Twitter Basics for Professionals

A Hands-on Workshop
Twitter allows users to subscribe to what they are interested in by following similar users, find content through the use of “hashtags” (#), and participate in weekly, biweekly, or monthly planned discussions facilitated through said hashtags. - Kevin Tanner, 2015, p.2.
People Tweet About:
what they are doing, where they are going, when they have blogged, information on breaking news stories, quotes from speakers, thoughts, ideas and opinions.
"You're entirely bonkers. But I'll tell you a secret. All the best people are."

ALICE IN WONDERLAND
Is Twitter full of Rubbish?

On Twitter, you can follow whomever you want, block/mute users, create lists (and subscribe!), follow hashtags, and much more...
I DON'T ALWAYS USE A HASHTAG WHEN I TWEET

BUT WHEN I DO IT BECOMES A TRENDING TOPIC
Four Ways to Use Twitter:

**Broadcasting**
Twitter is great for letting your followers know simple things such as: when you plan on closing for the day, or providing information about an upcoming tour/event.

**Lurking**
Twitter is a great tool for finding out what people's opinions are of certain subjects. By lurking on Twitter users, you are able to keep up to date with the news in your area of interest.

**2 way communication**
In order for this to work and be effective, you need to build up a collection of people that you are following, but equally, make sure that you are being followed back by other people.

**Searching**
Twitter is great for letting your followers know simple things such as: when you plan on closing for the day, or providing information about an upcoming tour/event.
Questions?
Resources:


