UBI 275 - Getting Started with Twitter (Fall 2011)

Class handout for the Fall 2011 "Getting Started with Twitter" class sponsored by CSUF UBI.
Presented by Colleen Greene, Systems Librarian and Communications Coordinator at the Pollak Library.

Key Contacts & Resources
Please feel free to contact Colleen with any follow-up questions.

- Email: cgreene@fullerton.edu
- Twitter: @colleengreene
- Google+: http://gpus.to/colleengreene
- Linkedin: http://www.linkedin.com/in/colleenrobledo

Campus Lifelines
- CSUF Social Media Working Group (Facebook group): http://www.facebook.com/groups/titansmgw/
- CSUF Social Media for Faculty (Facebook group):
  http://www.facebook.com/groups/csufsocialmediafaculty/

Library Guides
- Twitter: http://www.library.fullerton.edu/guides/twitter/Home.php
- Twitter for Higher Education: http://www.library.fullerton.edu/guides/twitter-highered/Home.php

Learning Objectives

Designed for campus employees who would like to gain a better understanding of how Twitter works, and how it can be used for professional and personal engagement. Participants will learn:

- How to created and/or customize your Twitter profile.
- How to monitor and control privacy and security settings.
- How to use basic Twitter features:
  - Finding and following other Tweeters.
  - Sharing links, photos and videos.
  - Communicating with other Tweeters.
- How to use and manage Hashtags and Lists.
- How to access Twitter from your mobile devices.

Terminology
The list of Twitter-related terms grows almost daily, but these are the key terms with which you should become familiar.

- **Follow**: To subscribe to another Twitter user's Tweet feed.
- **Followers**: Twitter users who subscribe to your Twitter feed.
- **Following**: Twitter users to whom you subscribe.
- **Hashtag**: Community-created/driver keywords or concatenated terms preceded with the # symbol, used to tie together Tweets pertaining to a common topic or event.
  - (Ex: "#alamw10" for Tweets pertaining to the the ALA MidWinter 2010 conference).
  - (Ex: "#CUSF" for Tweets pertaining to, or of interest to, the Cal State Fullerton community).
  - (Ex: "#highed" for Tweets about, or pertaining to, higher education topics).
- **Lists**: Community-driven groups of Twitter users that you can share with others or keep private.
  - (Ex: Pollak Library's "CSUF Campus Community" Twitter List).
  - (Ex: Colleen Green's "social-Web-Savvy Professors" Twitter List).
- **Mention**: To reference or attribute another Twitter user.
  - To reference another user: (ex: "I'm studying @pollaklibrary right now.").
  - To paraphrase or credit another user's Tweet: (ex: "Good reserach guides via @pollaklibrary.").
- **Reply**: To Respond or pose a question to another Twitter user.
  - (Ex: "@pollaklibrary What time do you close tonight?").
  - (Ex: "@pollaklibrary I love your chat reference service!").
- **Retweet (RT)**: Forwarding another user's Tweet (Twitter has recently changed this format, or syntax):
  - Old Unofficial Format: (ex: "RT @pollaklibrary The library is closed Sundays.").
  - New Official Format: (ex: "The library is closed Sundays via @pollaklibrary.").
- **Status**: The original purpose of a Tweet: what you are doing, thinking, or sharing.
- **Tweet**: A single text post to Twitter up to 140 characters long, delivered as a user's Status.
- **Tweeting**: The act of posting on Twitter (please don't use "Twittering").

Class Tasks
1. Create a new Twitter account at: [http://www.twitter.com](http://www.twitter.com)
   - You must tie it to an active email address; you will need to verify your new account from your email address before proceeding further.
   - You can own multiple Twitter accounts and names, but each requires a separate email address.
   - Your Twitter profile name (@username) counts towards the 140 character limit in Tweets.
2. Adjust your Twitter account Settings (top right corner of the main menu).
   - This is where you customize your Twitter avatar and background.
   - This is where you modify or verify your privacy and security settings.
3. Getting familiar with the Twitter interface.
   - Explore your public or private Profile, and compare it to Colleen's Profile.
   - Explore your Home landing page and Timeline, and compare it to Colleen's Home page and Timeline.
• Note which screens allow you to post a new Tweet to all followers (and the world, if a Public account).
• Note how to find your personal @mentions and direct Messages (DMs). How to conduct and save Search.

• Compare the Search results using native language "CSUF" and hashtag "#CSUF".
• Search using any of the following hashtags: #highered, #smedu, #edchat.
• Searching using native language terms for topics that interest you, and identify any Hashtags used.
• Save a handful of your favorite Searches.

5. How to Tweet.
• Post your very first Tweet (not the photo and location icons).
• Find a web page with a long URL and copy/paste that link into a new Tweet.
• How to send a private Direct Message (send one to @colleengreene "d colleengreene").
• How to publicly mention, attribute or ask a question of another Tweeter (post to @colleengreene).
• Using some of your saved Searches, do the following with a few of those posts: Favorite, Retweet, Reply.

6. Finding and organizing Followers.
• Identify people of interest from your saved Searches, click on their Profile to review, then Follow.
• Look at other Tweeters you Follow (i.e., @colleengreen), note who they Follow, and "poach" Followers of interest.
• Look at other Tweets you Follow (i.e., @colleengreene), note their saved Lists, and "Follow this list".
• Start creating a few of your own Lists from people you Follow (max of 20 Lists).

7. Mobile Tweeting
1. Most smart phones have a free native Twitter app, download and test in the class.
2. Adjust the Mobile settings in your account.
   ■ Add your mobile phone number and post a new Tweet via text messaging.
   ■ Enable, if you want, mobile notifications.
   ■ Anyone can subscribe to a Twitter user via text messaging ("follow @username" to 40404).
   ■ Review Help documentation: https://support.twitter.com/groups/34-apps-sms-and-mobile#topic_153

8. Third party tools for Tweeting as an organization or brand.

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