



introduction to twitter

Micro-blogging fun

What is Twitter?

- **Twitter** is a free **social networking** and **micro-blogging** service that enables its users to send and read messages known as *tweets*. Tweets are **text-based** posts of up to **140 characters** displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*.



Twitter #46 on 9/22/09

Twitter Moves Into Top 50 US Websites

Posted: September 22, 2009 at 8:07 am

 Print  Email  Subscribe  Free Newsletter  Follow us on Twitter  24/7 Wall St Real Time 500

twitter



It may not be clear how [Twitter](#) will ever make [money](#), but its growth is not in doubt. The microblogging website is now among the 50 largest internet properties in the US according to [new data from](#) comScore covering August [web traffic](#).

[Twitter](#) took the No. 46 place with an extraordinary audience of 20.8 million unique visitors. That makes it roughly the same size as all the sites of Gannett (GCI), the country's largest newspaper chain, combined.

Twitter is growing fast enough that it may only be a matter of time, and perhaps a very short time, until it is the size of News Corp's (NWS) [MySpace](#). Total Fox Interactive unique visitors in August were 77.5 million. Some of these visitors were to the Fox websites. Fox is a unit of News Corp. But, most of the Fox traffic was to its MySpace operation which is, by most [accounts](#), is no longer growing. MySpace rival [Facebook](#) had unique visitors of 92.2 million putting it in the No. 5 spot among all US sites.

There is still a very legitimate question about how Twitter will make money. It is considering putting ads into the messages that its members send to one another. This may cause a revolt among users which could cut the traffic to the service. All social networks face a similar problem. Their members believe that they should control the rules of how the services are used. The lunatics run the asylum and that is hard on the jailers.

Douglas A. McIntyre

 Buz up!  Digg  Fark  Facebook  Tip'd  Tweet This

Read more: [Internet](#), [GCI](#), [NWS](#)

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<http://247wallst.com/2009/09/22/twitter-moves-into-top-50-us-websites/>

History

- Twitter began in a "daylong brainstorming session" that was held by board members of the podcasting company Odeo in an attempt to break out of a creative slump in 2006.
- Creators are Evan Williams and Biz Stone
- The 140 character limit on message length was initially set for **compatibility with SMS** (short message service) messaging



Twitter Takes Off!

- The tipping point for Twitter's popularity was the **2007 South by Southwest (SXSW)** festival. During the event usage went from 20,000 tweets per day to 60,000.

<http://www.sxsw.com/>

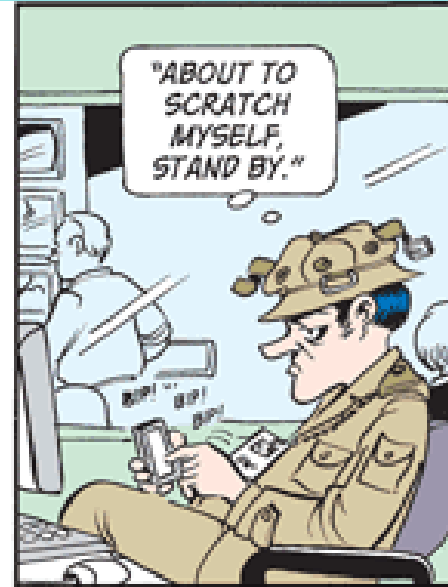


Twitter Uses

- Staying in touch with friends
- Seeing what's "hot" or new
- Marketing
- Research
- Feedback
- Entertainment
- **Just in time information!**
- <http://commoncraft.com/twitter>



But Why?



Twitter in Politics

- Twitter was used by candidates in the 2008 U.S. presidential campaign throughout the race. Democratic Party nominee **Barack Obama** used it for publicity



Twitter in Politics

- On April 7, 2009, thousands of young anti-communist protesters stormed the presidency and the parliament building in the capital of **Moldova**, accusing the government of electoral fraud. Information about these events was disseminated through Twitter using hashtag #pman.



Twitter in Politics



- In June 2009, following allegations of fraud in the **Iranian presidential election**, protesters used Twitter as a rallying tool and as a method of communication with the outside world after the government blocked several other modes of communication.

Twitter in Politics

- In August, 2009, **Arnold Schwarzenegger** launched Myidea4ca.com, a Web site that allows Twitter users to share ideas about improving the issues plaguing California's state government using the hashtag #myidea4ca which are later voted on by the masses.



Making Money with Twitter

- [Forbes Magazine](#) Top 21 Twitter Tips



Coupons



Corralling Eyeballs



Customer Expectation Management

Twitter in Business

- Dell uses Twitter to broadcast special offers
- Teusner Wines, a boutique winery in Australia's Barossa Valley uses it for marketing
- Tasti D-Lite uses it to track customer comments

Brookes, who keeps the exchanges relaxed, steers away from sales. "This is about building trust as well as relationships—and that comes from not selling."

BJ advises a three "m" approach to getting started on Twitter – monitor, then mingle, then measure.

BJ realized Empire State Building customers were clearly unaware Tasti offers delivery services to office workers within the building.

Top Tweeters (Twitter in Entertainment)

<http://twitterholic.com/>

1.		ashton kutcher (aplusk)	here	http://blahgirls.com	3,632,859	217	3,396	8 months ago
2.		Ellen DeGeneres (TheEllenShow)	California	http://www.ellentv.com	3,328,851	26	473	13 months ago
3.		Britney Spears (britneyspears)	Los Angeles, CA	http://www.britneyspears.com	3,295,967	432,503	271	12 months ago
4.		CNN Breaking News (cnnbrk)	Everywhere	http://cnn.com/	2,749,368	18	1,123	33 months ago
5.		Kim Kardashian (KimKardashian)	Armenia	http://KimKardashian.com	2,364,786	67	1,833	6 months ago
6.		Twitter (twitter)	San Francisco, CA	http://twitter.com	2,352,851	58	508	31 months ago
7.		Ryan Seacrest (RyanSeacrest)	Hollywood, CA	http://www.ryanseacrest.com	2,317,704	125	1,383	13 months ago
8.		John Mayer (johncmayer)	USA	http://www.johnmayer.com	2,265,538	66	2,159	8 months ago

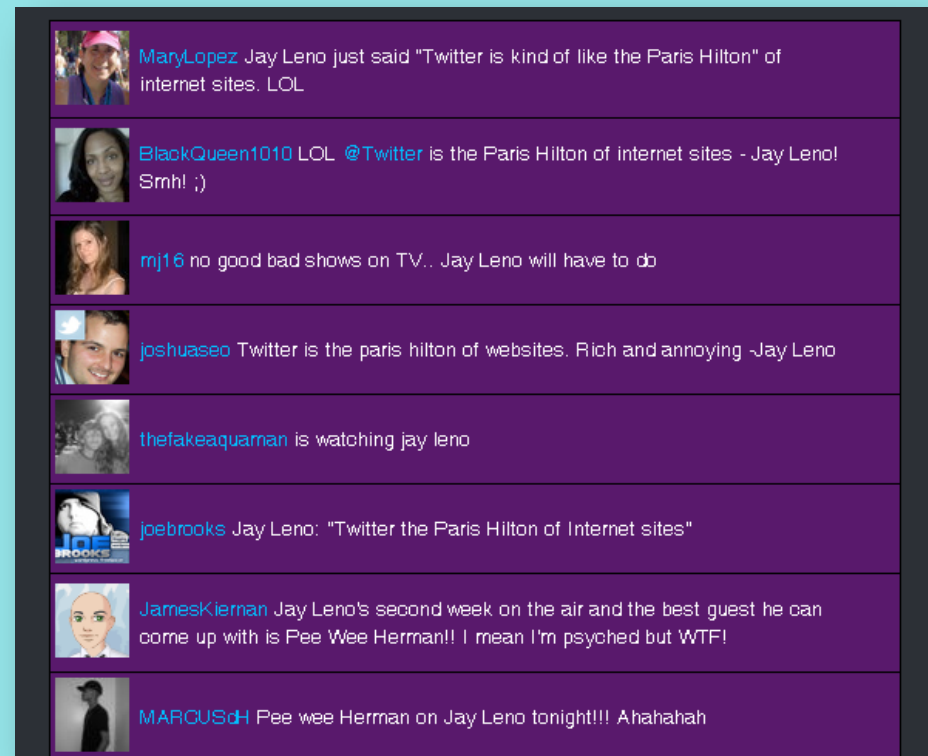
Twitter in Education

- Twitter as a **backchannel**
<http://www.youtube.com/watch?v=6WPVWDkE7U8>
- College and university news
<http://twitter.pbworks.com/Universities>
- Tweet my Paper
<http://www.tweetmypaper.com/>
- 50 Ways to use Twitter in the classroom
<http://www.onlinecolleges.net/2009/06/08/50-ways-to-use-twitter-in-the-college-classroom/>
- Professors on Twitter
http://www.twellow.com/category_users/cat_id/81



How to use Twitter

- <http://help.twitter.com/portal>
- Test the waters! **Try some searches**
 - Twitter home page
 - Twitterfall
<http://www.twitterfall.com>



A screenshot of a Twitter search results page for the query "Jay Leno". The page has a purple background and displays a list of tweets. Each tweet includes a small profile picture of the user, their name, and the text of the tweet. The tweets are as follows:

- MaryLopez** Jay Leno just said "Twitter is kind of like the Paris Hilton" of internet sites. LOL
- BlackQueen1010** LOL @Twitter is the Paris Hilton of internet sites - Jay Leno! Smh! ;)
- mj16** no good bad shows on TV.. Jay Leno will have to do
- joshuaseo** Twitter is the paris hilton of websites. Rich and annoying -Jay Leno
- thefakeaquaman** is watching jay leno
- joebrooks** Jay Leno: "Twitter the Paris Hilton of Internet sites"
- JamesKiernan** Jay Leno's second week on the air and the best guest he can come up with is Pee Wee Herman!! I mean I'm psyched but WTF!
- MARCUSdH** Pee wee Herman on Jay Leno tonight!!! Ahahahah

Posting Links

- Sometimes a long URL can push you over the 140 characters – but you can shrink it!
- Many 3rd party apps have built-in URL shrinking. You can also manually use one of these services:
 - <http://bit.ly/>
 - <http://tinyurl.com/>
 - <http://tr.im/>



Posting Pictures

- If you want to share a picture, you can use <http://twitpic.com/>, or many other services.

Upload and post a photo

Choose an image to upload

We take GIF, JPG, & PNG images

Add a message and post it

Check this if you do not want this photo posted to your Twitter account

Did you know you can post photos from your phone?

Just send your photos to swedberg.3321@twitpic.com

You can use the **Subject** line of the email to send a message along with your photo

Twitter Lingo

- **Tweet** - a message on Twitter
- **"at" reply (@)** - a public tweet to another person; your tweet is saved in their "replies" tab.

Example: @peterbilton Burning up in the Bloustein building today!

- **Retweet (RT)** - For reposting a tweet from someone else.

Example: RT @peterbilton Special Event from VTC tonight at 8:00

Twitter Lingo

- **Hash tag (#)** - use this to tag your message with a topic or event.

Example: putting together material to convince faculty how cool Twitter is! [#BlousteinITS](#)

- **Direct message (d)** - sends a person a private message that only goes to them.

Example: D bearclau are you coming to bar night after work?

Tweet From

- twitter.com website
- **Applications on your computer** (Windows, Mac, Linux)
- **Text message** (SMS) to 40404
- m.twitter.com on your phone
- **Applications on your smartphone** (iPhone, Blackberry, Android phone, etc.)
- **Email** (twittermail.com)
- **Voice** (tweetcall.com)

Apps

- There are a TON of 3rd Party apps for Twitter!
- [Destroy Twitter](#) (my current favorite)
- [Windows Apps](#)
- [Mac Apps](#)
- [Web Apps](#)
- [Mobile Apps](#)





Twitter Etiquette

- **Reconsider the running commentary**

If you normally use Twitter to post once-a-week status updates but then abruptly let fly with 80 tweets in a day, you'll aggravate followers

- **Understand @ replies**

The proper time for an @ reply is when you're adding to a conversation publicly, preferably with a tweet that can stand (more or less) on its own. "@bob - Yeah I know" is a waste of everyone's time.

Twitter Etiquette

- **Go easy on the acronyms**

Spell correctly, too!

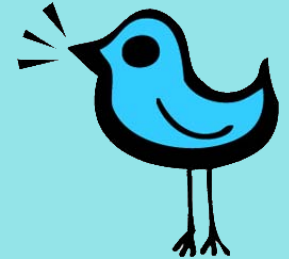
- **Think about the venue**

It's not okay to Twitter a funeral.

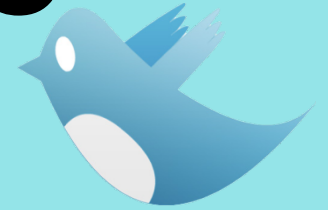
- **Don't worry about following back**

- **Retweet properly**

When you want to rebroadcast (or retweet) someone's post, the proper thing to do is add "RT @username" as a prefix to the message or "(via @username)" at the end.



Twitter Etiquette



- **Mind the plugs**

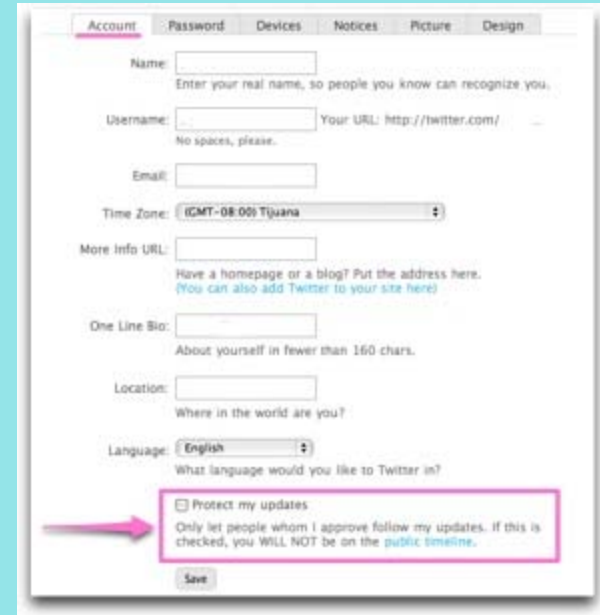
If your feed consists of nothing but plugs for yourself and your work, most of your followers will unsubscribe.

- **Never forget that Twitter is public!**

Don't forget: Unlike a Facebook update, a Twitter post can be read by anyone. If you don't like the implications of this situation, either don't use the service or set your updates as protected (though some might argue this largely defeats the purpose of Twitter).

Public vs. Protected Accounts

- When you sign up for Twitter, you have the option of keeping your account **public** (the default account setting) **or protecting the account** to keep your updates private. Public accounts have profile pages that are visible to everyone, and anyone can follow public updates without approval from the account owner.



The image shows a screenshot of the Twitter account creation form. The form is titled "Account" and includes fields for Name, Username, Email, Time Zone, More info URL, One Line Bio, Location, and Language. A pink arrow points to the "Protect my updates" checkbox, which is currently unchecked. The text below the checkbox reads: "Only let people whom I approve follow my updates. If this is checked, you WILL NOT be on the public timeline." The "Save" button is visible at the bottom of the form.

Spam

- Spammers are using Twitter as a tool by replying to your @username, which then causes the Tweets to show up in your timeline.
- **Block people from following you** by clicking Block on THEIR profile.
- **Follow** <http://twitter.com/spam> and send them a direct message with the spammer's username.

Careful with those tweets!

- “**President Obama** thought his comments about Kanye West were off the record when he **called the singer a “jackass.”**”



They came during an interview with CNBC. The remark was overheard by people at ABC who then tweeted about it. So just what is fair game for tweeting while you are at work?”

<http://amfix.blogs.cnn.com/2009/09/16/twitter-outs-presidents-jackass-comment/>

More Tweeting Rules to Come

- **On Sports:** “Sports in particular have some unique challenges and unique issues to tackle. U.S. Tennis Association warned athletes during the U.S. Open not to tweet about matches, court conditions, injury status, etc., saying that could constitute illegal gambling.”
- **On Tweeting at work:**



“But keep in mind, People are doing this on their cell phones as well. Everybody has a personal cell phone. So where do you draw the line? ”

Try your first tweet!

The image shows a screenshot of the Twitter homepage. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content area is divided into two columns. The left column features a tweet composition box with the placeholder text "What are you doing?" and a character count of "105". Below the text input is a "Latest" tweet from a user, and an "update" button. Below the composition box are "Real-time results for #whateverhappenedto" with a "Save this search" button. A yellow banner indicates "67 more results since you started searching." Below this are three search results for the hashtag. The right column shows the profile of a user named "swedberg" with 50 following, 36 followers, and 101 tweets. Below the profile are navigation links for Home, @swedberg, Direct Messages (2), and Favorites. At the bottom of the right column is a search bar containing "#whateverhappenedto" and a list of "Saved Searches" including #highered, #BlousteinITS, and Trending Topics including #thoughtsintheclub.

twitter

Home Profile Find People Settings Help Sign out

What are you doing? 105

This is where you put your comment!

Latest: putting together twitter materials for Friday's class. Send me any "must include" items on twitter! 19 minutes ago


update



Real-time results for **#whateverhappenedto** [+ Save this search](#)


#whateverhappenedto is a popular topic on Twitter right now. [?](#)


A meme based on nostalgia.

67 more results since you started searching. [Refresh](#) to see them.

 **BgreenTWE** [#whateverhappenedto](#) the ugly bitches knowin they ugly. wen dey turn 18 M.I.B must flashy lite their asses n erase n replace their memory lol
less than 20 seconds ago from web

 **GrandmasBoy420**  Generate CASH at WILL with TWITTER (automated) -- <http://bit.ly/qKU0E> thnk me later. [#restart](#) exx [#whateverhappenedto](#)
less than 20 seconds ago from API

 **organicluy** [#whateverhappenedto](#) serenades...Its been since

 swedberg

50 following 36 followers 101 tweets

Real-Time Top 40
n. an interactive hit list for UK music lovers.

Home

@swedberg

Direct Messages 2

Favorites

Saved Searches [↑](#)

[#highered](#)

[#BlousteinITS](#)

Trending Topics [↑](#)

[#thoughtsintheclub](#)



Follow me!

- <http://twitter.com/swedberg>
- Bloustein School:
<http://twitter.com/blousteinschool>
- Rutgers Athletics:
<http://twitter.com/RUAthletics>
- Rutgers Alumni:
<http://twitter.com/rutgersalumni>
- Many businesses, news outlets, and even your friends are using twitter – see who you can find!

Oops – Delete a Tweet

- Log in to Twitter
- Visit your profile
- Locate the update you want to delete
- Click the trash can
- Voila! Gone forever... almost. Deleted updates sometimes hang out in Twitter search.



More Reading

- How Twitter will change the way we live

<http://www.time.com/time/business/article/0,8599,1902604,00.html>

- More marketers use social networking to reach customers

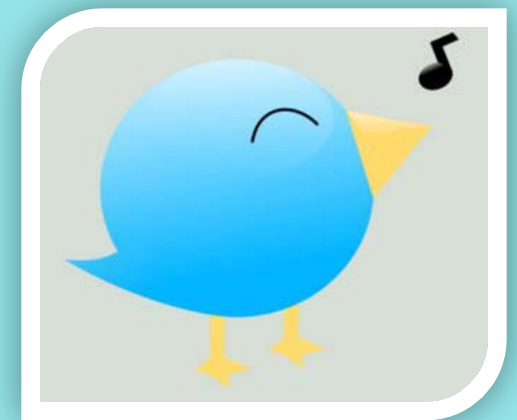
http://www.usatoday.com/tech/news/2009-08-27-social-networks-marketers_N.htm

- Twitter 101 for Business

<http://business.twitter.com/twitter101>

- Bloustein ITS Webiste

<http://policy.rutgers.edu/its/faculty/twitter.php>



Thanks for Coming!

