

Twitter Literacy for Professionals

Tweets and Lists and Hash Tags,
OH MY!

Hash tag for this and other NAE Webinars
#NAEwebinar

Social Media for the Professional

“We're the nation that put cars in driveways and computers in offices; the nation of Edison and the Wright brothers; of Google and Facebook. In America, innovation doesn't just change our lives. It is how we make our living. “

- President Obama

What is **twitter** ?

“Twitter is a microblogging tool that allows users to publish chronologically ordered ‘tweets’ of 140 characters or less.” ¹

Tweets are published to a public timeline that you and others can view.

You view only the tweets of people you choose to ‘follow’.

Where is Twitter?

- It's on the Web – twitter.com



- It's an app on your [Smartphone](#)



- It's on your Mobile Phone

- Text 40404



- Mobile web mobile.twitter.com

- It's an app on your Desktop (TweetDeck)



- RSS – Your feed is syndicated – view your timeline in your favorite news reader.



Why Tweet?

- Share ideas, links, and articles.
 - No need to keep up with email addresses.
 - It's public, so others can join in and add to the conversation.
- Stay abreast of late-breaking news.
- Find help or advice.

Why Tweet?

- An integral part of a PLN (Personal Learning Network).
- Access like-minded practitioners, experts, authors, politicians, and more.
 - Expand your reach beyond your circle of friends and the walls of your organization.
 - Participate in Twitter Chats.

What's the Downside?

- Can be frustrating for linear, sequential thinkers.
 - Many are uncomfortable at first. Stick with it, remember that it is a literacy to learn.
- 140 character limit can be constraining.
 - This is also one of the better things about Twitter.
 - Posts must be clear and concise by nature.
 - Discourages lecturing and encourages in-the-moment interactions.
- Some posts are frivolous.
 - Carefully choose those you follow.
 - Accept some noise.
 - Don't actually answer the question "What's Happening?"

Getting Started

- Create an account
 - Or several. Twitter allows multiple accounts.
- Choose your Twitter Handle
 - This is your username
 - Not too long – it can count against the 140 character limit.
- Create your profile
 - Provide a short description about yourself and your interests.
 - Many will look at your profile before deciding if they will follow you.

Continued...

Getting Started

- Upload a profile picture (avatar)
 - Twitter starts you with their default ‘egg’ picture.
 - Change it if you expect to get followers.
 - Faces are preferred for professionals.
 - Some people will not follow those without a face picture (No Face, No Follow).
 - Logos are OK if you are tweeting for an organization.

Who would you Follow?



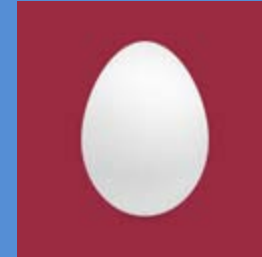
@lita995

Name: BELITA
No Profile
19,000 Tweets
1,117
Followers



@davidbobzien

Name: David Bobzien
Profile: Web guy,
Nevada legislator, and
papa of Luca and
Finnegan.
2,375 Tweets
1,192 Followers

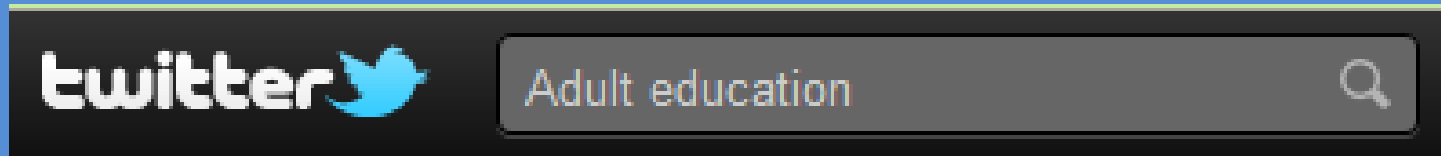


@KumarAGarg

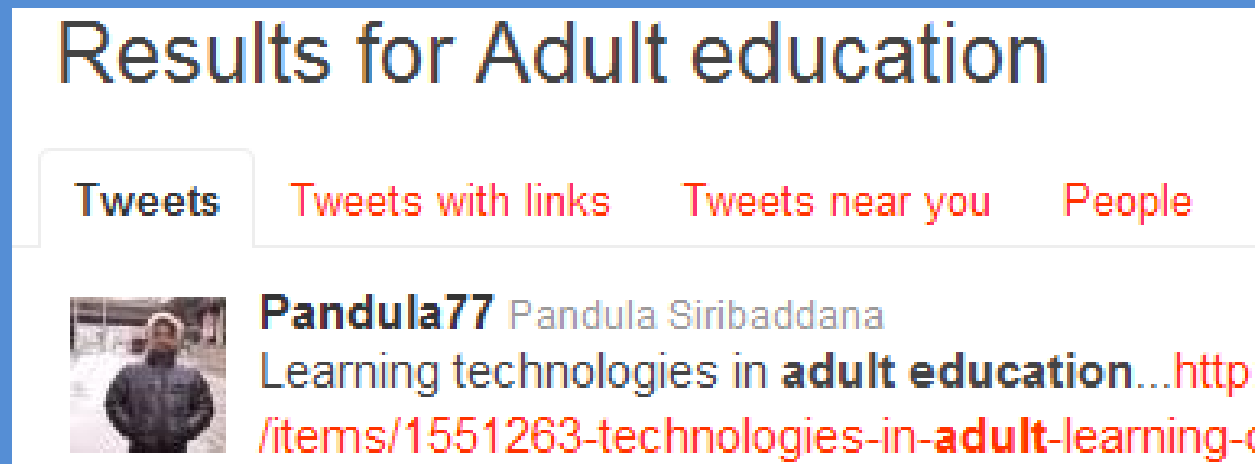
No Name
No Profile
0 Tweets
78 Followers
977 Following

Find People to Follow by Topic

- Use the search bar on the Twitter home page



Tweets with your search term show on the 'Tweets' tab.

A screenshot of the Twitter search results page for the query "Adult education". The title "Results for Adult education" is at the top. Below it are four tabs: "Tweets" (selected), "Tweets with links", "Tweets near you", and "People". The first result is from user "Pandula77" (Pandula Siribaddana) with a profile picture of a person in a grey jacket. The tweet text is "Learning technologies in **adult education**..." followed by a red URL: <http://items/1551263-technologies-in-adult-learning-o>

Follow by Searching People

- Use the search bar on the Twitter home page. People with your search term show on the 'People' tab.



Preview before Following

- Click the person's picture to see a preview.



Results for: **obama**

 **BarackObama** Barack Obama ✓
44th President of the United States

Barack Obama ✓
@BarackObama [view full profile →](#)
Washington, DC

44th President of the United States <http://www.barackobama.com>

1,155 Tweets	707,423 Following	6,149,986 Followers	121,408 Listed
------------------------	-----------------------------	-------------------------------	--------------------------

[+ Follow](#)  

Recent Tweets

 **BarackObama** Barack Obama
Looking forward to signing the repeal of **#DADT** into law this morning. Watch live at 9:15am ET: <http://wh.gov/live>.
2 hours ago

 **BarackObama** Barack Obama
Ratifying a treaty like START isn't about winning a political victory. It's about the safety and security of the U.S.

Want to Follow this person? Click the Button.

Mine Followers and Followed



MPAEA Adult Education

@MPAEA AZ, CO, MT, NM, NV, UT & WY
MOUNTAIN PLAINS ADULT EDUCATION ASSOCIATION: Supporting lifelong learning in Arizona, Colorado, Idaho, Montana, New Mexico, Nevada, Utah & Wyoming since 1942.
<http://www.facebook.com/MPAEA>

Following Message [dropdown] [settings]

Timeline Favorites **Following** Followers Lists

@MPAEA follows 89 people

-  **BradDeeds** Brad Deeds
Adult Educator [+ Follow](#) [dropdown]
-  **effully** Vivian Fully [+ Follow](#) [dropdown]
-  **MrMarsala** Mr Marsala
Adult EDUCATOR 25 years [+ Follow](#) [dropdown]

About @MPAEA

4	89	21	1
Tweets	Following	Followers	Listed

Connections

Also followed by @SharynLV, @NevadaAdultEd, @ca



You both follow @SharynLV, @terizutter, @NevadaAd



Following 89



Similar to @MPAEA - view all

-  **rasebastian** - Follow
Richard Sebastian
-  **LiteracyLA** - Follow
Literacy Alliance
-  Pro Literacy
-  mlc MN

Twitter Codes

RT

ReTweet
(Forward)

DM

Direct Message
(Private to one
of your followers)

@

Reply

HT

Heard Through
(a fellow Twitterer)

OH

OverHeard
(don't disclose
source)

Short URLs

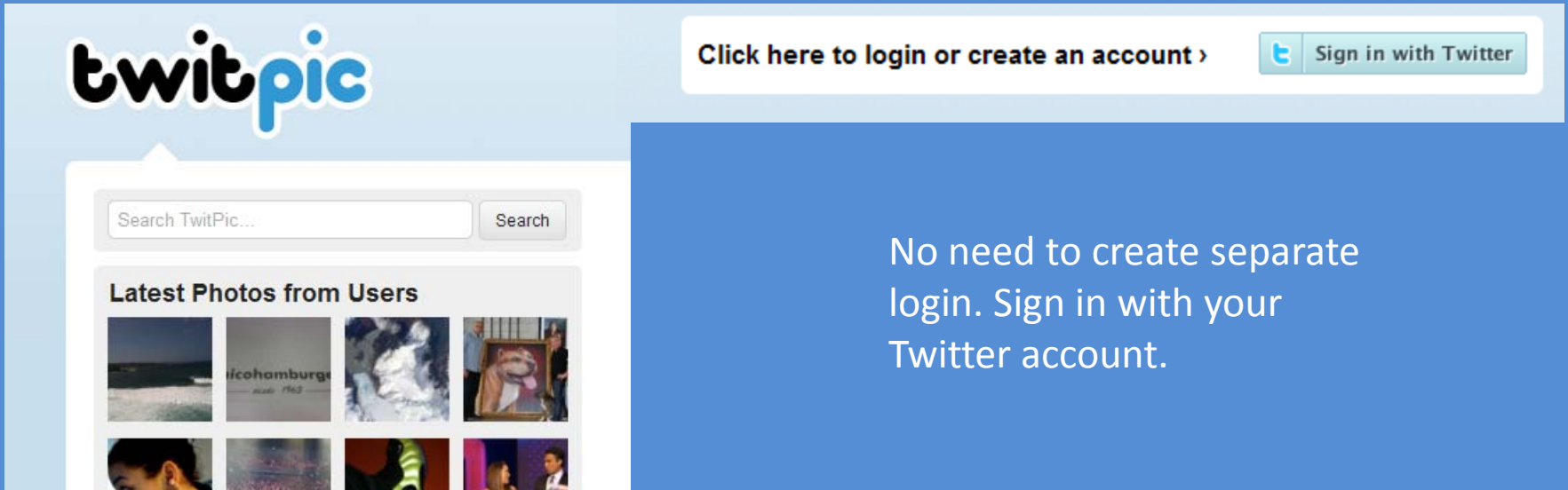
<http://www.nvadulted.org/membership/twitter-literacy-for-profes/>

<http://goo.gl/ovvH8>

Bit.ly, Goo.gl, shorturl.com and other services will shorten an URL to fit your 140 character limit.

TwitPic and other services

- Lets you share images on Twitter



The screenshot shows the TwitPic website interface. At the top left is the TwitPic logo. To the right, there is a navigation bar with the text "Click here to login or create an account >" and a button labeled "Sign in with Twitter" featuring the Twitter logo. Below the logo is a search bar with the placeholder text "Search TwitPic..." and a "Search" button. Underneath the search bar is a section titled "Latest Photos from Users" which displays a grid of eight small image thumbnails. The thumbnails include a beach scene, a sign for "Hamburg", a close-up of a person's face, a framed picture of a dog, a person's profile, a crowd of people, a person in a green shirt, and a couple.

No need to create separate login. Sign in with your Twitter account.

Hash Tags

- Categorize a Tweet
- Allow for searching by topic

#adulthood

#advocacy

#education

#edchat

#FollowFriday or #FF

Example w/ RT, URL and Hash Tag



close

 **@nvadulthood**
NV Adult Educators

RT @rgj: Nevada groups get foreclosure education grant <http://bit.ly/fYpzqj> opportunity for #adulted collaboration?

28 Jan via HootSuite ☆ Favorite ↩ Reply 🗑 Delete

Mentioned in this Tweet

 **rgj** RGJ.com
The official Twitter feed of RGJ.com, Northern Nevada's digital news leader.

Tweets tagged with #adulted

 **adultedrockstar** Nicole Viggiano
@jataylor10 Good Luck on your bid for COABE President. #adulted would benefit from your leadership.
52 minutes ago

 **priyankanctn** Priyanka Sharma
RT @GEDTesting: CareerLink gives adults chance for #life-long-learning <http://ow.ly/0NIT1> #edtech #edpro

#FF Examples

28 Jan



ESLlibrary esl-library.com

Today's #FF tribute goes to @cerirhiannon for her archived post "One Word Lessons" <http://tinyurl.com/45jymfe>

28 Jan




GEDTesting

Jan 14, 11:08am via HootSuite

Stars in #adulted and our #FF this week: @nvadulted
@VAELN @ReadingHorizons @Life_Literacy
@LACNYCnell @flatechgirl @umflintCIF ...

Favorites


- Tag a Tweet as a Favorite and it gets saved in a special list on your profile



The screenshot shows the 'Favorites' tab of a Twitter profile. At the top, there are navigation tabs: 'Timeline', 'Favorites' (which is selected), 'Following', 'Followers', and 'Lists'. Below the tabs, the text 'Your Favorites' is displayed. Three tweets are listed, each with a yellow star icon on the left. The first tweet is from 'Life_Literacy' (ABC Life Literacy) and thanks several users for retweets and mentions. The second and third tweets are from 'JaneBozarth' and discuss workplace issues related to the #lrnchat hashtag.

Timeline Favorites Following Followers Lists ▾

Your Favorites

 **Life_Literacy** ABC Life Literacy
 Thx for the RTs & mentions! @IndigoLOR @SPLibrary @ifoa @helainebecker @nvadulter @NewspaperCanada @firstnationbook @Counterpane @gitammas
25 Jan

 **JaneBozarth** Jane Bozarth
 I get permission from those involved, then send boss screenshot when my Twitter PLN helps me solve a problem. #lrnchat
20 Jan

 **JaneBozarth** Jane Bozarth
 RT @mrch0mp3rs develop thyself in the safety of thine own home. If you cant work in the system, work around it. #lrnchat
20 Jan

Lists

- Create lists of Tweople around topics or other groupings.
- You don't have to follow them to list them.
- [State of Nevada List for nvadulthood](#)
- You can Follow a list

Twitter Chats

- Scheduled discussions around a central topic or theme.
- Use a common hash tag e.g. #lrnchat
- Try [TweetChat.com](https://www.tweetchat.com) to manage the chat stream.

Back Channels

- Event participants use a common hash tag for the event. The hash tag for this webinar is #NAEwebinar
- Participants tweet on and about the event
- Participants use the back channel for after hours networking and meet-ups
- The talk often continues well after the event

Follow Us!

- [@nvadulthood](#) Nevada Adult Educators
- [@nevadaadulthood](#) Nev. Adult Education Office
- [@kzutter](#) Ken Zutter, Webinar Presenter
- [@braddeeds](#) Brad Deeds, Webinar Presenter

Tip of the Hat

- Thanks to Dr. Jane Bozarth for sources and inspiration!
- <http://bozarthzone.com>

