


This file works best with Internet Explorer

Twitter

New way of communicating
Like a conference
Telling everyone
Broadcasting to all

What is ...


- “ a service for friends, family, and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?”
- “ new form of online communication
- “ platform for listening to the communication of others in new ways



Study Opportunities 2

Combination of message forms



- “ Message - one-to-many – default to all followers
- “ Message - one-to-one – d (private) at beginning of message



Study Opportunities 3

Home page

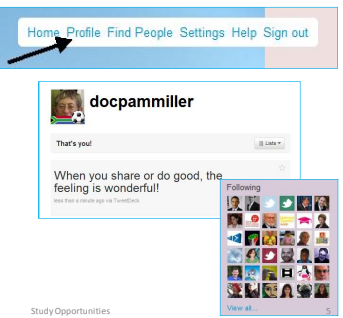

- “ Can post your tweets
- “ See tweets of everyone you follow
- “ See own tweets
- “ No one can see your home page

Study Opportunities 4

Profile page

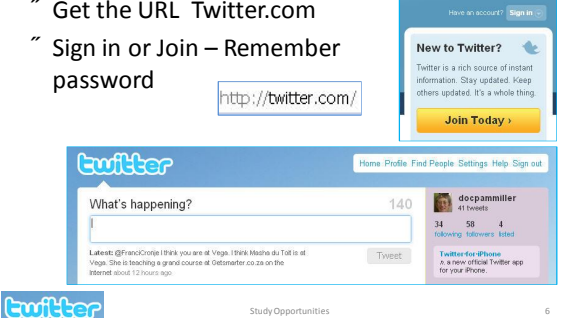
- “ Your tweets display on your Profile page, i.e. your tweet stream
- “ All those you follow listed
- “ Can customise colours of page

Study Opportunities 5

Join

- “ Get the URL [Twitter.com](http://twitter.com/)
- “ Sign in or Join – Remember password




Study Opportunities 6

Settings

“ Complete carefully

Twitter Study Opportunities 7

Find people to follow

“ Followings means receiving all their tweets
 “ Decide on way to find person to follow

Twitter Study Opportunities 8

To follow

“ Click on Follow
 “ Tick will appear
 “ Look in your Following
 “ Should be listed

Twitter Study Opportunities 9

Followers

“ From your Home page check your followers

Twitter Study Opportunities 10

Followers

“ On Profile look to see Followers
 “ If you do NOT want to be followed by someone you can block them.
 “ You often do not know who follows you.

Twitter Study Opportunities 11

Message

“ Tweet your message from your Home page
 “ Maximum 140 characters


Twitter Study Opportunities 12

Add URL to message

- Shorten URLs using
 - Bit.ly
 - Tiny.cc

[bit.ly | Basic | a simple URL shortener](#) - Sep 20
 bit.ly, a simple url shortener. ... Shorten with bit.ly? The easiest way to make long links short, share and track them. ...
 bit.ly/ - Cached - Similar

[Tiny URL - create a shorter link](#) - Sep 18
 Create a short and memorable URL plus get traffic statistics on how many people clicked your tinylink. Hide URL, URL redirect, search URL.
 tiny.cc/ - Cached - Similar

 Study Opportunities 13


Hashtag

- Used to identify the topic of a tweet
- Becomes a link to page with all other tweets that share that hashtag
- Can do a search on hash topic

[About to go to #canalwalk to watch #SALT, hope it's good](#)
 Fri Sep 03 2010 21:54:24 (South Africa Standard Time) via web from Cape Town, Western Cape


[#CapeTown just watched #Albiontowers #demolition from Rhodes Memorial, awesome historical sight! Hugh crowds and traffic jams round UCT!](#)
 1:15 PM Aug 22nd via TweetDeck


[Lots of talk about possible CT 2020 Olympics bid. It would need thorough planning but #WC2010 has showed that we've got the potential.](#)
 3:12 PM Jun 28th via TweetDeck

 Study Opportunities 14

Hashtag search


- Search returns page with results



 Study Opportunities 15


Hashtag search

- Almost every Twitter user has a public account, meaning that his or her tweets are indexable
- Many Facebook's accounts are closed for security, thus not indexable

 Study Opportunities 16

Back channel with a

- Imagine a running feed of tweets with # as a commentary on a lesson, presentation, sermon, viewed behind the speaker
- New issues of classroom management – could be nonproductive and nonacademic
- Establish an etiquette
- Give a grade for tweets (summary, meaningful question, indicating lack of clarity, etc.)

 Study Opportunities 17


@ symbol

- @ used in front of a name means it is addressed specifically at them
- To reply – put @ in front of their user name

[@NZWaikato](#) Seriously- we are rethinking coming to visit you guys
 9:42 AM Sep 2nd via HootSuite in reply to NZWaikato


[@ReneeBC](#) we will have to rename the kitty tweetie-kitty
 9:46 AM Sep 1st via Twitter for BlackBerry® in reply to ReneeBC

[@ParisHilton](#) The tigers might have been leopards - unless your jet popped off to India for a fling...
 4:19 PM Jul 8th via web from Cape Town, Western Cape in reply to ParisHilton

 Study Opportunities 18

Special tweeting features

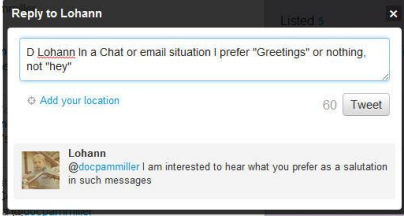

“ To forward a tweet - put RT in front of the message (retweet)



Study Opportunities 19

To just that person


“ To tweet to just ‘that’ person - put d in front of their names

Study Opportunities 20

Problems

“ Be careful what you tweet




Study Opportunities 21

Goodies

“ Link to web page

“ Link to blog with scrolling




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Vocabulary


“ *tweeter*: a user of Twitter

“ *tweets*: posts on Twitter by twitterers

“ *twitter stream*: a collection of tweets often times in alphabetical order

“ *twittering*: to send a Twitter message

“ *twitterrhea*: the act of sending too many Twitter messages



Study Opportunities 23

Good sources

“ <http://mashable.com/guidebook/twitter/> - Guidebook


“ <http://support.twitter.com/entries/13920-frequently-asked-questions> - FAQ

“ <http://www.twitip.com/7-'secret'-ways-to-use-Twitter-search/> - Searching

“ <http://www.twitterlocal.net/> - Software for finding posts geographically near you

“ <http://www.twitip.com/7-deadly-sins-of-twitter/> - Not do's

“ <http://www.speakingaboutpresenting.com/twitter/present-twitter-backchannel-ebook/> - Presenting with Twitter and other back channels



Study Opportunities 24

Changes

- “ Be aware that Twitter is improving/changing all the time – look around screen
- “ Image of whale means over use – just click home and wait

