
Twitter Basics for Professionals

— A Hands-on Workshop —

Twitter allows users to subscribe to what they are interested in by following similar users, find content through the use of “hashtags” (#), and participate in weekly, biweekly, or monthly planned discussions facilitated through said hashtags. - Kevin Tanner, 2015, p.2.

People Tweet About:

what they are doing,
where they are going,
when they have
blogged, information on
breaking news stories,
quotes from speakers,
thoughts, ideas and
opinions.



Ryan Regier @ryregier · Nov 22

Lately if been wondering if Jessica Jones is really that good, or if I just really don't want to write this essay



Emma Kristensen @emmabirkett · 4h

On page 160 of 184 of Wolf Pack, by Edo Van Belkom
[goodreads.com/user_status/sh...](https://www.goodreads.com/user_status/show/123456789)



 miss meg Retweeted



Holly Storck-Post @hollystorckpost · 8h

It's almost time for the Maker Monday November round-up! Anyone got a good maker program? makermondayblog.wordpress.com cc @itsmissmeg



Courtney Young @librarycourtney · May 1

"Librarians must make noise...We can't sit back and wait to be rescued...No succumbing to budget cuts without a fight." Lobbyist [#ola15](#)



Myron G @Bibliocracy · 10h

"Canada to screen out single men under refugee plan" <— this is not sound policy. Pandering to racists seldom is. thestar.com/news/investiga...



[View summary](#)



"You're entirely bonkers. But I'll tell you a secret. All the best people are."
ALICE IN WONDERLAND



TWEETS 12.2K FOLLOWING 802 FOLLOWERS 564 LIKES 6,077 LISTS 18

Edit profile

Courtney Boudreau

@courtums

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Joined March 2009

Tweets Tweets & replies Photos & videos

Pinned Tweet



Courtney Boudreau @courtums · Nov 13

HOW TO MLIS: PART 2, w/
@Crimson_Codex @kevintannerlis
@kshockey04 @WhoAskew @woodcock_e
@ryregier and myself!

Is Twitter full of Rubbish?

On Twitter, you can follow whomever you want, block/mute users, create lists (and subscribe!), follow hashtags, and much more...

**I DON'T ALWAYS USE A
HASHTAG WHEN I
TWEET**

**BUT WHEN I DO IT BECOMES
A TRENDING TOPIC**

Four Ways to Use Twitter:

Broadcasting

Twitter is great for letting your followers know simple things such as: when you plan on closing for the day, or providing information about an upcoming tour/event.

Lurking

Twitter is a great tool for finding out what people's opinions are of certain subjects. By lurking on Twitter users, you are able to keep up to date with the news in your area of interest.

2 way communication

In order for this to work and be effective, you need to build up a collection of people that you are following, but equally, make sure that you are being followed back by other people.
Join in on Twitter

Searching

Twitter is great for letting your followers know simple things such as: when you plan on closing for the day, or providing information about an upcoming tour/event.

Questions?

Resources:

1. Bradley, P. (2015). *Social media for creative libraries* (2nd ed.). London: Facet Pub.
2. Solomon, L (2013). *The librarian's nitty-gritty guide to social media*. Chicago: ALA Editions, an imprint of the American Library Association.
3. Steiner, S K (2012). *Strategic planning for social media in libraries* (UK ed.). London: Facet Pub.
4. Swanson, T. A (2012). *Managing social media in libraries: Finding collaboration, coordination and focus*. Oxford: Chandos Pub.