

All a Twitter and Tweeting: Introduction to Twitter for Librarians



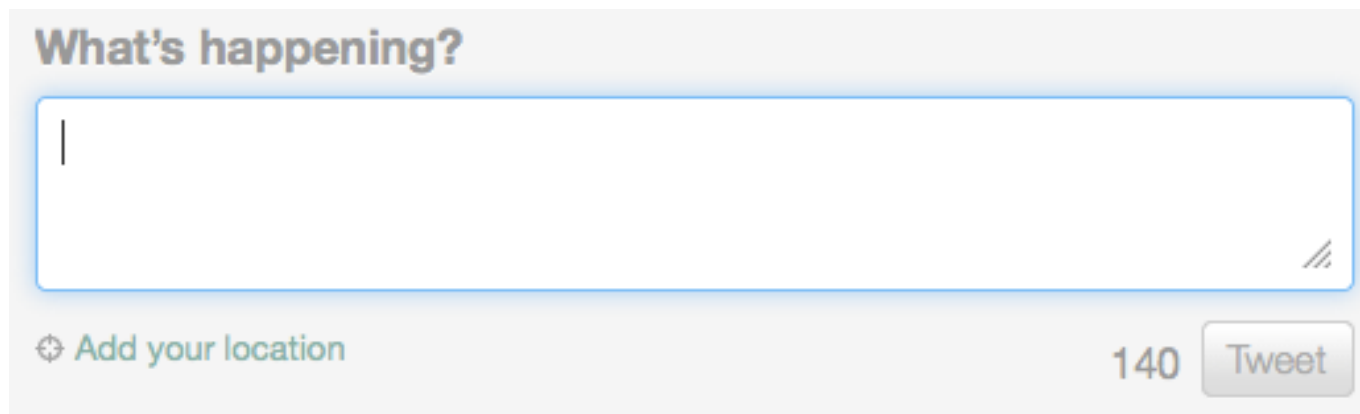
twitter™

Share and discover what's happening
right now, anywhere in the world.

Nicole C. Engard
twitter.com/nengard
web2learning.net

What is Twitter?

- ☆ Social networking in 140 characters or less
- ☆ Users type messages aka 'tweets' from their computers and/or mobile devices to update their friends, colleagues and customers



What's happening?

|

[Add your location](#) 140 [Tweet](#)

The image shows a screenshot of the Twitter 'What's happening?' tweet composition interface. It features a text input field with a vertical cursor on the left and a small icon on the right. Below the input field, there is a link to 'Add your location' and a character count of '140' next to a 'Tweet' button.

What is Twitter?

“Most people who see Twitter.com don’t get it. It seems invasive or time consuming or even dumb

The converts, though, understand the true power of Twitter. Twitter is deceptively simple: it’s a Web protocol that makes it easy to instant-message people with short notes like “going to the gym.” In fact, the limit is 140 characters, about half the length of this paragraph.

The difference between an instant message and twits, though, is that your instant message goes to one person and a twit goes to anyone who has chosen to follow you.”

Twitter Syntax

☆ Reply to a fellow 'tweep' (member of twitter) by putting the at sign (@) in front of their username

☆ @nengard thanks for the tip

☆ You can also click the 'reply' link to the bottom right of the tweet



A screenshot of the bottom right corner of a tweet. It shows two buttons: a blue 'Reply' button with a left-pointing arrow icon, and a blue 'Retweet' button with a circular arrow icon.

☆ Tweet about a common topic or event by putting # (aka hash) in front of the product or event

☆ Lee Rainie Talks About Librarians Adding Value
#CIL11 <http://t.co/7jX4XNf> via @itishows

Twitter Re-Tweeting

- ☆ To re-tweet is to repeat something someone else wrote on twitter
- ☆ There are 2 ways to re-tweet:
 - ☆ Re-tweet something by someone else by putting the letters RT and @ in front of their username before copying their tweet
 - ☆ RT @nengard check out this website
- ☆ Click the 're-tweet' link to the bottom right of the tweet



← Reply ↻ Retweet

Searching Twitter

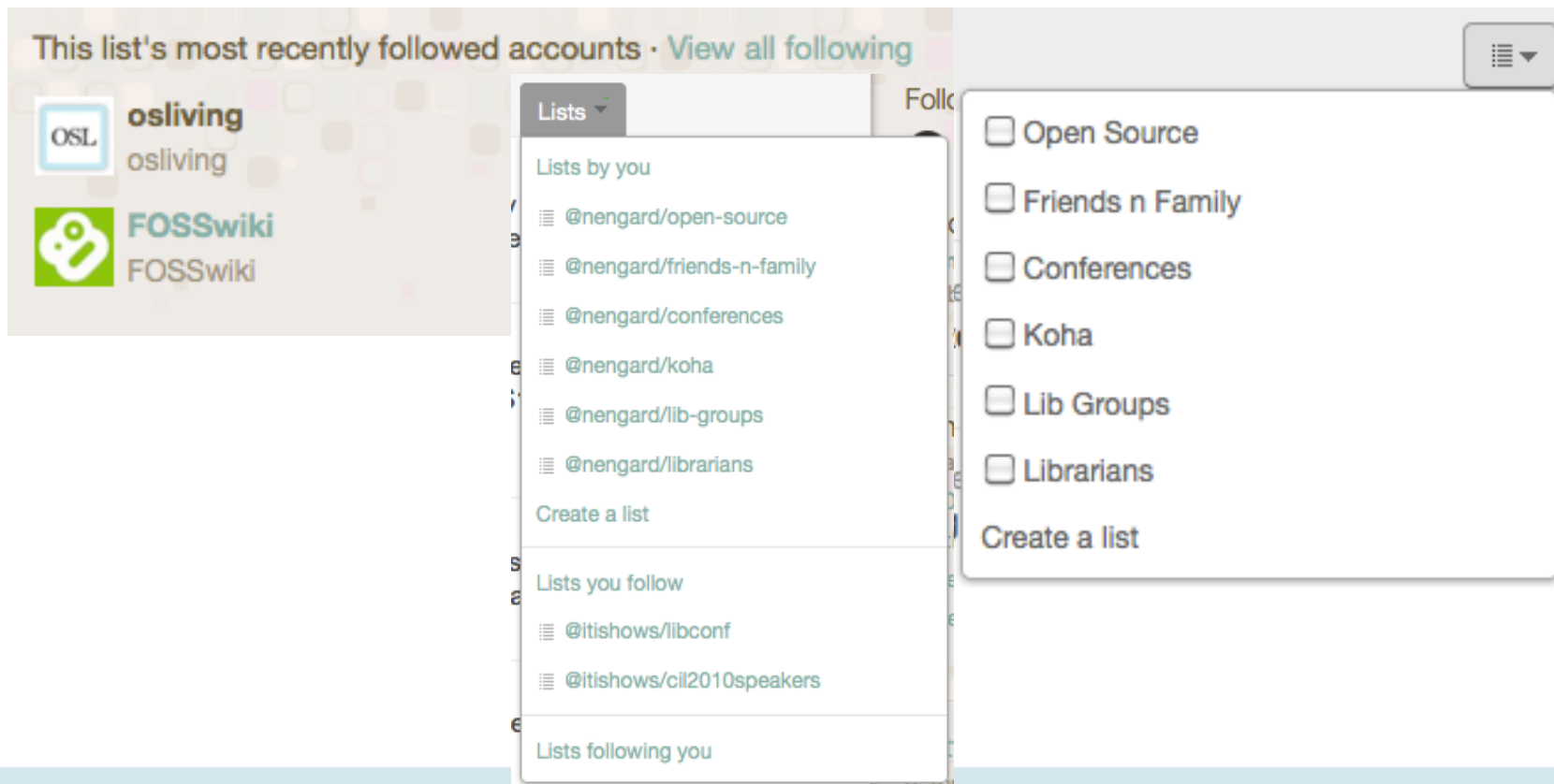
- ☆ At the top of the screen is a search box
- ☆ And you can save searches and rerun them later under the 'Searches' tab





Twitter Lists

☆ Organize your contacts into lists to make it easier to follow a lot of people



<http://help.twitter.com/forums/10711/entries/76460>



Sharing Your Location

☆ Twitter can post where you are when you send a Tweet if you want

Tweet Location Add a location to your tweets

Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tw
on/off before
[Learn more](#)

What's happening:

Add your location

The screenshot shows a Twitter interface with a tweet from PaulMiller: "A wonderful shop! — at Waterstones" with a link to a Gowalla page and a location tag of "Mayfair, London". A map overlay is visible, showing a Google Map of Mayfair, London, with a location pin and a text box that reads "Mayfair London, London" and "Tweets at this place →". The tweet text is partially obscured by the map overlay. Below the tweet, there are other tweets from resourceshelf and joshuamneff. At the bottom of the tweet area, there is a character count "140" and a "Tweet" button.

<http://support.twitter.com/forums/26810/entries/78525>

Who Cares?

- ☆ Each member of twitter can follow – or keep up with – their friends’ and colleagues’ tweets
- ☆ Each member of twitter has followers – or friends/ colleagues who are watching what they’re saying
- ☆ Even though Twitter asks ‘What are you doing?’ tweets are not limited to silly meaningless updates
 - ☆ Often professionals will use Twitter for reference questions and business updates

Who Cares?

☆ The one thing you can say for certain about Twitter is that it makes a terrible first impression. You hear about this new service that lets you send 140-character updates to your "followers," and you think, Why does the world need this, exactly? It's not as if we were all sitting around four years ago scratching our heads and saying, "If only there were a technology that would allow me to send a message to my 50 friends, alerting them in real time about my choice of breakfast cereal."



Why not just use email?

- ☆ Twitter forces you to be brief
- ☆ Twitter allows you to keep up with multiple people without having to read thousands of multi-line emails
- ☆ Twitter helps you keep your friends and colleagues up to date without worrying about emailing too many people
- ☆ Twitter members can keep their email addresses anonymous



Who's using Twitter?

☆ Everyone!

☆ Adults

☆ Businesses

☆ Brands

☆ Movie/TV Stars

☆ Librarians

☆ Libraries

☆ Musicians

☆ Athletes

☆ Writers

☆ Non-profits

One out of five Internet users now say they use Twitter or some other service to share status updates about themselves, or to keep tabs on others, according to data from the Pew Internet & American Life Project.

<http://www.pewinternet.org/Reports/2009/17-Twitter-and-Status-Updating-Fall-2009.aspx>

- ☆ One author says to think of it as a way to answer that first question we ask on the phone – how was your day? Or how are things with you?
- ☆ A way to keep your friends and family up to date
- ☆ A way to keep in touch with your colleagues around the world
- ☆ A way to keep up with resources related to your area/career/favorites

Princeton University Press



Princeton Univ Press

@PrincetonUPress Princeton, NJ

Princeton University Press is a leading book publisher of academic, trade, reference titles and textbooks.

<http://press.princeton.edu>

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timchartier Tim Chartier by PrincetonUPress

A Davidson student and I explain some March MATHness from class to [@PrincetonUPress](https://twitter.com/PrincetonUPress) - <http://bit.ly/ebcqwZ>

19 hours ago



PrincetonUPress Princeton Univ Press

PGS Dialogue: March Mathness explained by Vickie Kearn and Tim Chartier: Just in time for the first March Madne... <http://bit.ly/ebcqwZ>

19 hours ago

<http://twitter.com/PrincetonUPress>

Penguin Press



Penguin Group (USA)

@penguinusa 30.260645,-97.732994

Penguin Group (USA) is the U.S. affiliate of the internationally renowned Penguin Group, one of the largest English-language trade book publishers in the world.

<http://us.penguin.com>

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penguinusa Penguin Group (USA)

#itgetsbetter bk contrib. **@NormalAdjacent** attended the **#bookbday** reading in **#NYC**. It was v. purple & v. real <http://bit.ly/hqXBd7> **#lgbt**

15 hours ago

<http://twitter.com/penguinusa>

DK Publishing



DK Publishing

@DKPublishing New York, NY

DK Publishing is world renowned for its distinctive, highly visual books that inform, inspire, and entertain readers of all ages.

<http://us.dk.com>

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DKPublishing DK Publishing

@felifips Could you be thinking of Eyewitness Electricity?

<http://ht.ly/4lQlo>

15 hours ago





Twitter & Business

☆ It's free marketing!!

☆ Despite the nonbelievers, Gary Vaynerchuk knew a marketing juggernaut when he saw one. An early Twitter adopter, he now has 530,000 followers hanging on his every 140-character thought.

One of his tweets alone -- a free shipping offer -- pulled in 1,800 new customers. Compare that with a direct-mail campaign that cost \$7,500, but brought in a scant 200 customers.

Or a billboard ad that cost another \$7,500, winning just 300 customers.

http://www.nj.com/business/index.ssf/2009/06/companies_take_time_to_twitter.html



Westlaw

@Westlaw Minnesota

Providing information about legal research, Westlaw & WestlawNext, and legal industry news. Tweets are maintained by Larisa Tehven.

<http://www.westlawinsider.com>

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Westlaw Westlaw

Facebook a fundamental right? <http://ow.ly/4IKgc>

17 hours ago



EBSCO Publishing

@EBSCOPublishing Ipswich, Massachusetts

*EBSCO Publishing is the leading database provider
—research databases via EBSCOhost—unparalleled access
to world renowned content for researchers at every level.*

<http://www.ebscohost.com>

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EBSCOPublishing EBSCO Publishing

World Politics Review @wpreview is available on EBSCOhost

<http://tiny.cc/WPRonEBSCOhost> <http://tiny.cc/WPRnowonEBSCOhost>

[/WPRnowonEBSCOhost](http://tiny.cc/WPRnowonEBSCOhost)

23 Mar ☆ Favorite ↻ Retweet ↩ Reply



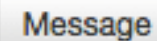
ProQuest

@ProQuest Ann Arbor, MI

Start here... for information resources that propel research. More at proquest.com (all markets) and proquestk12.com (schools).

<http://www.proquest.com>

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 Message



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ProQuest ProQuest

Burke: In an academic library or special library, the perception of the library as the place for print is dangerous @ <http://prq.st/burke4>

19 hours ago



LexisNexis

@LexisNexis New York, NY

LexisNexis® is a leading global provider of content-enabled workflow solutions to professionals.

<http://www.lexisnexis.com/communities>

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LexisNexis LexisNexis

Disposition of Bodily Remains: Another Good Reason for Florida Residents to Engage in Estate Planning <http://bit.ly/iieZNV>

44 minutes ago



Amazon.com Deals

@amazondeals Seattle, Washington

Gold Box: New Deals. Every Day. Officially supported by Amazon.com.

<http://www.amazon.com/goldbox>

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amazondeals Amazon.com Deals

Deal of the Day: 10 Classic Albums for \$3.99 Each <http://amzn.to/GoldboxDeals>

5 hours ago



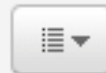
Groupon 

@Groupon

Tweets courtesy of founder @andrewmason and others.

<http://www.groupon.com>

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Groupon Groupon

Just in time for swimsuit season: Burger Day in NYC: <http://gr.pn/hasSSL> What? How do you celebrate spring?

16 hours ago



Twitter & Libraries

- ☆ Put your library where your patrons are
- ☆ Send short updates to stay in the public eye
- ☆ Notify patrons of:
 - ☆ New resources
 - ☆ Events/Library closings
 - ☆ Staff updates
- ☆ Answer reference questions
- ☆ 100 More Ideas <http://www.vla.org/wordpress/?p=935>



Twitter & Libraries


☆ For example, a library could share all kinds of news that patrons want. Short messages can tell people about events such as readings, lectures, and book sales; newly available resources; or changes in the building hours. One message a day or one a week could share a tip on finding or accessing information online or in the building. Twitter posts can link to interesting news stories about literacy or about libraries. When appropriate, the posts can link to a library's own website and blog for more in-depth information.

<http://www.infoday.com/cilmag/may09/Milstein.shtml>



librarycongress

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Vote for Your Favorite National Book Festival Author: One of the myriad new ways we're marking the 10th National B... <http://bit.ly/cwe1Fs>

2:55 PM Aug 6th via twitterfeed

New York Public Library



NY Public Library

@nypl Bx, Manhattan, SI

NYPL librarians & staff tweet daily on what's happening at the Library, NYC & beyond. Got a question? Send us a tweet, text us at 66746, or call 917-ASK-NYPL.

<http://www.nypl.org>

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nypl NY Public Library

Guardian of the Dead: A Review <http://bit.ly/hS68EI> #books

14 hours ago

Yale Law Library



Yale Law Library

@yalelawlibrary New Haven, CT

<http://www.law.yale.edu/library>

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yalelawlibrary Yale Law Library

Foreign & Int'l: Online NYT and World Newspapers <http://ow.ly>

/1bU21b

23 Mar



South Brunswick Public Library



South Brunswick Lib

@SBPublicLibrary 110 Kingston Lane, Monmouth Ju
South Brunswick Public Library has been operating more than 40 years. Offering a variety of print and audio/visual materials.

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SBPublicLibrary South Brunswick Lib

Friends Book Fair at Barnes & Noble April 10! <http://conta.cc/gXhXKv> via #constantcontact

20 hours ago

<http://twitter.com/sbpubliclibrary>

Stowe Free Library



Stowe Free Library

@stowelibrary Stowe, Vermont

Notes from the staff at the public library for the town of Stowe, Vermont

<http://www.stowelibrary.org>

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stowelibrary Stowe Free Library

April Speaker at Library Sponsored by Friends: Roger Hill to speak at Stowe Free Library read more <http://bit.ly/hgr30M>

22 Mar

Hennepin County Library



Hennepin Cty Library

@hclib Minnesota, US

Hennepin County Library serves Minneapolis and suburbs, MN, USA; tweets by Meg Gerritsen Knodl and Jody Wurl

<http://www.hclib.org/>

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FreshMN Fresh.MN  by hclib 

@hclib I saw "Lake Blaisdell" and thought for sure it was going to be a photo of a giant slushy puddle.

16 hours ago



hclib Hennepin Cty Library 

@raggedymandi we're listening to your feedback about hclib mobile. Thanks for the suggestion.

11 hours ago

<http://twitter.com/hclib>

Jacksonville Public Library



Jax Public Library

@jaxlibrary Jacksonville, Florida

The Jacksonville Public Library system consists of our downtown Main Library & 20 Branch Libraries throughout Jacksonville. Start here. Go anywhere!

<http://jaxpubliclibrary.org>

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jaxlibrary Jax Public Library

RT @katiecoops @jaxlibrary Can you RT for teens to help someone write her thesis on young adult literature? Thanks!

<http://goo.gl/LvZjJ>

9 minutes ago



jaxlibrary Jax Public Library

Mike Watt plays live tonight at Jackrabbits. Check out some selections from the Man from Pedro: <http://ow.ly/4IEo9>

19 hours ago

<http://twitter.com/jaxlibrary>

- ☆ Librarians can use Twitter for:
 - ☆ Research
 - ☆ Learning about trends
 - ☆ Communicating with colleagues
 - ☆ Networking with colleagues
 - ☆ Promoting the Library
 - ☆ Promoting themselves
 - ☆ Keeping up with library world news





Forrester Research

@forrester Cambridge, MA

Forrester Research, Inc. is an independent research company that provides pragmatic and forward-thinking advice to global leaders in business and technology.

<http://www.forrester.com/community>

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forrester Forrester Research

Closing the customer feedback loop or creepy consumer privacy moment? You decide <http://forr.com/giHrhq>

58 minutes ago

NPR Research



NPR Research

@nprresearch Washington, DC

NPR's Audience Insight & Research group. For anyone who wants to learn about NPR and its audience. See our NPR AIR list for the people behind this account.

<http://www.npr.org/gofigure/>

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nprresearch NPR Research

Live in DC, own an iPad/tablet device & available Mar 28 to help w/a research project? Pay=\$50! Still space open!: <http://bit.ly/ieRR5H>

[/ieRR5H](http://bit.ly/ieRR5H)

3 hours ago

<http://twitter.com/nprresearch>



Library Journal

@LibraryJournal New York, NY

Library views, news, and book reviews from LJ staffers

<http://www.libraryjournal.com>

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LibraryJournal Library Journal

Cornell University Library stands up for transparency <http://bit.ly/dR7eEw> Won't sign contracts with non-disclosure clauses

23 Mar

American Libraries



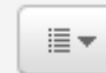
American Libraries

@amlibraries Chicago

The magazine of the American Library Association

<http://americanlibrariesmagazine.org>

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amlibraries American Libraries

Inside Scoop: Conference on Privacy and Youth: Day 1

<http://dlvr.it/LMYgf>

10 hours ago

Collaborative Librarianship



Collaborative Libs

@collab_lib Everywhere

Twitter page for the journal, Collaborative Librarianship.

<http://www.collaborativelibrarianship.org>

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collab_lib Collaborative Libs

Apply to become a presenter for ACRL workshop "Scholarly communications 101: Starting with the basics": ACRL is ...

<http://bit.ly/f410CK>

22 Mar

http://twitter.com/collab_lib



Special Libraries HQ

@SLAhq Alexandria, VA

News and information from the Special Libraries Association.

<http://www.sla.org>

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SLAhq Special Libraries HQ

FutureReady365 post: Is SLA Future Ready? <http://bit.ly/fltgur>

#FR365

28 minutes ago

SLA IT Division



SLA IT Division

@slait Everywhere librarians/informat
Information Technology Division of SLA
<http://units.sla.org/division/dite/>

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slait SLA IT Division

RT @oclc: 7 Must-Read Books on the Future of the Internet
<http://j.mp/eWSmFN> (via <http://j.mp/OCLCatf>)

22 Mar



Brad Ward

@neflinbrad Jacksonville, Florida

Librarian with NEFLIN, a multitype library cooperative in Jacksonville, Florida

<http://neflin.blogspot.com>

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neflinbrad Brad Ward

Now accepting applications for the Sunshine State Library Leadership Institute. Locations: Jax and Tampa. <http://bit.ly/eRMdXv>

23 Mar

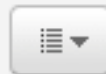


LISjobs

@LISjobscom

<http://www.lisjobs.com>

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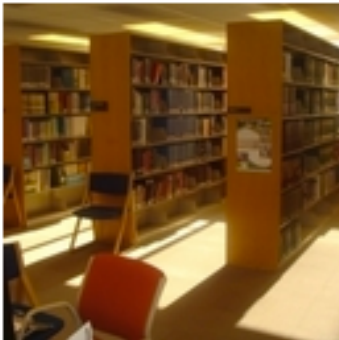


LISjobscom LISjobs

3/24/2011-Archivist, Arizona Historical Society, Tucson, Arizona

<http://goo.gl/fb/PO3wE>

17 hours ago



ALA Library

@ALALibrary Chicago, IL

Welcome to the ALA Library twitter page! We're a special library that responds to inquiries about all aspects of librarianship and ALA ... just ask!

<http://www.ala.org/library>

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ALALibrary ALA Library


RT @nathanbransford: Why (most) publishers are still in New York: <http://bit.ly/dWBMC6>

17 hours ago

Getting Started

- ☆ Sign up at www.twitter.com for free
- ☆ Pick your tools – you can tweet from the web, your phone, or from any number of Twitter apps
 - ☆ TweetDeck <http://tweetdeck.com>
 - ☆ TwitterFox <http://twitterfox.net>
 - ☆ Twhirl <http://www.twhirl.org>
 - ☆ Ping.fm <http://ping.fm>
 - ☆ Friendfeed <http://friendfeed.com>

Promote Your Account

- ☆ Twitter Goodies: twitter.com/goodies
- ☆ Add an icon or 'widget' to your site 
- ☆ mashable.com/2010/08/03/free-twitter-bird-icons
- ☆ Add a link to your twitter account in your signature
- ☆ Set your blog up to post to Twitter automatically
 - ☆ wordpress.org/extend/plugins/twitter-tools
 - ☆ feedburner.com
- ☆ Write applications that use Twitter: dev.twitter.com



Doing more with Twitter

☆ Conduct a Poll <http://twtpoll.com>

☆ Post pictures <http://twitpic.com>

☆ Shorten URLs <http://bit.ly>

☆ Turn Tweets into News Page: <http://paper.li>

☆ Twitter your Flickr

blog.flickr.net/2009/06/30/twitter-your-flickr

☆ Twitter from LibraryThing:

www.librarything.com/blogs/librarything/2009/07/twitter-your-reviews/

Find People

☆ <http://wefollow.com>

☆ <http://justtweetit.com>

☆ <http://mrtweet.net>

☆ <http://twellow.com>

☆ <http://twibes.com>

☆ Find Libraries

☆ lindybrown.com/blog/2009/01/libraries-on-twitter-updated-list/

☆ techsoupforlibraries.org/blog/top-public-libraries-on-twitter

☆ Public Libraries with the most followers

Some from: <http://www.slideshare.net/Philbradley/twitter-and-its-value-to-librarians>



More Library Related Reading

☆ 5 ways for libraries to fail at Twitter:

www.oplin.org/meanlaura/archives/320

☆ 5 terrific twitter research tools:

mashable.com/2009/05/03/twitter-research-tools/

☆ Twitter for Hospital Libraries:

www.slideshare.net/shamsha/twitter-for-hospital-libraries

☆ Twitter – Library Success: libsucces.org/index.php?title=Twitter

☆ NYPL Twitter Success Story

blog.hootsuite.com/hootsuite-case-study-new-york-public-library/

More Reading

☆ Twitter tools to organize your Tweeps:
mashable.com/2009/06/09/organize-twitter/

☆ Tweetworthy Twitter Policy:
www.davidleeking.com/2009/06/13/tweetworthy-twitter-policy/

☆ Twitter Guidebook: twitter.mashable.com

☆ How Your Library May Not Be Using Twitter But Should
www.kellyd.com/2009/07/29/how-your-library-may-not-be-using-twitter-but-should/



More Reading

☆ 5 Free Ways to Never Miss a Twitter @Reply:

<http://mashable.com/2010/08/03/twitter-mentions-email-alerts/>

☆ History of Twitter:

www.website-monitoring.com/blog/2010/05/04/twitter-facts-and-figures-history-statistics/

☆ Top 10 Ways to Drive Traffic to Your Small Business Using Twitter:

www.problogger.net/archives/2010/02/23/top-ten-ways-to-drive-traffic-to-your-small-business-blog-using-twitter/

☆ 10 Ways Twitter Will Make You a Better Employee, Better at Your Job and Benefit Your Library:

librarianbyday.net/2010/10/15/10-ways-twitter-will-make-you-a-better-employee-better-at-your-job-and-benefit-your-library/

Thank You



twitter[™]

Share and discover what's happening
right now, anywhere in the world.

Nicole C. Engard
twitter.com/nengard
web2learning.net
nengard@gmail.com