

Twitter 101

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First Steps

- Create an account
- Upload a photo of yourself, your department, or a school mascot/logo
- Build your network
- Tell people you are on Twitter

Finding Tweeple

“Following” someone is sort of like adding a friend on Facebook, except they cannot see what you write unless they follow you too. Once you start following someone, their updates, or “Tweets”, will appear in your Twitter feed. You can follow as many people as you would like, and unfollow them if they are annoying.

Give Your Followers Value

Tweet interesting articles, college information, important dates, SAT word of the days, open house info, parent education materials, etc.

Tweet Regularly

Tweet often, but *only if you have something of value to say*. You should aim for a few tweets a day.

Obey the Law of Reciprocity

Retweet other user’s tweets when you think they are relevant or you can help them out. Do unto others as you would have done to you and you’ll be a *valued member of the community*.

Twitter Etiquette

The first rule of Twitter is that it is *more permanent than the internet*. When you post something, at least one person is going to read it and have a memory of that event. All of your tweets are public record and searchable, forever.

Tweet Interesting Stuff Only

If you read an article that completely rocks your world, tweet it. If articles are rocking your world a number of times a day, pick only the few that rock your world the most.

Snip Your URL’s

TinyUrl and bit.ly shorten your URL’s to make the 140 character limit more manageable.

Try Not To Use Abbreviations

IM contractions like 4 U and the like are best left to IM’s, although most people still use them. For personal tweets, they’re OK. In business tweets, they are best left out.

Twitter Glossary

@ reply

The @ sign is used to indicate that you are replying to a specific username. For example, if @apexcounselors tweets something to you, you will reply with @apexcounselors

140 Character Limit

Twitter messages are meant to be short. Most people don't even go up to the 140 character limit when posting a tweet.

Block

The act of blocking a particular user name from following your tweets. You block someone by clicking on their profile and choosing "Block" on the right sidebar.

DM

This stands for direct message, which is the Twitter equivalent to e-mail. You may only send direct messages to those following you. To do so, click on "Direct Message" on their profile and type out your message, again only up to 140 characters.

Feed

Your posts on Twitter are commonly referred to as your "Twitter feed", or "timeline".

Followers

People who follow your updates.

Hashtags

Hashtags, such as #NCSCA for North Carolina School Counselor Association denote groupings on Twitter for popular, commonly referenced items.

RT/Retweeting

This stands for retweeting, the process whereby you repost someone else's Twitter post on your feed. The proper form for this is: *RT @username "text of the retweet"*. You are specifying that it is a retweet and putting in the full username so others on your list can choose to follow them if they like it.

Adapted from: <http://www.webdesignerdepot.com/2009/03/the-ultimate-guide-for-everything-twitter/>