#GRCPresents

THE TWEETING LIBRARIAN

A PRESENTATION ON EVERYTHING YOU NEED TO KNOW ABOUT TWITTER!
The Agenda

What are we learning today?

HOW to use it

NETWORKING on it

LIS Community on Twitter?!
What's Twitter?

A Brief History Lesson

@ev  @biz  @jack

ODEO
The 3 men wanted to create a way to send text on their cellphones and a way to reinvent a dying company: twitter
The first tweet, sent out March 21st, 2006.

Was released to the public on July 15th.
What are you doing? Text JOIN SXSW to 40404
Number of monthly active Twitter users worldwide from 1st quarter 2010 to 1st quarter 2015 (in millions)

Source:
Twitter
© Statista 2015

Additional Information:
Worldwide; 1st quarter 2010 to 1st quarter 2015
How do I Twitter?!

A Guide to Twitter

Pick a username and stick with it. Make it something memorable, this is how people will know you!

Examples of Good Usernames:
@kwokaty
@botanising
@SarahDashow
@projectread_

Examples of Bad Usernames:
@SmokeWeed420
@JustinBieber4Eva
@HotLibrarian87
@Ryan5433678
How do I Twitter?!  

Getting Started

Edit your biography, profile picture and header.

Remember that your biography is how you're going to sell yourself to people before they start following you. Try including information about your profession and some of your interests.

Pick a professional profile picture: this can simply be a picture of yourself, your cat, a book face, artwork, and even a cartoon version of yourself.

Find a header photo that isn't going to be over pixelated. Try to get a photo that is good quality, OR make one yourself using websites such as www.canva.com. Remember, show off your personality but keep it professional.
How do I Twitter?!

The Toolbar

The toolbar is permanently affixed to the top of the screen. This is where you'll be able to access your:

- Home page (Tweets from everyone you follow)
- Notifications (Follows, Favourites, Retweets, @replies)
- Messages (Personal Messages from Followers)
- Search Bar
- Personal Home Page (Only your Tweets)
- Lists, Settings, and Analytics
- The "Tweet" button
How do I Twitter?!

The Tweets!

There are two important parts of tweeting:

@Replies

CHana @poorcate 5h
@ErinAuger5 @stephjohnson9 @botanising Ok.... that last one totally didn’t work. Grr. Try it this way instead: po.st/GBawYq

Erin @ErinAuger5 18m
@poorcate @stephjohnson9 @botanising Sorry things didn’t work out but I love that you sent a video!
1:21 PM - 25 Jul 2015 - Details

Hide conversation

#Hashtags

Julie N Smith @julnilsmith 18m
Curious about #medialliteracy ? Here’s a great intro for ya: opi.mt.gov/pdf/tobaccoed/...
How do I Twitter?! 

Other Useful things to know about:

- Following
- Favouriting
- Retweeting
- Muting
- Blocking
- Reporting
- Lists

Reply  ReTweet  Favorite
Networking on Twitter

7 Steps for Success

1. Connect with people you want to know
2. Thank people for following you back
3. Find a way to establish these relationships and go beyond Twitter
4. Retweet others
5. Give others shoutouts
6. Write engaging tweets in areas that interest you
7. Create opportunities to network further
LIS Community on Twitter

What Are They Doing?

Go to https://storify.com/courtums/listweets to see examples of what the LIS community is doing on Twitter!