TWIT, TWEET, TWEETER?: TWITTER TUTORIAL

Facilitated by:

Aria S. Halliday

M.A. Student, American Studies

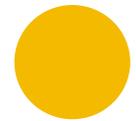**Purdue University**

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

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

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

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!