

All a Twitter and Tweeting: Introduction to Twitter for Librarians



twitter™

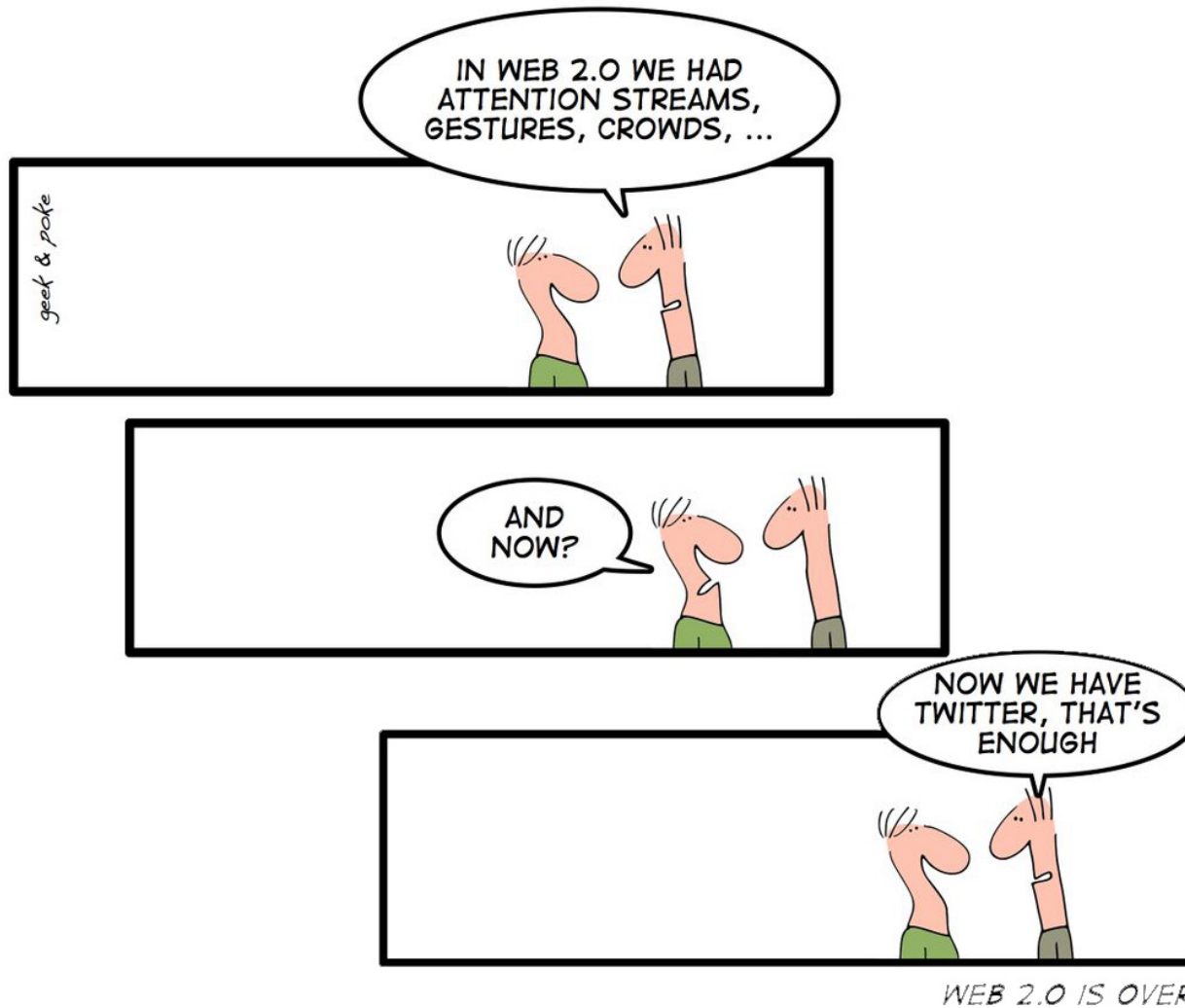
Share and discover what's happening
right now, anywhere in the world.

Nicole C. Engard

twitter.com/nengard

web2learning.net

What is Twitter?



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 are you doing?'

What are you doing?

140

Latest: Writing a presentation on Twitter for librarians less than 5 seconds ago

update



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.

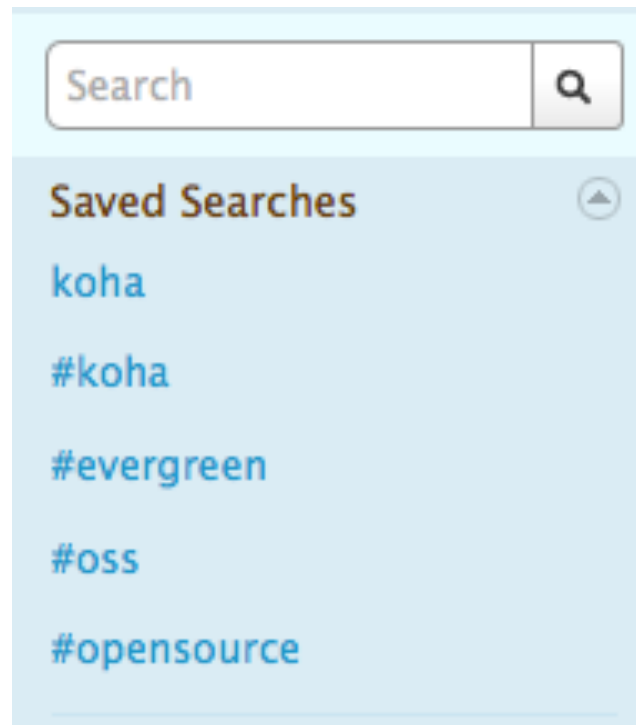
The difference between an instant message and twits, though, is that your instant message goes to one person and a tweet goes to anyone who has chosen to follow you.”

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
- ☆ 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
- ☆ Tweet about a common topic or event by putting # in front of the product or event
 - ☆ #sla2009 learning so much at this year's conference

Searching Twitter

- ☆ On the right hand side of your page search in the small box



- ☆ You can also save your searches to run again later

Searching Twitter

☆ Go to <http://search.twitter.com> to find tweets

Realtime results for #sla2009

0.03 seconds



[sla2009](#): infokim: Looking at the [#sla2009](#) B&F poster presentations again

<http://bit.ly/1Zmcun> (expand)

about 21 hours ago from web · [Reply](#) · [View Tweet](#)



[infokim](#): Looking at the [#sla2009](#) B&F poster presentations again <http://bit.ly/1Zmcun>

(expand)

about 21 hours ago from *TwitterFox* · [Reply](#) · [View Tweet](#)



[sla2009](#): cindyhill: RT [@confetti](#): [#sla2009](#) Read all about the Unconference in SL last week - it was awesome! Great conversation! <http://bit.ly/17QZTx> (expand)

1 day ago from web · [Reply](#) · [View Tweet](#)

<http://search.twitter.com/search?q=%23sla2009>



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."

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



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!

☆ Tweens and teens

☆ Young adults

☆ Adults

☆ Businesses

☆ Brands

☆ Movie/TV Stars

☆ Librarians

☆ Libraries

☆ Musicians

☆ Athletes

☆ Writers

☆ Non-profits



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

twitter

Princeton University Press



PUPBlog

Follow

Albert Kahn's Archives of the Planet Continue to Intrigue:
Albert Kahn, the French banker and philanthropi.. <http://bit.ly/su0ot>

5:10 PM Aug 28th from twitterfeed

<http://twitter.com/PUPBlog>



penguinusa

Follow

Keri Smith, author of *This is Not a Book*, our guest blogger for the week of 8/31 <http://bit.ly/QIXxE>
[#pgiblog](#)

about 16 hours ago from twitterfeed

<http://twitter.com/penguinusa>

twitter

DK Publishing



DK Publishing

+ Follow



RT @mediabistro Why You Should
Keep Writing Despite Rejection –
mediabistro.com: GalleyCat
<http://retwt.me/htxQ>

about 18 hours ago from web

<http://twitter.com/DKPublishing>



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

twitter

WestLaw

Westlaw.

westlaw

+ Follow



**Headnote of the Day for 9/25/09:
A reasonable warrantless entry**
<http://bit.ly/headnote>

about 20 hours ago from web

<http://twitter.com/westlaw>

twitter

LexisNexis



LexisNexis

+ Follow



Free Download: Excerpt of
Conversions Chapter of Collier
Consumer Bankruptcy Forms

<http://tinyurl.com/y8w5aw8>

about 17 hours ago from web

<http://twitter.com/LexisNexis>



amazondeals

Follow

Lightning Deal! \$58.99 – Adesso
Aries Torchiere Steel Lamp
<http://tinyurl.com/7lnpkg>

30 minutes ago from API

twitter

Overstock



Overstock

Follow

Lots of folks eager and anxious
for the doors to open at our
@Overstock warehouse sale!
<http://yfrog.com/2clrj>

11:48 AM Aug 29th from Tweetie

<http://twitter.com/Overstock>



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.infotoday.com/cilmag/may09/Milstein.shtml>



HoCo_Library

▶ **Following**

"A Vindication of Love" new book from Cristina Nehring. Read review & excerpt here:
<http://bit.ly/lolkK>

about 1 hour ago from TweetFunnel



nypl

Follow

Download free media for the long weekend wind down: <http://bit.ly/9qG1M>

about 19 hours ago from web



SBPublicLibrary

▶ **✓ Following**

Inviting all new residents to a get library card – September is nat'l Library Card Sign-Up Month!

12:18 PM Aug 28th from web

<http://twitter.com/sbpubliclibrary>



Twitter for Libraries

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



forrester

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Customer Experience
Professionals: The Customer
Experience Review, Q3 09
<http://bit.ly/rfQrK> w/ Ron
Rogowski & Moira Dorsey (via
[@NatMunshi](#))

about 23 hours ago from web



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Customer Experience
Professionals: The Customer
Experience Review, Q3 09
<http://bit.ly/rfQrK> w/ Ron
Rogowski & Moira Dorsey (via
[@NatMunshi](#))

about 23 hours ago from web



+ Follow



And many thanks to our most excellent former intern @vhlenahan for our killer new background!



9:33 AM Sep 17th from web

twitter

ALA



ALALibrary

+ Follow



A cartoon to view as the 5 o'clock
whistle blows! Yahoo! News
<http://ow.ly/r4WK>



about 16 hours ago from HootSuite

<http://twitter.com/ALALibrary>



✓ Following



RT @lakelandlocal: More info about the current Twitter worm: <http://bit.ly/erOEj> (Mashable is a legit site.)

6:19 PM Sep 23rd from HootSuite

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>



Doing more with Twitter

- ☆ Conduct a Poll <http://twtpoll.com>
- ☆ Post pictures <http://twitpic.com>
- ☆ Shorten URLs <http://tinyurl.com>
- ☆ Twitter your Flickr
<http://blog.flickr.net/2009/06/30/twitter-your-flickr>
- ☆ Twitter to LibraryThing
www.librarything.com/blog/2009/01/twitter-your-books-to-librarything.php



Find People

☆ <http://wefollow.com>

☆ <http://mrtweet.net>

☆ <http://twibes.com>

☆ <http://justtweetit.com>

☆ <http://twellow.com>

☆ Find Libraries

☆ lindyjb.wordpress.com/2009/01/10/libraries-on-twitter-updated-list/

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

More 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/

☆ Conference Twittering:

stephenslighthouse.sirsidynix.com/archives/2009/05/conference_twit.html

☆ How Twitter can Make History:

ted.com/talks/

clay_shirky_how_cellphones_twitter_facebook_can_make_history.html



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/

Thank You



twitter[™]

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

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