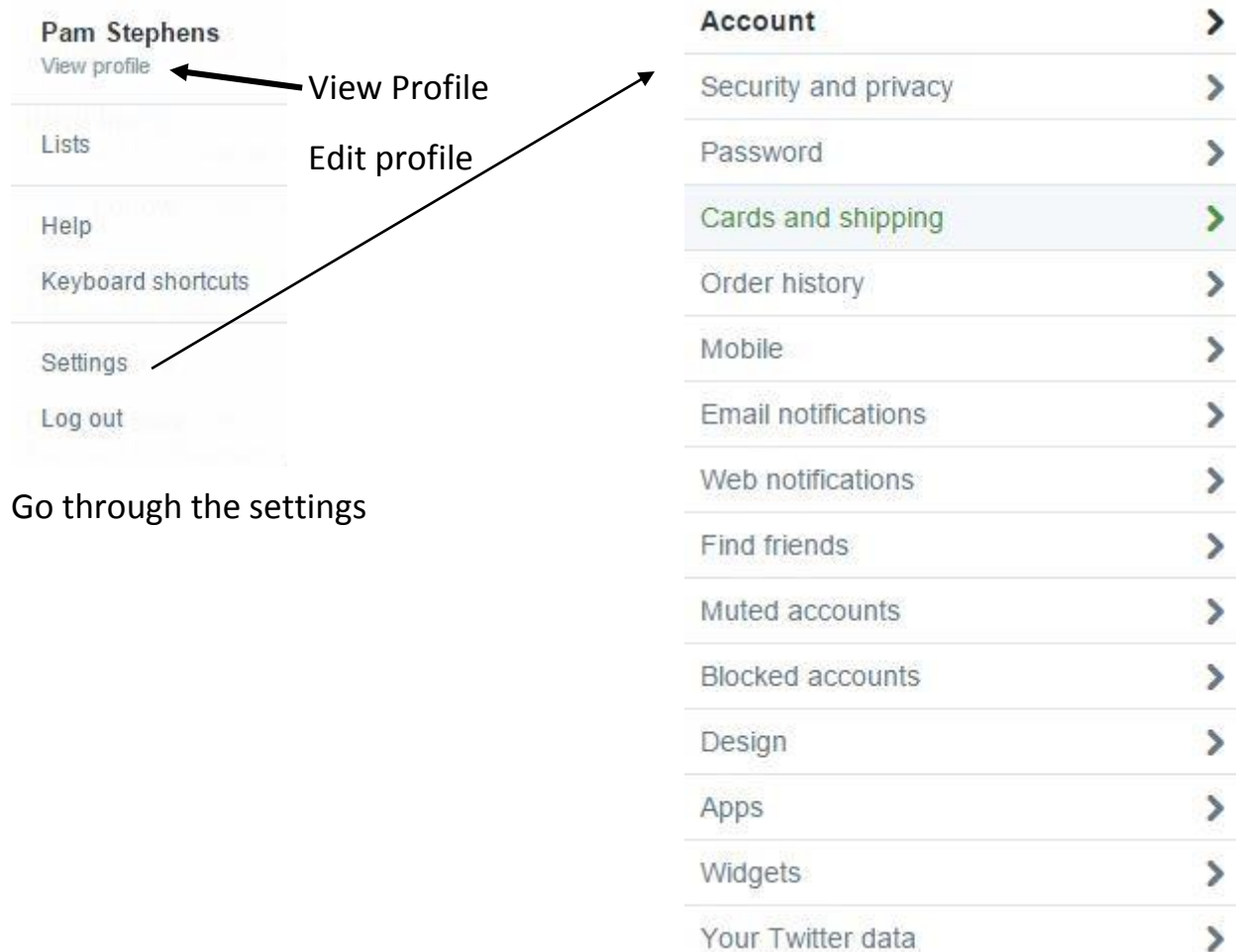


Twitter Basics Agenda

- Let's look at **Twitter statistics**
- **What IS Twitter exactly?** Twitter is an information network made up of 140-character messages called Tweets. It's an easy way to discover the latest news related to subjects **you** care about.
- **How is Twitter useful?** Twitter contains information you will find valuable. Messages from users you choose to follow will show up on your home page for you to read. It's like being delivered a newspaper whose headlines you'll always find interesting – you can discover news as it's happening, learn more about topics that are important to you, and get the inside scoop in **real time**.
- Reading Tweets and discovering new information whenever you check in on your Twitter timeline is where you'll find the most value on Twitter. Some people find it useful to contribute their own Tweets, but the real magic of Twitter lies in absorbing real-time information that matters to you
- Be sure you have a Twitter account first. Then let's look at a typical Twitter account and go through the Basic vocabulary. (refer to additional handout)
- Pay attention to your settings to personalize your account.



Go through the settings

Look at teacher's Twitter account to see how someone might use their Twitter account.

- **DISCOVER SOURCES: Find and Follow Others** - It's best to begin your journey by finding and following other interesting Twitter accounts. Look for businesses you love, public service accounts, people you know. Celebrities, or news sources you read. **TIP:** One great way to find more interesting accounts is see who those you know or admire are following.
 - **Search** - Verified vs parody (humorous) accounts
 - **Fan accounts**
 - **Inanimate object accounts**
 - **PR accounts**

- **CHECK YOUR TIMELINE: See what's happening** – Messages from those you follow will show up in a readable stream on your Twitter homepage, called your “**Timeline**”. Once you've followed a few people, news outlets, organizations, or accounts of your interest, you'll have a new page of information to read each time you log in. Click links in others' Tweets to view articles, images or videos they've linked to. **Click hashtagged keywords (#)** to view all Tweets about that topic.

- **TAKE IT WITH YOU: Connect your mobile** – One of the best things about Twitter is that it's portable. Connect your account to your mobile phone or download a Twitter application to begin reading Tweets on the go. Now you can get updates about traffic problems in the middle of your commute, find out what the players are saying while you're at the game, or catch up on the buzz about an event you're about to attend.

- **HOW TO START TWEETING:** Many users find it fun or exciting to contribute their own content to Twitter (we all this “tweeting”). If you're one of them, here are some good ways to get started posting your own Tweets. People who are interested in what you have to say may follow you and they'll see all the Tweets you share with them.

- **BUILD A VOICE** – Use existing information (other people's Tweets) on Twitter to find your own voice and show others what you care about. **Retweet** messages you've found and love, or **@reply** with your reaction to a Tweet you find interesting. **TIP:** If you're a new user, others are more likely to find your messages if they are **Retweets** or **@replies**.

- **MENTION** Once you're ready to begin authoring your own messages, consider mentioning other users by their Twitter username (preceded by the **@** sign) in your Tweets. This can help you think of what to write, will draw more eyes to your message, and can even start a new conversation. Try posting a message mentioning a celebrity or person you admire – they often respond to fans. You'll see their response on your **Mentions** tab. **TIP:**

Can't think of anything to write? You don't have to. The real magic lies in reading content from sources you follow on Twitter

➤ **GET FANCY –**

- **Lists**
- **Direct Messages**
- **Favorites**
- **Images**
- **Videos**
- **Connect to your blog, Facebook, or website**

➤ **The best way to gain followers on Twitter is to regularly engage and contribute in a meaningful way.**

- ❖ **Periscope**
- ❖ **Meerkat**
- ❖ **Vine**
- ❖ **Instagram**