

Intro to Twitter

Session Duration:

60-90 minutes

Subject:

Social Media
Twitter
Text messaging
SMS
Social Networks
Marketing
News

Materials Needed:

Laptop, tablet or mobile device with internet connection

Links to Resources:

- help.twitter.com/en/twitter-guide
- help.twitter.com/en/glossary
- youtube.com/user/Twitter
- lynda.com/Twitter-tutorials/Twitter-Essential-Training/560062-2.html?org=hooksettlibrary.org
- lifewire.com/twitter-slang-and-key-terms-explained-2655399
- thedublogger.com/t



Twitter is a **social networking, micro-blogging** platform designed for finding and sharing short "posts." Twitter by design is geared toward short, real-time updates, making it ideally suited for a mobile device platform. In this class, we'll take a look at the basics of how to use Twitter, including how to get started, how to tweet about what's going on in your own world and join the bigger conversation, as well as how to follow updates from family, friends, and even from big name Twitter users.

What is Twitter?

"Twitter is a service for friends, family, and coworkers to communicate and stay connected through the exchange of quick, frequent messages. People post Tweets, which may contain photos, videos, links, and text. These messages are posted to your profile, sent to your followers, and are searchable on Twitter search. Learn more about how to use Twitter."¹

- lynda.com/Twitter-tutorials/Understand-Twitter-microblogging/560062/586958-4.html?org=hooksettlibrary.org

Why Twitter?

"Twitter has become increasingly popular with academics as well as students, policymakers, politicians and the general public. Many users struggled to understand what Twitter is and how they could use it, but it has now become the social media platform of choice for many. The snappy

¹ help.twitter.com/en/new-user-faq

[witter](#)

Contact:

Mark Glisson
mglisson@hooksettlibrary.org
 603.485.6092

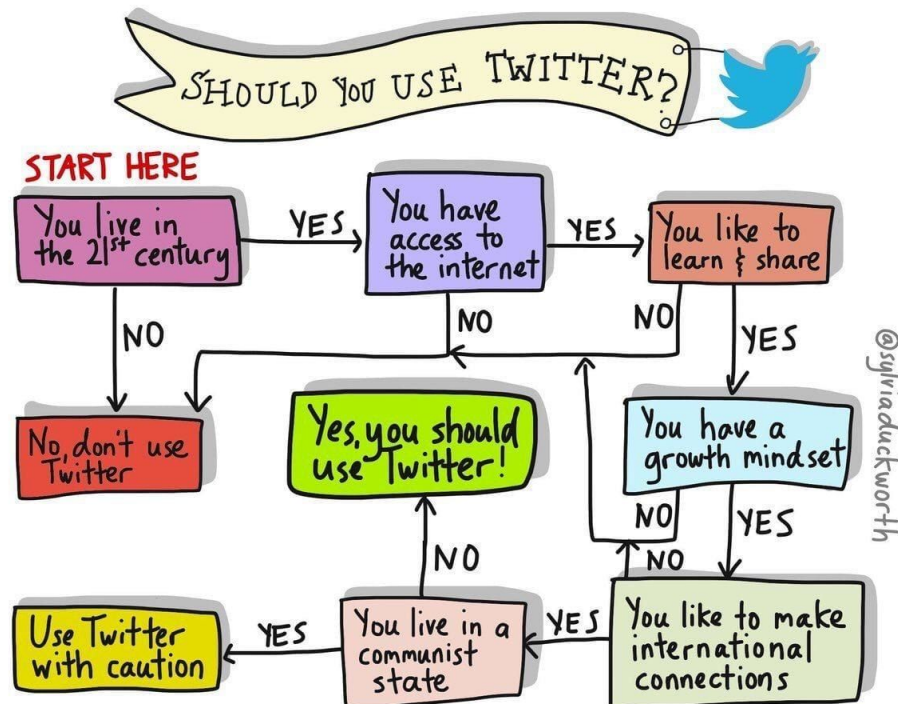
Anne Meyers
ameyers@hooksettlibrary.org
 603.485.6092

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- How to Tweet via text message (SMS)... 3
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nature of tweets means that Twitter is widely used by smartphone users who don't want to read long content items on-screen. Twitter allows you to...

- easily promote your research, for example by providing links to your blog stories, journal articles and news items
- reach a large number of people quickly through tweets and retweets
- follow the work of other experts in your field
- build relationships with experts and other followers
- keep up-to-date with the latest news and developments, and share it with others instantly
- reach new audiences
- seek feedback about your work and give feedback to others
- follow and contribute to discussions on events, for example conferences that you can't attend in person
- express who you are as a person.”²

Getting Started...



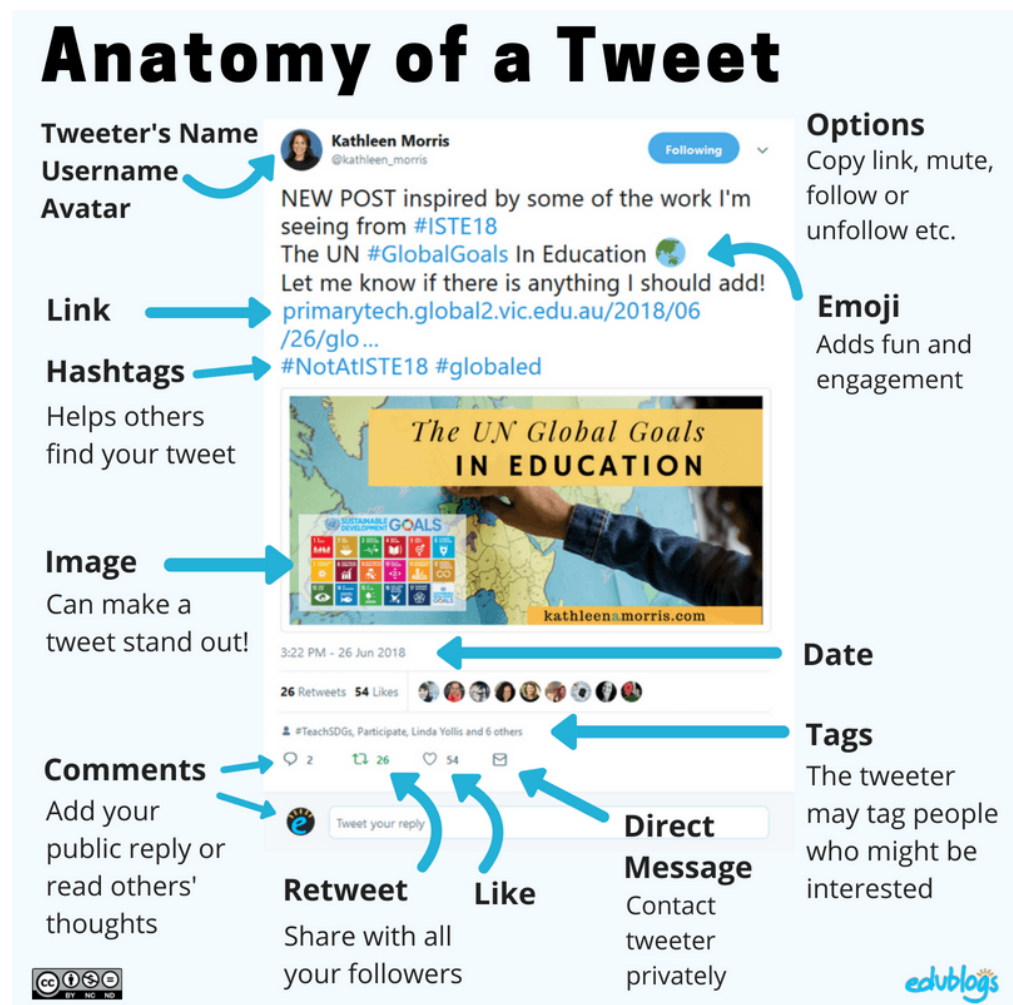
² esrc.ukri.org/research/impact-toolkit/social-media/twitter/what-is-twitter/

³ theedublogger.com/twitter

- twitter.com/i/flow/signup
- help.twitter.com/en/twitter-guide
- theedublogger.com/twitter

Anatomy of a Tweet...

Anatomy of a Tweet



The diagram illustrates the components of a tweet from a user named Kathleen Morris (@kathleen_morris). It includes labels for various parts of the tweet interface with arrows pointing to them:

- Tweeter's Name:** Kathleen Morris
- Username:** @kathleen_morris
- Avatar:** Profile picture of Kathleen Morris
- Options:** Copy link, mute, follow or unfollow etc.
- Emoji:** Adds fun and engagement
- Link:** primarytech.global2.vic.edu.au/2018/06/26/glo...
- Hashtags:** #NotAtISTE18 #gloaled
- Image:** A hand pointing to a map titled "The UN Global Goals IN EDUCATION" with a grid of 17 Sustainable Development Goals icons below it.
- Date:** 3:22 PM - 26 Jun 2018
- Tags:** #TeachSDGs, Participate, Linda Yollis and 6 others
- Comments:** Add your public reply or read others' thoughts
- Retweet:** Share with all your followers
- Like:** Contact tweeter privately
- Direct Message:** Contact tweeter privately

Additional elements include a "Following" button, engagement counts (26 Retweets, 54 Likes), and a "Tweet your reply" input field.

The Ins and Outs of Tweets...

- help.twitter.com/en/using-twitter/tweets

⁴ theedublogger.com/files/2018/10/twitter63-24cxsir-2kfoyl.png

How to Tweet via text message (SMS)...

- help.twitter.com/en/using-twitter/twitter-sms

Twitter Safety & Security...

- help.twitter.com/en/safety-and-security

More Twitter Resources...

- **[Twitter's Official Blog](#)**: Here, you'll find the latest news and updates from Twitter.
- **[Twitter Help Center](#)**: Here, you'll find solutions to common problems you may encounter on Twitter.
- **[Twitter for Business](#)**: This resource has a lot of great information about using Twitter as part of your company's social media approach.
- **[Twitter: YouTube Playlist](#)**: youtube.com/user/Twitter
- **[EduBlogger](#)**: theedublogger.com/twitter