

# Twitter for Librarians



twitter™

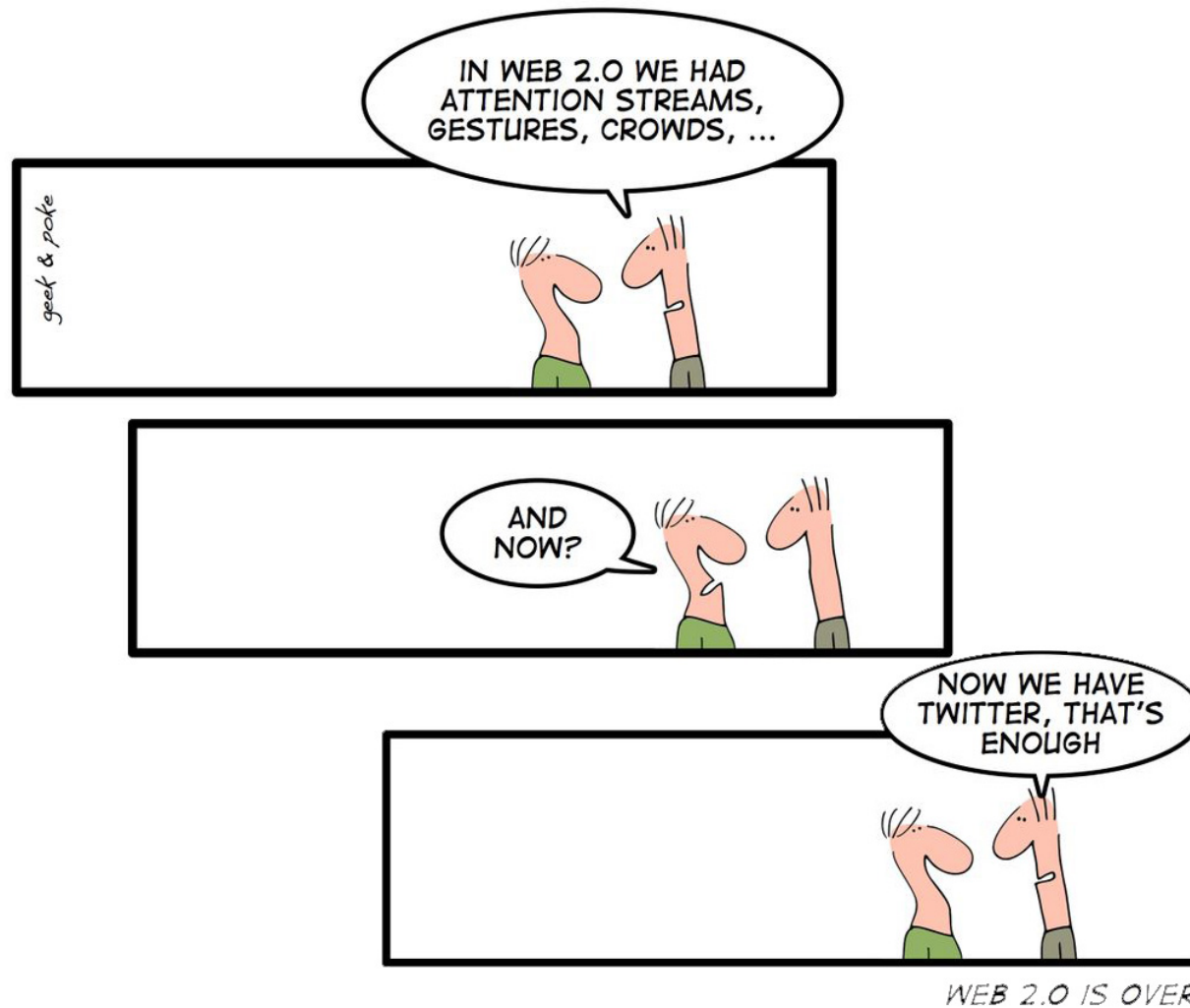
Share and discover what's happening  
right now, anywhere in the world.

Nicole C. Engard

[twitter.com/nengard](https://twitter.com/nengard)

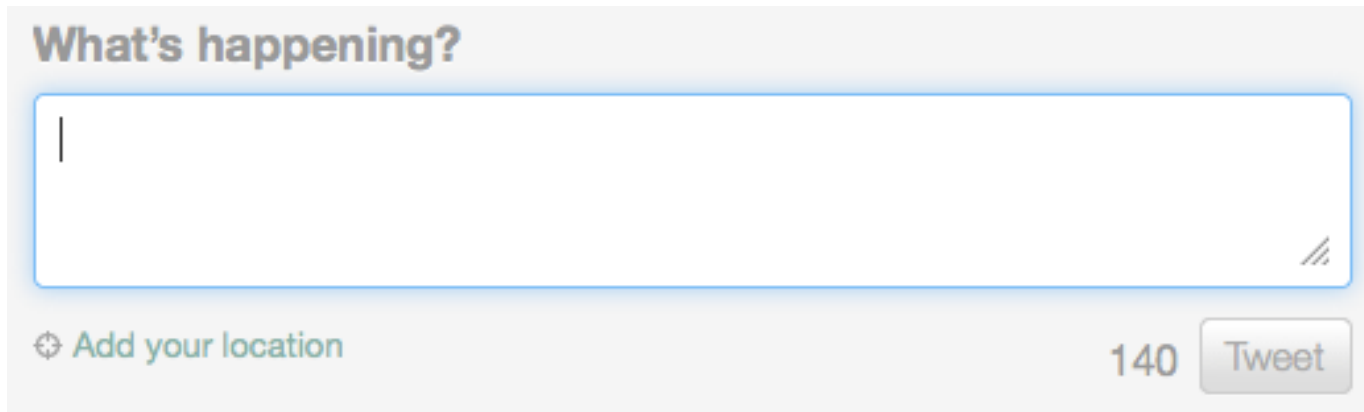
[web2learning.net](http://web2learning.net)

# What is Twitter?



# What is Twitter?

- ☆ Social networking in 140 characters or less
- ☆ Users type messages (from their computers and/or mobile devices) or 'tweets' in answer to 'What's happening?'



The image shows a screenshot of the Twitter 'What's happening?' tweet composition interface. At the top, the text 'What's happening?' is displayed in a grey font. Below this is a large, empty text input field with a blue border and a vertical cursor on the left side. In the bottom right corner of the input field, there is a small icon of three diagonal lines. Below the input field, there is a link that says 'Add your location' with a location pin icon to its left. To the right of this link, the number '140' is displayed, indicating the character limit. Further to the right is a grey button with the text 'Tweet' in white.

## 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



← Reply ↻ Retweet

The image shows a screenshot of the bottom right corner of a tweet. It features two buttons: a 'Reply' button with a left-pointing arrow icon and a 'Retweet' button with a circular arrow icon. The text 'Reply' and 'Retweet' are in blue, while the icons are grey.

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

☆ #sla2010 learning so much at this year's conference

# 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

A screenshot of the Twitter interface showing two buttons: 'Reply' with a left-pointing arrow icon and 'Retweet' with a circular arrow icon. The 'Retweet' button is underlined.

← Reply ↻ Retweet

# Searching Twitter

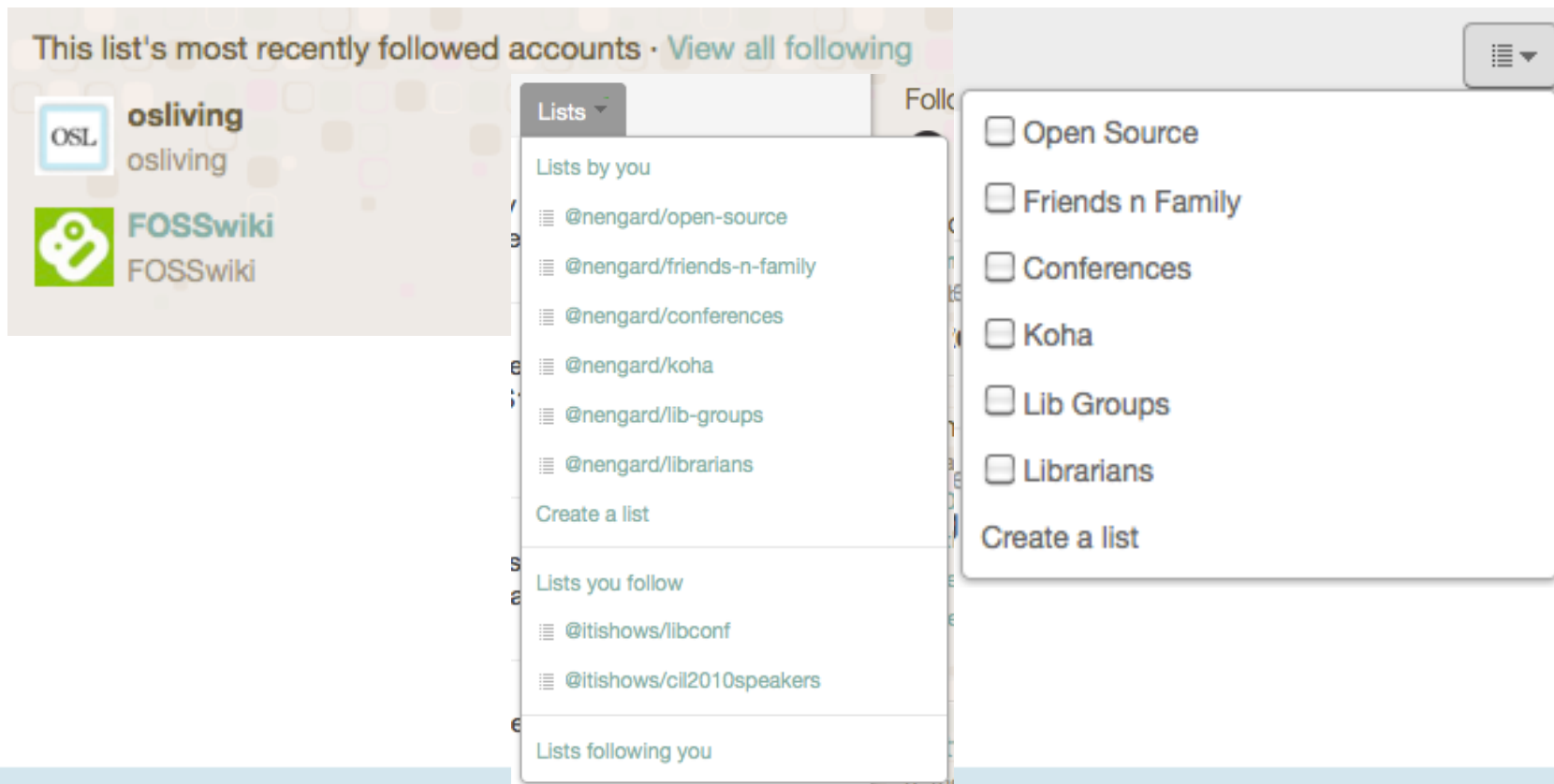
- ☆ At the top of the screen is a search box
- ☆ And you can save searches and rerun them later under the 'Searches' tab





# 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 turn 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 the Mayfair area in London with a location pin. The map includes labels for "Hyde Park", "Belgravia", "Green Park", and "Soho". A "Tweet" button is visible at the bottom of the tweet, showing a character count of 140.

<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."



# 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>



# Twitter Use By Age

Twitter use by 25-44 year olds has grown significantly since late 2010

*% of internet users in each group who use Twitter*

13% of online adults use the status update service Twitter, which represents a significant increase from the 8% of online adults who identified themselves as Twitter users in November 2010.



<http://pewinternet.org/%20Reports/2011/Twitter-Update-2011.aspx>



## 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

## Twitter & You

- ☆ 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

# 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>

+ Follow



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



## 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](http://proquest.com) (all markets) and [proquestk12.com](http://proquestk12.com) (schools).*

<http://www.proquest.com>

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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



## 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



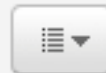
**Groupon** 

@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

# 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.*

✓ Following



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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

# 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>

✓ Following



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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





**NCBI\_PubMed**

@ncbi\_pubmed Bethesda, MD, USA

<http://www.ncbi.nlm.nih.gov/pubmed/>

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**mpascoe** Mike Pascoe ↻ by ncbi\_pubmed



Here's what the new #pubmed mobile app icon looks like on my iPhone [twitpic.com/4afnks](http://twitpic.com/4afnks)

17 Mar



**ncbi\_pubmed** NCBI\_PubMed

PubMed Mobile Technical Bulletin available here:

[https://www.nlm.nih.gov/pubs/techbull/ma11/ma11\\_pm\\_mobile\\_beta.html](https://www.nlm.nih.gov/pubs/techbull/ma11/ma11_pm_mobile_beta.html)

17 Mar

# 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/>

 + Follow



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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



## 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



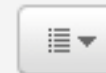
## American Libraries

**@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](http://twitter.com/collab_lib)



## Brad Ward

**@neflinbrad** Jacksonville, Florida

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

<http://neflin.blogspot.com>

✓ Following



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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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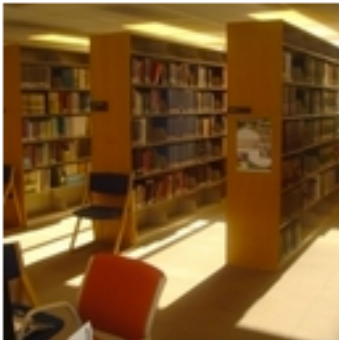


**LISjobscom** LISjobs

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>

+ Follow



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**ALALibrary** ALA Library

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

17 hours ago



**ALA\_LITA**

@ALA\_LITA Chicago, IL

*Library and Information Technology Association*

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

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**ALA\_LITA** ALA\_LITA

The Tech Set: 2011 Best Book in Library Literature: <http://ow.ly/4INTa>

/4INTa

16 hours ago



**NJLA**

**@njla** Trenton, New Jersey

*New Jersey Library Association, the oldest and largest library organization in NJ, provides services to over 1700 members.*

<http://www.njla.org>

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**njla** NJLA

Library Copyright Alliance releases statement on #GBS rejection:


<http://ow.ly/4lHyg> [PDF file]

19 hours ago

# Getting Started

- ☆ Sign up at [www.twitter.com](http://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](https://twitter.com/goodies)
- ☆ Add an icon or 'widget' to your site 
- ☆ [mashable.com/2010/08/03/free-twitter-bird-icons](http://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](http://wordpress.org/extend/plugins/twitter-tools)
  - ☆ [feedburner.com](http://feedburner.com)
- ☆ Write applications that use Twitter: [dev.twitter.com](https://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](http://blog.flickr.net/2009/06/30/twitter-your-flickr)

☆ Twitter from LibraryThing:

[www.librarything.com/blogs/librarything/2009/07/twitter-your-reviews/](http://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/](http://lindybrown.com/blog/2009/01/libraries-on-twitter-updated-list/)

☆ [wiki.sla.org/display/SLAINNO/Twitter+Directory](http://wiki.sla.org/display/SLAINNO/Twitter+Directory)

☆ Login required (SLA Members Only)

☆ [techsoupforlibraries.org/blog/top-public-libraries-on-twitter](http://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](http://www.oplin.org/meanlaura/archives/320)

☆ 5 terrific twitter research tools:

[mashable.com/2009/05/03/twitter-research-tools/](http://mashable.com/2009/05/03/twitter-research-tools/)

☆ Twitter for Hospital Libraries:

[www.slideshare.net/shamsha/twitter-for-hospital-libraries](http://www.slideshare.net/shamsha/twitter-for-hospital-libraries)

☆ Twitter – Library Success:

[www.libsuccess.org/index.php?title=Twitter](http://www.libsuccess.org/index.php?title=Twitter)

☆ NYPL Twitter Success Story

[blog.hootsuite.com/hootsuite-case-study-new-york-public-library/](http://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/](http://mashable.com/2009/06/09/organize-twitter/)

☆ Tweetworthy Twitter Policy:  
[www.davidleeking.com/2009/06/13/tweetworthy-twitter-policy/](http://www.davidleeking.com/2009/06/13/tweetworthy-twitter-policy/)

☆ Twitter Guidebook: [twitter.mashable.com](http://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/](http://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/](http://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.probloger.net/archives/2010/02/23/top-ten-ways-to-drive-traffic-to-your-small-business-blog-using-twitter/](http://www.probloger.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/](http://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](https://twitter.com/nengard)  
[web2learning.net](http://web2learning.net)  
[nengard@gmail.com](mailto:nengard@gmail.com)