

Twitter Literacy for Professionals

Tweets and Lists and Hash Tags,
OH MY!

Hash tag for this and other
Technology Saturday Workshops
#TechSat

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

The Age of the PC is Over

- Who invented the PC?
- It wasn't Bill Gates.
- It was Mark Dean and his team at IBM.
- He now uses a tablet computer
- "These days," he writes, "it's becoming clear that innovation flourishes best not on devices but in the **social spaces between them, where people and ideas meet and interact.**"

What is ?

"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?



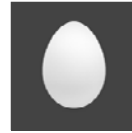
@lita995

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

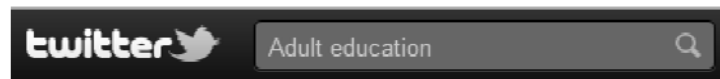


@KumarAGarg

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.

Results for Adult education

Tweets Tweets with links Tweets near you People



Pandula77 Pandula Siribaddana
Learning technologies in **adult education**...<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.



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>

4 Tweets 89 Following 21 Followers 1 Listed

Connections
 Also followed by @SharynLV, @NevadaAdultEd, @ca...
 You both follow @ShannLV, @terizutter, @NevadaAd...

Following 89

Similar to @MPAEA view all
 rasebastian - Follow Richard Sebastian
 Literacy Alliance - Follow Literacy Alliance

Following
 Brad Deeds Brad Deeds Adult Educator
 effully Vman Fully
 MrMarsala Mr Marsala Adult EDUCATOR 27 years

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

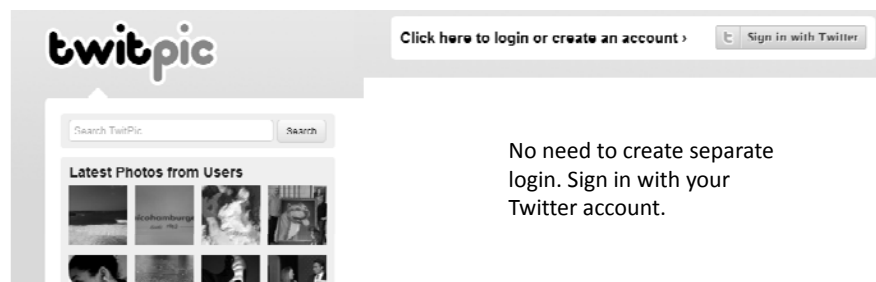
<http://www.nvadulted.org/membership/twitter-literacy-for-profes/>

<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



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 #adulthood collaboration?

28 Jan via HootSuite ☆ Favorite ↻ Reply 🗑 Delete

Mentioned in this Tweet

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

Tweets tagged with #adulthood

 **adulthoodrockstar** Nicole Vialano
@ataylor10 Good Luck on your bid for COABE President. #adulthood would benefit from your leadership.
52 minutes ago

 **priyankanctn** Priyanka Sharma
RT @GEDTesting: CareerLink gives adults chance for

#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: @nvadulterd
 @VAELN @ReadingHorizons @Life_Literacy
 @LACNYCnell @fiatechgirl @umflintCIF ...


Favorites

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

Timeline **Favorites** Following Followers Lists ▾

Your Favorites

 **Life_Literacy** ABC.LifeLiteracy
 Thx for the RTs & mentions! @IndigoLOR @SPLibrary @ifoa
 @helainebecker @nvadulterd @NewspaperCanada
 @firstnationbook @Countcrpanc @qitammias
 25 Jan

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

 **JaneBozarth** JaneBozarth
 RT @mchl0mp3rs develop thyself in the safety of thine own home.
 If you cant work in the system, work around it. #lmchat
 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 nvadulted](#)
- 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](#) to manage the chat stream.

Back Channels

- Event participants use a common hash tag for the event. The hash tag for this webinar is #TechSat
- 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!

- [@nvadulted](#) Nevada Adult Educators
- [@nevadaadulted](#) Nev. Adult Education Office

- [@kzutter](#) Ken Zutter, Webinar Presenter
- [@braddeeds](#) Brad Deeds, Adult Educator

Tip of the Hat

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

