

TWIT, TWEET, TWEETER?: TWITTER TUTORIAL



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SO...WHAT IS TWITTER?

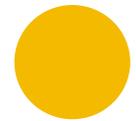
- “An information network”
 - Tailored to your interests
- Active vs. Passive Twitter Users
 - Active = generation Y
 - Passive = business professionals
- Benefits
 - Alternative Form of Connectivity
 - Share/Collect Information
 - Business Opportunities
 - It is what you make it



EXAMPLE 1 OF TWITTER HOMEPAGE

The screenshot displays 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 area 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 "Compose new Tweet..." input field. Further down is a "Who to follow" section with recommendations for Liz Thompson, Zagat, and Serious Eats. At the bottom of this column is a "Trends" section with various hashtags and names.
- Middle Column:** Displays a "Tweets" feed. The first tweet is a retweet from @RT_com about Putin's choice of Greek people. The second is from @TheFutureBook about libraries cutting an e-book deal. The third is from @sashac about reaching a badge on foursquare. The fourth is from @clatko about a price drop for Pocket Ants HD. The fifth is from @JuliaRosien about waking up in New York City. The sixth is from @_zewail_ about political leadership in Egypt.
- Right Column:** Partially visible on the right edge, showing a portion of a user's profile picture.



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. The page is divided into several sections:

- Navigation:** A vertical list on the left includes 'Tweets', 'Following', 'Followers', 'Favorites', and 'Lists', each with a right-pointing arrow.
- Header:** A large banner image features Ryan Seacrest and four other people. Below the image, the name 'Ryan Seacrest' is displayed with a verified badge, followed by the handle '@RyanSeacrest'. A quote is visible: 'The day will happen whether or not you get up. - John Ciardi'. Below the quote, it says 'Los Angeles, CA · http://ryanseacrest.com'.
- Stats:** A row of statistics shows '7,012 TWEETS', '564 FOLLOWING', and '8,012,420 FOLLOWERS'. To the right are icons for a dropdown menu and a 'Follow' button.
- Grid:** A 2x3 grid of six small images showing various scenes, including people in costumes and a car.
- Similar to Ryan Seacrest:** A section with a right-pointing arrow containing three suggestions: '(NYSE) NYSE Euronext' (verified), 'Jane Seymour Fonda' (verified), and 'Joel McHale' (verified), each with a 'Follow' button.
- Footer:** A small text block at the bottom left contains copyright information: '© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers'.
- Tweets:** The main content area is titled 'Tweets All / No replies'. It contains three tweets:
 - Top Tweet:** From Ryan Seacrest (@RyanSeacrest) on 29 Aug. Text: 'My staff makes fun of me because I say Honey Boo Boo like Yogi Bear instead of like a small scrape or bruise. Generational.' It is promoted by Ryan Seacrest and has 418 retweets and 343 favorites.
 - Middle Tweet:** From Ryan Seacrest (@RyanSeacrest) 1h. Text: '+1 RT @TheEllenShow: So happy to hear @RobinRoberts is out of the hospital and doing well. You are so strong it's astounding. #TeamRobin'. It has 1 retweet.
 - Bottom Tweet:** From Ryan Seacrest (@RyanSeacrest) 23h. Text: 'So much ending this year...The Office, Jersey Shore, Twilight, Gossip Girl, LMFAO. Maybe the Mayans are right.' It has 0 retweets.
- Bottom Tweet:** From Ryan Seacrest (@RyanSeacrest) 10 Oct. Text: 'i need to stop chewing on pens'. It has 0 retweets.



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 the user 'LawfullyChic'. The page is set against a dark teal background. At the top, there is a navigation bar with icons for Home, Connect, Discover, and a search bar. The profile header includes the name 'LawfullyChic', the handle '@LawfullyChic', and 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>'. The profile is followed by 1,568 users, and the user follows 1,248 others. There are 1,041 tweets. Below the header, there is a 'Tweet to LawfullyChic' section with a text input field containing '@LawfullyChic'. To the left of the main tweet area is a sidebar with navigation options: 'Tweets', 'Following', 'Followers', 'Favorites', 'Lists', and 'Recent images'. The main tweet area displays three tweets. The first is a retweet from 'FT Life & Arts' about a lunch with Stella McCartney. The second is a retweet from 'Natalie Wall' about a fitness blog. The third is a tweet from 'LawfullyChic' about activities on Saturday morning. At the bottom left, there is a 'Similar to LawfullyChic' section featuring 'Veronica Crespi @REWARDROBE'. A yellow circle is present in the bottom right corner of the image.

Home Connect Discover Search

LawfullyChic
@LawfullyChic FOLLOWS YOU
Following 1,041 TWEETS
1,248 FOLLOWING
1,568 FOLLOWERS

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>

Tweet to LawfullyChic
@LawfullyChic

Tweets

FT **FT Life & Arts** @FTLifeandarts 14h
Life & Arts
Lunch with the FT: Stella McCartney tells Vanessa Friedman about sneaky vodkas & FT therapy [@StellaMcCartney on.ft.com/NIR8H0](http://on.ft.com/NIR8H0)
Retweeted by LawfullyChic
Expand

Natalie Wall @Cosmo_Nat 14h
If shopping was an Olympic sport and you'd get a gold medal, wrap your eyeballs around this [#CosmoFitnessBlog bit.ly/MzBlI5](http://bit.ly/MzBlI5)
Retweeted by LawfullyChic
Expand

LawfullyChic @LawfullyChic 15h
LawfullyChic
Love [#claphamcommon](#) on Saturday morning: bmf, bootcamps, ladies frisbee, girls football, mixed touch rugby & runners. [#sweatpit](#) [#awesome](#)
Expand

Wear Chemistry @WearChemistry 20 Jul
[@LawfullyChic](#) thanks for the mention! If your readers want to shop with us, we'll give them a discount, rather 'sporting' we think!!

Similar to LawfullyChic
REWARDROBE Veronica Crespi @REWARDROBE

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!

