Getting started on Twitter

Communities and Conversations...

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Social Media
Why Use Twitter?

- Keep track of people connected to you professionally
- Opportunities to build and maintain professional relations
- Forum for collaboration
What is Twitter?

- Twitter is a tool for micro blogging
- 140 character limit
- Difference between?
  - Tagging a subject, hashtag (#)
  - Tagging a user, mention/reply (@)
  - Retweet

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Creating an Account

- Navigate to [http://twitter.com](http://twitter.com)
- Locate the “Sign Up” button in yellow and click it.

The “Join the Conversation” screen will appear for you to supply account information.
Creating an Account (cont.)

- Fill out the requested information.
Creating an Account (cont.)

- **Full name**
  - Typically your first and last name; this will be visible in your public profile

- **Username**
  - Must be unique. The system will do an auto-check for availability.
  - The path to your public profile will be: [http://twitter.com/Username](http://twitter.com/Username)
  - When tweeting, your username will appear as @USERNAME

- **Password**
  - This MUST be at least 6 characters with some level of complexity.
  - HINT: Try using a combination of letter, numbers, and symbols

**Note**

- as you fill out the form the system will show a green check mark next to each box letting you know the information is correct/accepted and a red box if incorrect/unaccepted along with an explanation.
Creating an Account (cont.)

If the form is filled out correctly, it will look similar to the figure below.

- Read the Terms of Services.
- Click the “Create my account” button.
The Captcha

- Read the words that appear in large black letters in the captcha window.
- In the blank box provided on the captcha window, type the words as shown.
- Click the “Finish” button to proceed to the next section.
Finding Resources to Follow

Twitter will display a wizard-like page. A welcome message displaying your username is displayed in the upper right section of the window. Take a moment to view the categories of interests. You may also use the search box at the top of the screen to search for people or topics.

*You do NOT have to select a category or perform a search to proceed.*

- Click the "Next Step Friends >>" button in blue located at the bottom of the window.
Your Twitter Main Page
Managing Friends
Trending with Occupy…

- The most popular Occupy-related tags within the first month:
  - #occupywallstreet
  - #occupywallst
  - #ows
  - #occupy
  - #occupyboston
  - #takewallst
  - #p2
  - #nypd

- Other/later tags:
  - #occupyla; #occupydenton
  - #99percent
  - #s17
Managing Multiple Accounts/Sites

- HooteSuite
- TweetDeck
- Evernote
Hello Spencer D. C. Keralis!

Here are a few things you can do to get familiar with the HootSuite dashboard:

- Add Another Social Network
- Compose a Message
- Create a New Tab
- Install Apps (Instagram, etc.)
- Get the Mobile App
- Learn the Basics (Video)

Don't display this tab anymore
HootSuite Streams/Profiles
Questions...