

Twitter 101

Community Links

Staff Training

Teleconference March 19th, 2012

Hosted by: Anisa Awad

Agenda

- What is twitter
- Create a Twitter account
- The Twitter Dashboard
- Follow people on Twitter
- How to tweet
- What is a retweet
- What is a #hashtag, Trending Topics
- Twitter Best Practices for Brands
- Twitter for Mobile Devices

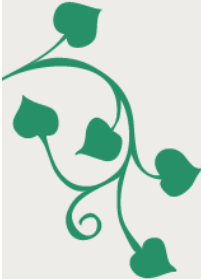
What is **twitter**

- Social networking and micro-blogging service site that enables users to post or read texts posts of up to **140 characters**.
- Created in 2006 and quickly gained popularity worldwide with over 300 million users as of 2011
- Described as the “SMS of the internet”
- “What’s happening” – the premise
- A source for discovery: sharing relevant information, engaging in conversation, networking, searching and connecting.
- Strategic positioning as a “news source”

Create a twitter account

- Profiles are public (there is an option to make them private- protected), hence it's important to consider how you want to be represented and viewed by the world.
- Username (example: @AgeingWell_NS)
- Profile Picture (depends on the purpose and perception intended)
- Profile Bio (a summary/description of who you are. Limit of 160 characters. Depends on the purpose of using twitter)
- Following, Followers, Lists

Twitter Dashboard (home page)



Home Connect Discover Search

RecreationNovaScotia
View my profile page

68 TWEETS 39 FOLLOWING 86 FOLLOWERS

Compose new Tweet...

Who to follow - Refresh · View all

- Travel Portland** @travelpor...
Followed by Travel toNova Scotia
Promoted · Follow
- Shawna Babcock** @KidActiveCa...
Followed by ParticipACTION and ...
Follow
- Lucy Izon / Canada** @CanadaCool...
Followed by Trans Canada Trail
Follow

Canada trends - Change

- #RIPBIG
- #MyFavoriteText
- RIP Biggie Smalls
- Mariam Makhniashvili
- Uganda
- Invisible Children
- John Carter
- March Break
- International Women's Day
- Air Canada

twitter

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Tweets

Travel Portland @travelporland 7 Mar
72 more reasons to visit Portland this March. Get \$72 off your two-night stay #inpx when you book by 3/31. budurl.com/hyxu
Promoted by Travel Portland
Followed by Travel toNova Scotia

YMCA Strong Kids @YMCAStrongKids 2m
In 2010, #YMCA provided financial assistance to 137,000+ kids/youth in CAN. Help us give every kid a chance - ymcastrongkids.ca #YSK

Halifax Tweeters @halifaxtweeters 7m
RT @VisitNovaScotia: If your in the Byward Market in Ottawa, drop by the Lunenburg Pub in an hour and say hi to the friendly Nova Scotia...
Retweeted by Cecile Samson

Nova Scotia @novascotia 11m
Sustainable lobster box headed to Boston Seafood Show - "Live lobster can now be shipped in a more... tumblr.co/Z3onSyHj&zxw

Trails BC @TrailsBC 3h
Make sure you register for Metro Vancouver Regional Parks and Trans Canada Trail Challeng Event on Trails Day June 3rd trailsbc.ca/southwest_regi...
Retweeted by Trans Canada Trail

Get Active Fundy @getactivefundy 12m
World Physical Activity Day is April 6th! The theme this year is "Together for a Happy and Active Life"! You can... fb.me/1aaCMi544

Trails BC @TrailsBC 2h
Learn about some of the History of the Trans Canada Trail in BC and some of it's Pioneers fb.me/1ME8wEM52
Retweeted by Trans Canada Trail

Trax Outdoor-Portal @traxde 9h
Der Trans Canada Trail ist der längste Trail der Welt: Kanada: Zweitgrößtes Land der Erde, unendliche Weiten, ra... bit.ly/y0HuKE
Retweeted by Trans Canada Trail

Twitter Dashboard (profile page)



Home Connect Discover Search [Profile Icon] [Compose Icon]



RecreationNovaScotia

@recreationns
Nonprofit organization dedicated to building and sustaining active healthy lifestyles and communities across Nova Scotia.
Tweets by RNS intern @Anisa_A_

Halifax, Nova Scotia <http://www.recreationns.ns.ca>

[Edit your profile](#)

68 TWEETS
39 FOLLOWING
86 FOLLOWERS

Tweets

- [Following](#)
- [Followers](#)
- [Favorites](#)
- [Lists](#)



Similar to you

-  **Y Halifax/Dartmouth** @YMCAHD Following
-  **HalifaxTrails.ca** @HalifaxTrails Follow
-  **André Bouchard** @SouthShoreAC Following

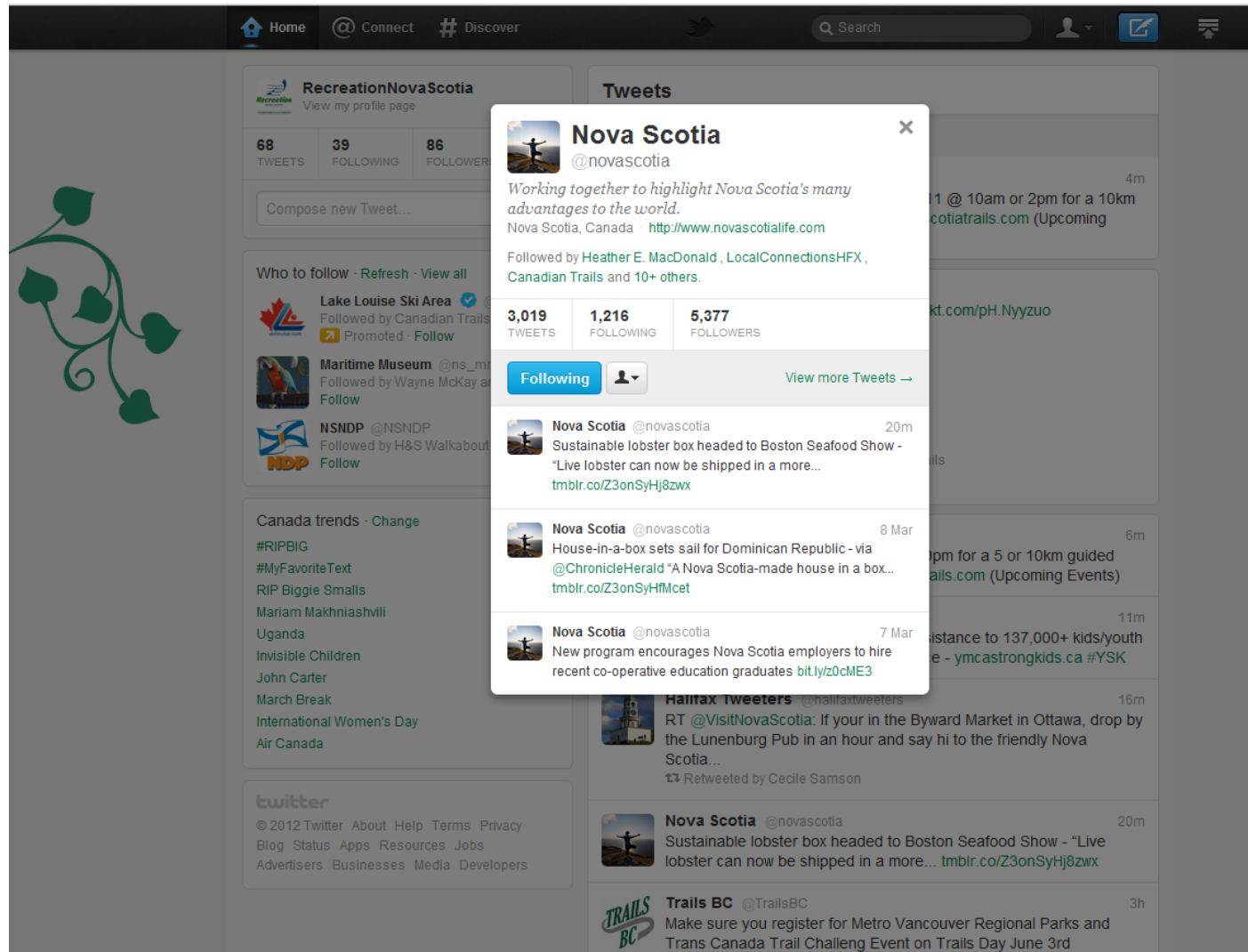
twitter

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Tweets

-  **RecreationNovaScotia** @recreationns 8 Mar
CAAWS Releases New Canadian Sport for Life Resource on #InternationalWomen'sDay! Check out the news release bit.ly/xo5ghe #sports
-  **Christina Connolly** @guysboroughrec 9 Feb
Guysborough Rec offically signed up FIVE events for @recreationns Take The Roof Off Winter campaign. Get outdoors and be active this winter!
Retweeted by RecreationNovaScotia
-  **Active & Safe Routes** @asrts 6 Feb
Winter Walk Day is any Day in February - sign your school or youth group up today! bit.ly/zjooQR
Retweeted by RecreationNovaScotia
-  **NS Trails** @NSTrails 26 Jan
Snowshoe & Sleigh Ride Day! Jan 27 @ Greenwood Golf Club @ 3:30pm. (Military members, family & rec. card holders) novascotiatrails.com
Retweeted by RecreationNovaScotia
-  **RecreationNovaScotia** @recreationns 26 Jan
We have 200+ supporters signed up to Take the Roof off Winter! Join us in promoting a healthy and active Nova Scotia taketheroofoffwinter.ca/SignUpForm.php
-  **Nova Scotia** @novascotia 19 Jan
Launch of @recreationns's Take The Roof Off Winter Jan 21 & 22! taketheroofoffwinter.ca
Retweeted by RecreationNovaScotia

Twitter Dashboard (other profiles)



The image shows a screenshot of a Twitter dashboard for the profile **RecreationNovaScotia**. The profile card displays 68 tweets, 39 following, and 86 followers. A green vine graphic is on the left. The main content is a list of tweets from **Nova Scotia** (@novascotia), which is followed by 5,377 users. The tweets include:

- Nova Scotia** (@novascotia) - 20m: Sustainable lobster box headed to Boston Seafood Show - "Live lobster can now be shipped in a more..." tumblr.co/Z3onSyHj8zwx
- Nova Scotia** (@novascotia) - 8 Mar: House-in-a-box sets sail for Dominican Republic - via @ChronicleHerald "A Nova Scotia-made house in a box..." tumblr.co/Z3onSyHfMcet
- Nova Scotia** (@novascotia) - 7 Mar: New program encourages Nova Scotia employers to hire recent co-operative education graduates bit.ly/z0cME3

Other tweets visible include one from **Hallifax Tweeters** about a visit to Nova Scotia and another from **Trails BC** about a trail event.

Follow on twitter

- Follow anything that interests you from people, news, celebrities to companies
- Once following, updates appear in **real time** on your twitter **timeline**
- **Who to follow**: twitter suggestions based on who you follow
- **Browse categories**: Art and Design, Books, Business, Entertainment, Technology, Politics, Science, Religion, Funny, Fashion, Family, News, etc
- **Find Friends**: Search contacts/ friends' emails or invite them
- **Activity**: What your “following” are following

Following and Unfollowing

The image displays three sequential screenshots of a Twitter profile for Oprah Winfrey, illustrating the state of the follow button:

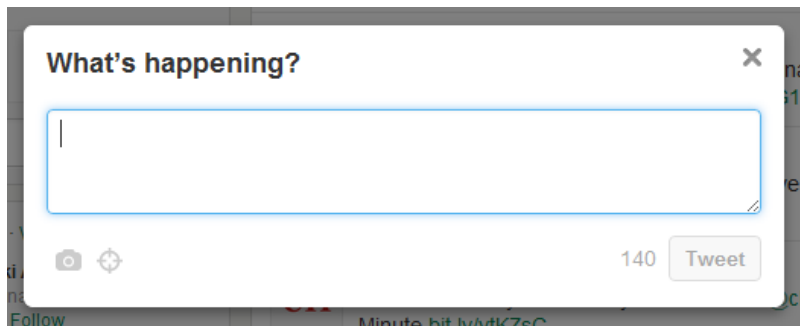
- Left Screenshot:** The profile header shows the name "Oprah Winfrey" and handle "@Oprah" with a location of "Chicago, IL". The bio reads "Live Your Best Life". Statistics show 386 Tweets and 32 Following. The button is a grey "Follow" button with a plus sign icon. A mouse cursor is pointing at the button.
- Middle Screenshot:** The profile information is identical. The button is now a green "Following" button with a checkmark icon. A mouse cursor is pointing at the button.
- Right Screenshot:** The profile information is identical. The button is now a red "Unfollow" button with an 'X' icon. A mouse cursor is pointing at the button. Additionally, the profile now includes a verified badge (blue checkmark) and a link to "http://www.oprah.com". Statistics are updated to show 5,522,465 Followers and 60,648 Listed.

Explain

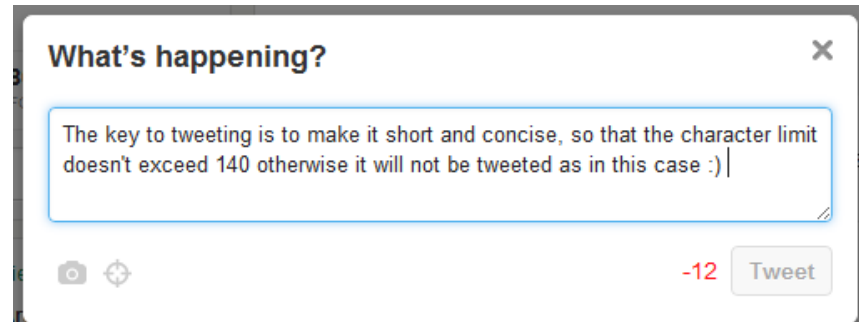


Verified Badge

How to tweet



Max.
140 characters



What is a retweet



Halifax Libraries @hfxpublib

Call for Volunteers for Titanic Commemorative Events | novascotia.ca
ow.ly/9yUWx #genealogy #jobs #gov

4:00 PM - 9 Mar 12 via HootSuite · Details

← Reply ↻ Retweet ★ Favorite



Active & Safe Routes @asrts

6 Feb

Winter Walk Day is any Day in February - sign your school or youth group up today! bit.ly/zjooQR

↻ Retweeted by RecreationNovaScotia

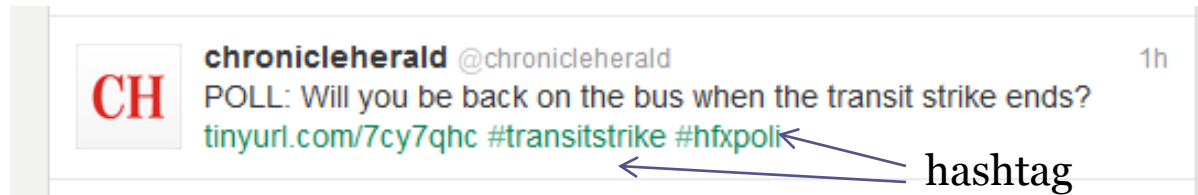


CBC Nova Scotia @CBCNS

2h

RT @briancbc: HRM has just announced the oval is now closed for the season. Temperatures too warm to maintain ice surface.

What is a #hashtag, Trending Topics



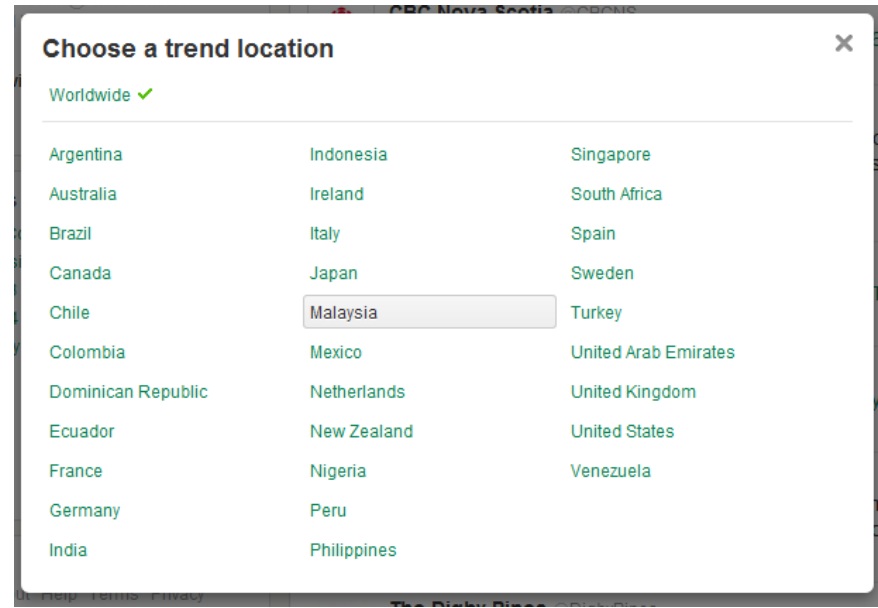
CH **chronicleherald** @chronicleherald 1h
POLL: Will you be back on the bus when the transit strike ends?
tinyurl.com/7cy7qhc #transitstrike #hfxpoli

←←← hashtag



Canada trends · [Change](#)

- #RIPBIG
- #MyFavoriteText
- RIP Biggie Smalls
- Mariam Makhniashvili
- Uganda
- Invisible Children
- John Carter
- March Break
- International Women's Day
- Air Canada



Choose a trend location ×

Worldwide ✓

Argentina	Indonesia	Singapore
Australia	Ireland	South Africa
Brazil	Italy	Spain
Canada	Japan	Sweden
Chile	Malaysia	Turkey
Colombia	Mexico	United Arab Emirates
Dominican Republic	Netherlands	United Kingdom
Ecuador	New Zealand	United States
France	Nigeria	Venezuela
Germany	Peru	
India	Philippines	

Twitter Best Practices for Brands

- Do your research before engaging customers
- Determine organizational goals
- Track metrics and conversation trends
- Listen and observe before engaging
- Be authentic & believable
- Don't just strategize: execute!
- Build your Twitter equity and credibility

Twitter for Mobile Devices



The screenshot shows the App Store page for the Twitter app. At the top, there are 'Search' and 'Info' tabs. The app's icon is a white bird on a blue background. The text reads 'Twitter, Inc.' with a 2637 star rating. A green 'INSTALL' button is highlighted with an orange border. Below the app name, there is a description: 'Follow your interests: instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world. Get short bursts of timely information on the official Twitter app for iPhone.' A second paragraph describes real-time search features. A final paragraph lists features: 'Browse interests, Find & follow friends, Tweet, Retweet, Favorite, Direct Message privately with your followers, share photos, videos and web'.

Search Info

Twitter
Twitter, Inc.
★★★★☆ 2637 Ratings

INSTALL

Follow your interests: instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world. Get short bursts of timely information on the official Twitter app for iPhone.

Real-time search reveals breaking news, while trending topics and maps show what's happening now around the world. View trends, browse your interests and see suggested users in several categories, including fashion, entertainment and travel, or search to find out what people are saying about topics you care about, such as politics or big sporting events.

Features: Browse interests, Find & follow friends, Tweet, Retweet, Favorite, Direct Message privately with your followers, share photos, videos and web



Welcome to Twitter and
Happy Tweeting :D #yay

Resources

- <http://www.gcflearnfree.org/twitter101>
- <http://mashable.com/guidebook/twitter/>