,012 TWEETS
 - 564 FOLLOWING
 - 8,012,420 FOLLOWERS
 - Follow button.
- Tweets:**
 - Header: Tweets All / No replies.
 - Tweet 1 (29 Aug): "My staff makes fun of me because I say Honey Boo Boo like Yogi Bear instead of like a small scrape or bruise. Generational." (Promoted by Ryan Seacrest). 418 Retweets, 343 Favorites.
 - Tweet 2 (1h): "+1 RT @TheEllenShow: So happy to hear @RobinRoberts is out of the hospital and doing well. You are so strong it's astounding. #TeamRobin".
 - Tweet 3 (23h): "So much ending this year...The Office, Jersey Shore, Twilight, Gossip Girl, LMFAO. Maybe the Mayans are right.".
 - Tweet 4 (10 Oct): "i need to stop chewing on pens".



TWITTER LEVEL 2:

INTERACTING WITH OTHERS ON TWITTER

- ReTweet (RT) = circulating someone else's ideas to your followers; similar to “share” on FB
 - 2 types: just recirculation or RT with a comment
- Interactions = any communication between you and another user
 - Favorite = respond to someone's tweet without retweeting; similar to “like” on FB
 - Mentions = when someone includes you in their tweet by using @ and your username
 - (e.g. @PU_OIGP program today was awesome!)
 - All favorites, mentions, and new followers are shown on your interactions tab



EXAMPLE 3 OF TWITTER HOMEPAGE

The image shows a screenshot of a Twitter profile page for 'LawfullyChic'. The top navigation bar includes 'Home', 'Connect', and 'Discover' icons, a search bar, and a profile icon. The profile header for 'LawfullyChic' (@LawfullyChic) shows a bio: 'A blog for art-lovers and adventurers, fashionistas and culture vultures, who believe in fair play, fair trade and fair travel. By Nueluxe and Mishcon de Reya. London · <http://www.lawfullychic.com>'. It also indicates 'Following' status, '1,041 TWEETS', '1,248 FOLLOWING', and '1,568 FOLLOWERS'. Below the header is a 'Tweet to LawfullyChic' input field with '@LawfullyChic' pre-filled. A left sidebar contains navigation options: 'Tweets', 'Following', 'Followers', 'Favorites', 'Lists', and 'Recent images'. The main 'Tweets' section displays three tweets: 1) A retweet from 'FT Life & Arts' (@FTLifeandarts) about a lunch with Stella McCartney. 2) A retweet from 'Natalie Wall' (@Cosmo_Nat) about a fitness blog. 3) A tweet from 'LawfullyChic' (@LawfullyChic) about activities on Saturday morning. A 'Similar to LawfullyChic' section at the bottom shows a suggestion for 'Veronica Crespi' (@REWARDROBE). A yellow circle is present in the bottom right corner of the page.

TWITTER LEVEL 3: THE HASHTAG PHENOMENON

- Hashtag = when the symbol # is used to categorize tweets
 - To successfully hashtag in a tweet, do not use spaces or symbols between words
 - #mellowmondays #Lifestyle #FridayFunday
 - Can be helpful for businesses or community engagement events
 - By clicking the hashtag, all tweets using the hashtag are shown
 - Make up your own and/or use popular Twitter hashtags
 - #nw = now watching #np = now playing
 - #FF = Follow Friday #TBT = Throwback Thursday
 - If many people use the same #, it will be a “trend”!



NOW YOU'RE A PRO!



- Go to <http://www.twitter.com>
- Create username/password
- Start following, tweeting, retweeting, and using hashtags!
 - Special Note: There are celebrities, magazines, colleges & universities, friends, and family on Twitter! Get Connected!
 - Find me at OIGP --- @PU_OIGP!
 - Use hashtags sparingly within one tweet
 - You can download the app to tweet on the go!

