

#GRCPresents

THE TWEETING LIBRARIAN

A PRESENTATION ON EVERYTHING YOU NEED
TO KNOW ABOUT TWITTER!



The Agenda

————— What are we learning today? —————

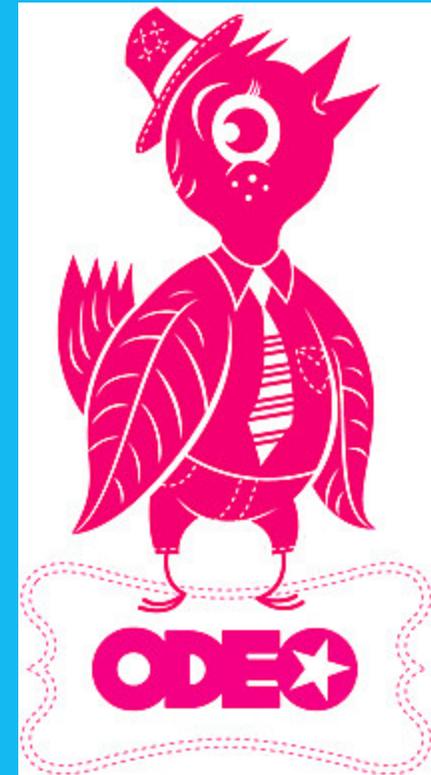
HOW to use it

NETWORKING on it

LIS Community on Twitter?!

What's Twitter?

A Brief History Lesson



The 3 men wanted to create a way to send text on their cellphones and a way to reinvent a dying company: twitter



Use twtr to stay in touch with your friends all the time. If you have a cell and can txt, you'll never be bored again...EVER!

What your friends are



Kevin Systrom babysitting ago x



Jeremy home - boys to bec



Katie It's my birthday! (abou

.timeline

follow along with what your friends are doing throughout the day

- ★ Florian x [txt]
- ★ Garrett x [txt]
- ★ goldman x [txt]

txt

(or)

What are you doing?

Send

.what up?

send updates from your cell or from the web about whats in yr head

Sign in.

Mobile number (or email)

Password (or PIN)

Remember me

Sign in

New? Sign up!

twtr works best when updated from your mobile phone. To verify you are you, we'll need your number.

Mobile number

Get started

just setting up my twttr 

9:50 PM Mar 21st, 2006 from web

Retweeted by 31 people

 Reply  Retweet



jack

Jack Dorsey

 The first tweet, sent out March 21st, 2006.

 Was released to the public on July 15th.

SXSW[®]

SOUTH BY SOUTHWEST
MUSIC+FILM+INTERACTIVE[™]

PUBLIC TIMELINE

goldman Hungover before i get to austin. Not a good start.

adactio The WiFi works for everything except port 80.

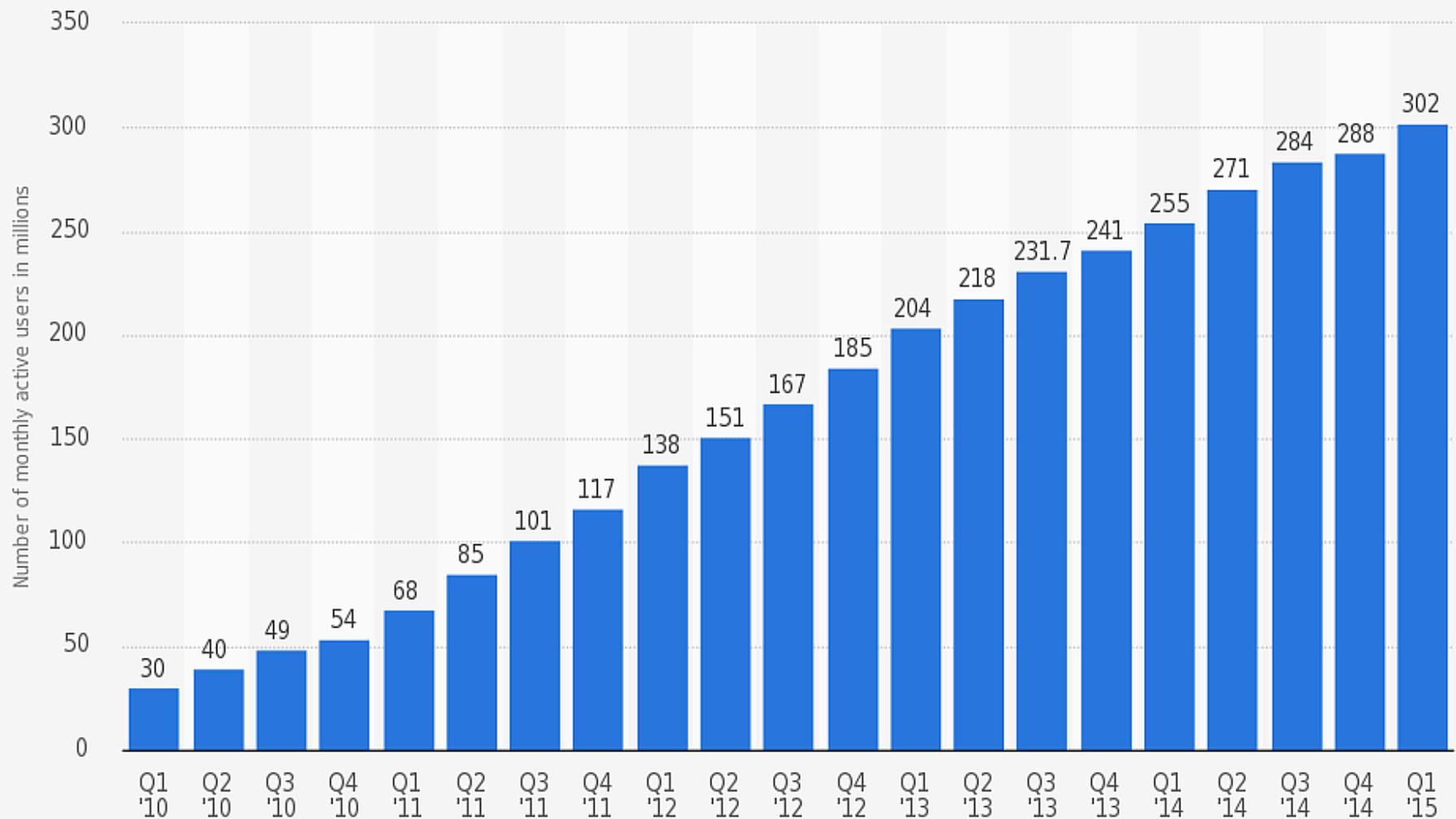
! Did you know? You can update at Twitter.com too!

BPhelmet everybody is going to SXSW, but i'm still not getting updates from SXSW bot. sad.

xplawyer Its fun watching discussions about w/c politics knowing the inner workings of it.

What are you doing? Text JOIN SXSW to 40404

Number of monthly active Twitter users worldwide from 1st quarter 2010 to 1st quarter 2015 (in millions)



Source:
Twitter
© Statista 2015

Additional Information:
Worldwide; 1st quarter 2010 to 1st quarter 2015

How do I Twitter?!

A Guide to Twitter

Pick a username and stick with it. Make it something memorable, this is how people will know you!

Examples of Good Usernames:

@kwokaty

@botanising

@SarahDashow

@projectread_

Examples of Bad Usernames:

@SmokeWeed420

@JustinBieber4Eva

@HotLibrarian87

@Ryan5433678

How do I Twitter?!

Getting Started

Edit your biography, profile picture and header.

Remember that your biography is how you're going to sell yourself to people before they start following you. Try including information about your profession and some of your interests.

Pick a professional profile picture: this can simply be a picture of yourself, your cat, a book face, artwork, and even a cartoon version of yourself.



Find a header photo that isn't going to be over pixelated. Try to get a photo that is good quality, OR make one yourself using websites such as www.canva.com.

Remember, show off your personality but keep it professional.

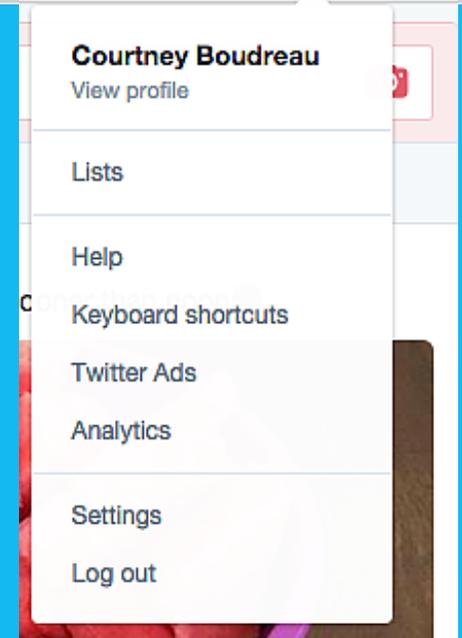
How do I Twitter?!

The Toolbar



The toolbar is permanently affixed to the top of the screen. This is where you'll be able to access your:

- ▶ Home page (Tweets from everyone you follow)
- ▶ Notifications (Follows, Favourites, Retweets, @replies)
- ▶ Messages (Personal Messages from Followers)
- ▶ Search Bar
- ▶ Personal Home Page (Only your Tweets)
 - ▶ Lists, Settings, and Analytics
 - ▶ The "Tweet" button



How do I Twitter?!

The Tweets!

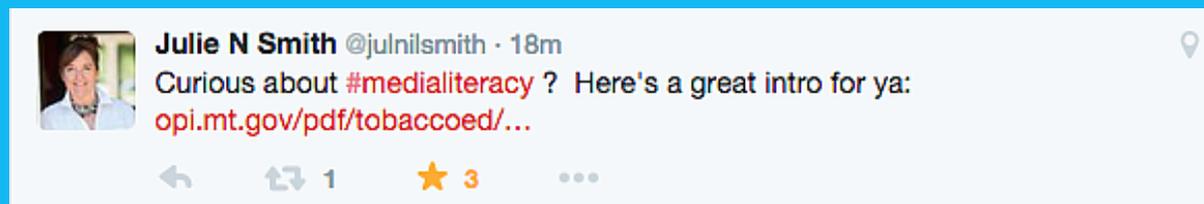
There are two important parts of tweeting:

▶ @Replies



A screenshot of a Twitter conversation. The top tweet is from CHana (@poorcate) posted 5 hours ago. It mentions @ErinAuger5, @stephjohnson9, and @botanising, saying "Ok.... that last one totally didn't work. Grr. Try it this way instead: po.st/GBawYq". The bottom tweet is from Erin (@ErinAuger5) posted 18 minutes ago. It mentions @poorcate, @stephjohnson9, and @botanising, saying "Sorry things didn't work out but I love that you sent a video!". The tweet is timestamped "1:21 PM - 25 Jul 2015" and includes a "Details" link. A "Hide conversation" link is visible at the bottom right of the tweet area.

▶ #Hashtags



A screenshot of a tweet from Julie N Smith (@julnilsmith) posted 18 minutes ago. The tweet says "Curious about [#medialiteracy](#) ? Here's a great intro for ya: opi.mt.gov/pdf/tobaccoed/...". The tweet has 1 retweet and 3 likes. A location pin icon is visible in the top right corner of the tweet area.

How do I Twitter?!

Extra Stuff

Other Useful things to know about:

Following
Favouriting
Retweeting
Muting
Blocking
Reporting
Lists



Networking on Twitter

7 Steps for Success

Connect with people you want to know

Thank people for following you back

Find a way to establish these relationships and go beyond Twitter

Retweet others

Give others shoutouts

Write engaging tweets in areas that interest you

Create opportunities to network further

LIS Community on Twitter

————— What Are They Doing? —————

Go to

<https://storify.com/courtums/listweets>

to see examples of what the LIS
community is doing on Twitter!