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Social Media: Twitter

A Primer

Today's Road Map

- What is Twitter?
- Getting started with Twitter
- Changing account info & password
- Mobile phone options
- Mobile phone commands
- Sending out updates -- "tweets"
- Following others on Twitter
- View who is following you on Twitter
- Some advanced topics

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What exactly is “Twitter”...

Common answers...

- A. Asks “What are you doing???”
- B. “Microblogging”
- C. 140 characters of your current status

How do I get to Twitter...

→ <http://www.twitter.com>

What does it look like?

Start-up page...

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The screenshot shows the Twitter interface with the following elements:

- Navigation:** Home, Connect, Discover, Me, Search, Settings, Compose.
- User Profile (Phil Hamlett):** 2,202 TWEETS, 1,563 FOLLOWING, 426 FOLLOWERS. Includes a "Compose new Tweet..." field.
- Get Started with Twitter Ads:** A banner with the text "Did you know that conversations on Twitter can translate directly into web traffic, purchases and leads?" and a "Create an ad" button.
- Who to follow:** Suggests Steven Peterson (@sdpeterson13) and Academy of Fine Arts (@AtTheAc...).
- Trends:** Lists trending topics like #FollowMeLittleMixStudio, #MessageToMyFutureSpouse, and #biebsmeethaileyTODAY.
- Tweets:**
 - Glassdoor @Glassdoor:** "20 days left to nominate a tenacious social recruiter in the Glassdoor #TalentWarrior Awards! Takes 1 minute glassdoor.com/blog/glassdoor..."
 - ABC News Politics @ABCPolitics:** "GOP Takes Aim at Individual Mandate Again abc.ws/1alvAA3"
 - Everett Will @DCAbloob:** "Flash Flood Watch incl Garrett County [MD] - 8 pm Tue. to 6 am Thu. - bitly.com/1ainOWB #mdwx"
 - LinkedIn Jobs @LinkedIn_Jobs:** "Treasury Specialist at Gensler - San Francisco Bay Area #in #jobs lkd.in/nX4D92"

How do I get started?

Go to the twitter sign-up page: <http://www.twitter.com/signup>


Steps:

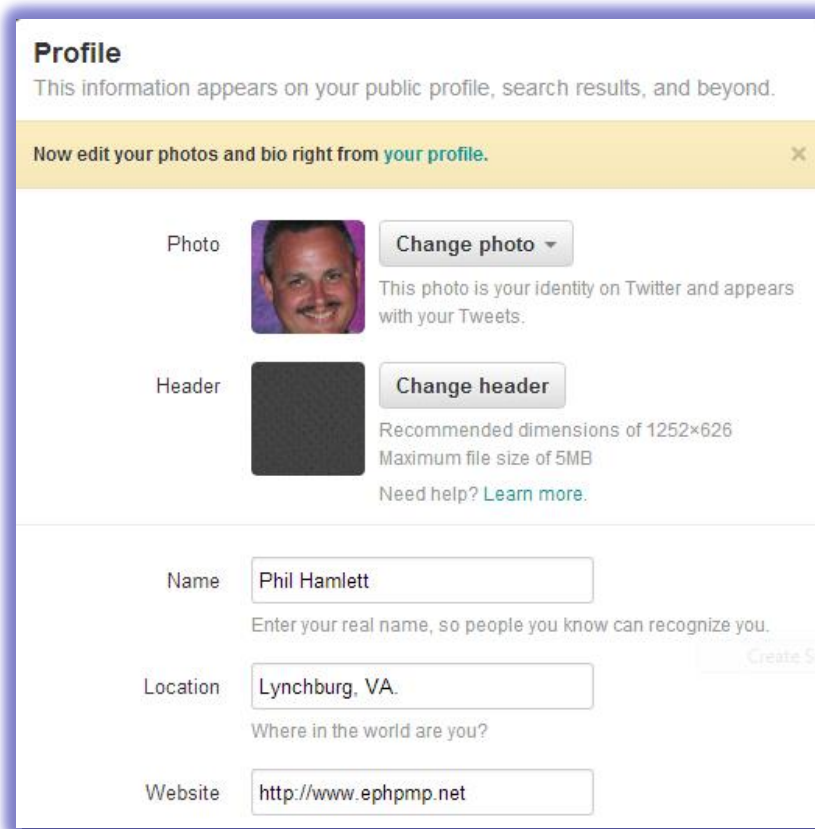
- A. Full Name – the name you want people to see when they view your twitter “profile”
- B. Username – Username you want to use to “sign-on” with
 1. Also will be used as URL or address for people to get you – <http://twitter.com/<username>>
 2. Maximum # of characters is 15
 3. Any combination of letters, numbers and underscores
 4. Password – must be six characters long
 5. Twitter will also rate the password strength
 6. Email address – address at which you want to receive notifications, etc.
 7. Verify the generated text
 8. Click

Create my account

How do I get started?


Customizing your profile:


1. Sign in to your account
2. Click on the gear symbol  (to the right-hand side)
3. Click on "Edit Profile"



Profile
This information appears on your public profile, search results, and beyond.

Now edit your photos and bio right from [your profile](#). ✕

Photo  ▼
This photo is your identity on Twitter and appears with your Tweets.

Header 
Recommended dimensions of 1252x626
Maximum file size of 5MB
Need help? [Learn more](#).

Name
Enter your real name, so people you know can recognize you.

Location
Where in the world are you?

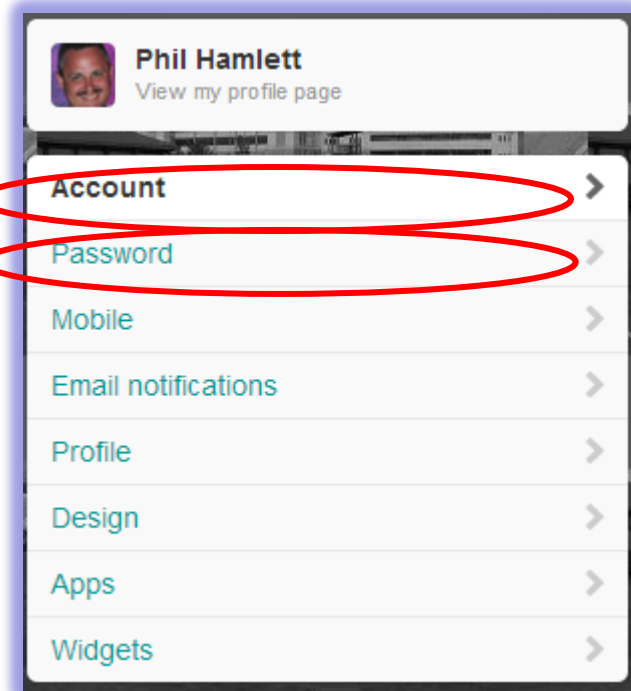
Website

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Changing account info & password

To change profile picture/image, click :

To change account information click :

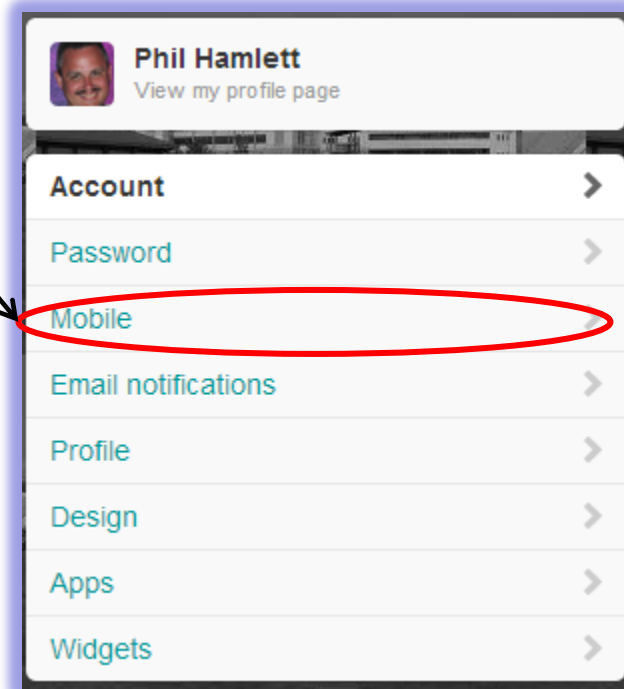


To change password :

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Mobile options

Changing mobile (cell phone) options :



Note: You will be receiving texts from number 40404

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Mobile options

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My phone +1 4344260929 (United States)

Let others find me by my phone number.

Text notifications

- Tweets from people you've enabled for mobile notifications
- Direct messages
- Top Tweets and stories
- Someone new follows me
- Mentions and replies
 - Only from people I follow
 - From anyone
- Your Tweet is retweeted
 - Only from people I follow
 - From anyone
- Your Tweet is marked as a favorite
 - Only from people I follow
 - From anyone

Sleep settings Turn off updates during these hours

midnight to midnight

Mobile commands

Commands you can send to Twitter (40404) to execute for mobile updates:

- **ON**: turns ALL your authorized Twitter updates and notifications on.
- **OFF**: turns ALL phone notifications off.
- **ON [username]**: turns on notifications for a specific person on your phone. Example: **ON alissa**
- **OFF [username]**: turns off notifications for a specific person on your phone. Example: **OFF blaine**
- **FOLLOW [username]**: allows you to start following a specific user, as well as receive SMS notifications. Example: **FOLLOW jerry**, or **F jerry**, for short.
- **UNFOLLOW [username]**: allows you to stop following a specific user.
- **LEAVE [username]**: this command allows you to stop receiving SMS notifications for a specific user without having to unfollow them. When you log into twitter.com from the web you will still see this user's updates in your timeline. Example: **LEAVE benfu**, or **L benfu**, for short.
- **STOP, QUIT, END, CANCEL, UNSUBSCRIBE, or ARRET**: will deactivate your account if you are an SMS-only user. If you [completed the sign-up flow on the web](#), sending any of these commands to your Twitter short code will simply remove your phone number from your Twitter account.

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Sending out updates (“tweets”)

What type of updates (tweets) are typically sent?

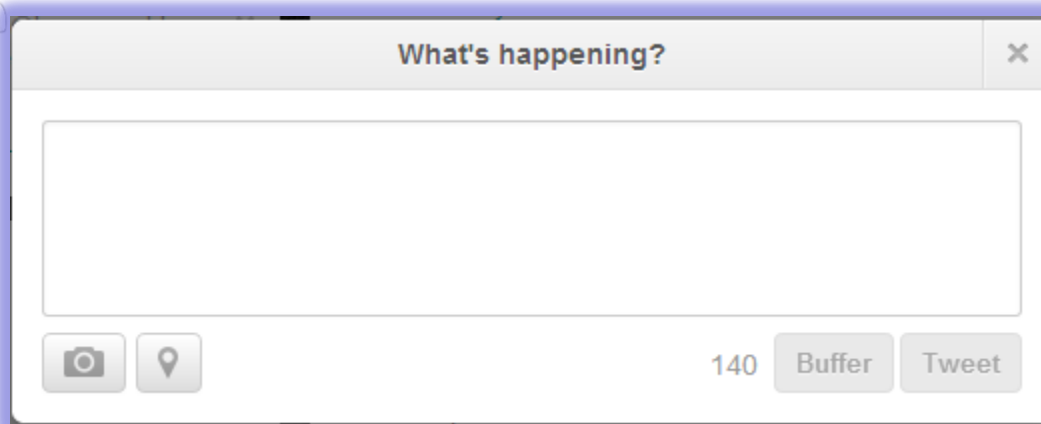
- Status updates – “What are you doing”?
- Internet site link – Link (URL) to an interesting web page
- Link to your content – blogs, online picture albums, etc.
- Conversations – simple to instant messaging/texting
- Broadcasts – Regularly scheduled tweets (quotes, etc.)
- News – News blasts sent by media organizations
- Live-tweeting – from events (sporting, etc.)

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Sending out updates (“tweets”)

To send an update via the Twitter web site:

- Sign in to the Twitter account
- Locate the  icon



- Input your tweet and hit the “Tweet” button

Adding “hashtags” to a tweet:

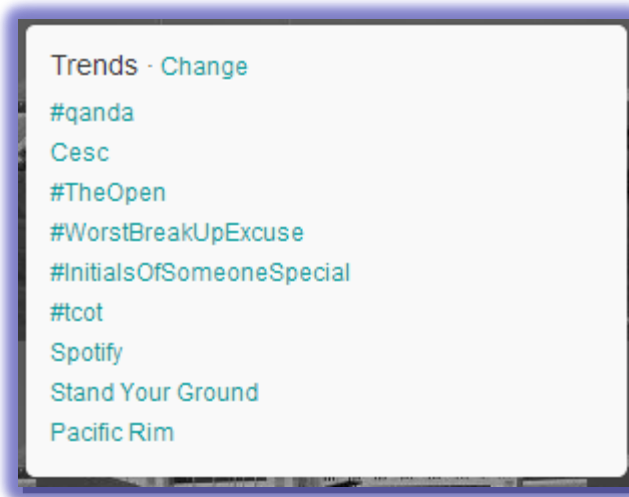
Hashtags – keywords (prefixed by a “#”) added to a tweet

Used by twitter search engines for quickly locating related tweets

Following others on Twitter

Simple way to find others to follow:

- Sign in to the Twitter account
- Locate the “Trends” box



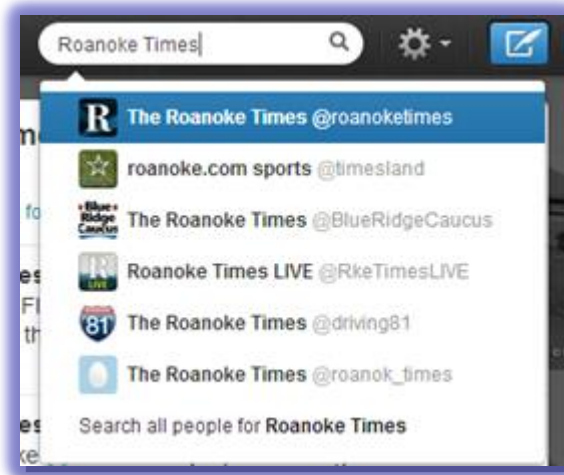
Find a list that interests you (#) and click to see who is tweeting about it

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Following others on Twitter

To search for others to follow:

- Sign in to the Twitter account
- Locate the search box
- Type in a topic or twitter "handle"



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See who you follow on Twitter

To see who you follow:

- Sign in to the Twitter account
- Go to the Home screen 
- Click on "Following"



Twitter will display a list of those you are currently following

See who follows you on Twitter

To see who you follow:

- Sign in to the Twitter account
- Go to the Home screen  Home
- Click on "Followers"



- Twitter will display a list of those who are currently following you

Advanced Topics

- ❑ Using Twitter on mobile devices (tablets, phones)
- ❑ Using Twitter “lists”
- ❑ Integrating other applications with Twitter (e.g. LinkedIn, Facebook)
- ❑ Using Twitter “widgets”
- ❑ Using metrics tools (e.g. SocialBro)
- ❑ Using 3rd-party tools that integrate with Twitter
- ❑ Other useful links --
<http://www.ephmp.net/twitterhelps>

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About your instructor

Who am I... (short version)

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A professional profile graphic for Phil Hamlett. It features a central portrait of Phil Hamlett with the email address phil@ephmp.net below it. The name "PHIL HAMLETT" is written in large, stylized, glowing blue letters. Below the name are icons for social media: Twitter, Facebook, LinkedIn, a globe, YouTube, and Instagram. The background is dark blue with a globe and binary code. Three grey boxes at the top list his credentials: "ADJUNCT PROFESSOR OF INFORMATION TECHNOLOGY & PROJECT MANAGEMENT", "ENTERPRISE IT PROJECT MANAGER", "CERTIFIED PROJECT MANAGEMENT PROFESSIONAL", and "CERTIFIED SIX SIGMA PROFESSIONAL". At the bottom, the word "PHILSPEAK" is written in a glowing font.

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PHIL HAMLETT

PHILSPEAK

Who am I...(long version)

...currently employed as an Information Technology Project Manager with the Babcock & Wilcox company in Lynchburg Virginia. With over 24 years of professional experience, has held numerous roles in information technology, project & formal management and process improvement. In early career worked as an application developer, performing development work on numerous technology platforms including client-server, mid-range, web and telephony. Recent roles include: Six Sigma Black Belt for General Electric and manager for an operations intelligence team in a Genworth Financial domestic call center. Has served as adjunct faculty in IT and Project Management at Central Virginia Community College for the last 16 years. Possesses the Project Management Professional (PMP) credential as well as a BS degree in Management Science from Virginia Tech and a Masters in Administration from Lynchburg College.