

**With Tremendous Thanks to ...**

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**ALGONQUIN**  
COLLEGE

## **TWEET, TWEET: TWITTER 101**

Using your smartphone or tablet today?

**Make sure you've downloaded the Twitter app!**

**Log in to your Twitter account on your device.**

**@waynebusiness**

# Agenda

- Overview
- How is it Useful?
- Basic Lingo
- Getting Started
  - Let's Tweet!
- Twitter Tips
- Questions



# OVERVIEW



# Who Uses Twitter?

**Make sure you're logged in to your  
Twitter account!**



# What is Twitter?

Twitter is an **information network** made up of 140-character messages called *Tweets*.

It's an easy way to discover the **latest news related to subjects you care about.**



**HOW IS IT USEFUL?**



# How is it Useful?

Messages from users **you choose to follow** show up to read so you can ...

- Discover news as it's happening
- Learn more about topics that are important to you
- Get the inside scoop in real time



# How is it Useful?



- ‘Meet’ and connect with new people
- Share thoughts, tell your story
- Cultivate your own influence
- Research + connect with industry + influencers





# How is it Useful?

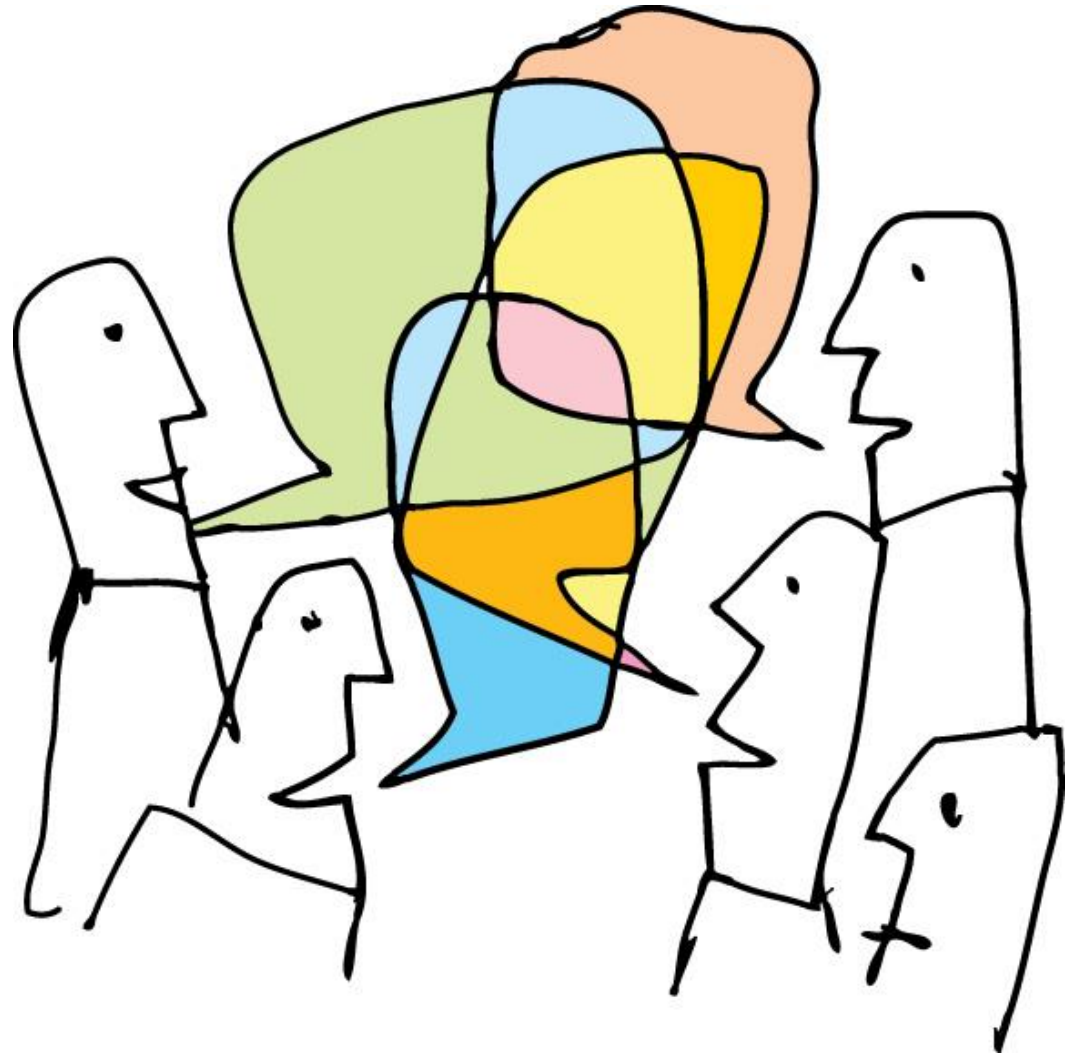


- Informal communication
- Less intrusive than email
- Can gauge contact's interests, passions
- Give praise/kudos publicly
- Social media is now a frontline channel ...
  - *it may become part of your job*



# Twitter is a place to be S.O.C.I.A.L.

- Sincere
- Open
- Collaborative
- Interested
- Authentic
- Likeable

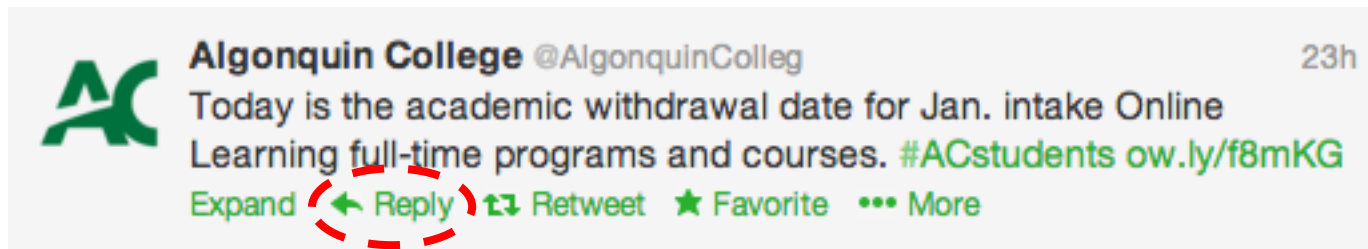


# BASIC LINGO



# Basic Lingo: @Reply

- **@Reply** is any update posted by clicking the **Reply** icon on a Tweet

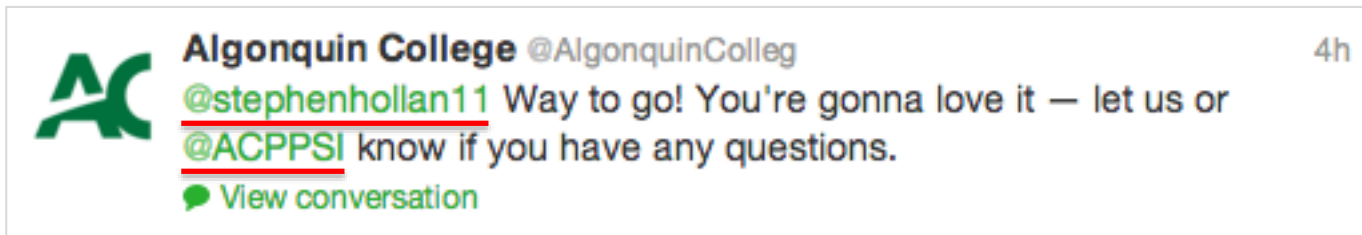


- Any Tweet that is a @reply to you begins with your @username and will show up in your **Interactions Tab** on the **Connect Page**



# Basic Lingo: Mentions

- A **Mention** is any tweet that contains "[@username](#)" anywhere in the body of the tweet. (This means @replies are also considered mentions.)



- If you include more than one person's [@username](#) in your Tweet, all of those people will see the Tweet in their **Interactions Tab** on the **Connect Page**



# Basic Lingo: Retweets (RTs)

- A retweet is a re-posting of someone else's Tweet.



- Sometimes people type 'RT' at the beginning of a Tweet to indicate that they are re-posting someone else's content.



# Basic Lingo: Hashtags

- Hashtags can be created by anyone
  - Hashtag = # + **letters/numbers** (no spaces)
- Workshop hashtag = **#WSUBiz7505**
- #hashtags give tweets context + make them more searchable
- Follow and use hashtags
- Can help build your followers!

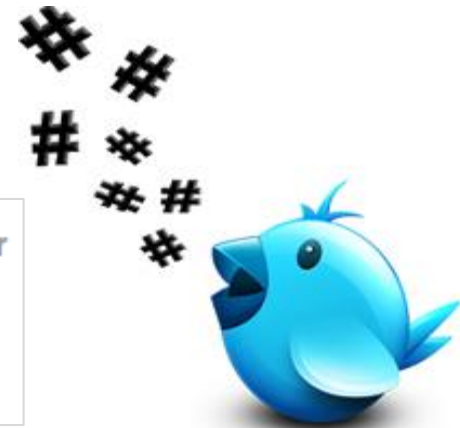


**Liz Babiak** @lizbabiak

14 Mar

On my way to meet @AlgonquinColleg third-year ad students. Can't wait to review their portfolios -- How much #socialmedia will I see?

Expand



# Twitter Basics — Who Sees Your Tweets?

| Action  | Where will my tweet show up?<br>Who can see it?  |
|---|--|
| <b>Reply from <i>LizBabiak</i>:</b><br><b>@AlgonquinColleg How can I contact the Registrar's Office?</b>                        | @AlgonquinColleg mentions;<br>newsfeed of anyone who follows @LizBabiak <b>AND</b> @AlgonquinColleg;<br>visible on your Twitter profile page |
| <b>Mention from <i>Kayw12</i>:</b><br><b>Had a blast watching and listening to @strombo at @AlgonquinColleg. Truly amazing!</b> | <b>In the newsfeed of anyone who follows @Kayw12;</b><br>@AlgonquinColleg and @strombo mentions;<br>visible on your Twitter profile page     |
| <b>Direct Message from <i>LizBabiak</i>:</b><br><b>Where can I get info on the Business Admin program?</b>                      | <b>Private message to @AlgonquinColleg,</b> no other accounts can see it   |





# GETTING STARTED



# Getting Started

- **Pick a username** — think long-term
- Keep your account public
- **Write a great bio** — tell your story, reflect the best version of yourself
- **Upload a photo of yourself**
- **Include website** or LinkedIn profile page
- **Tweet with friends** to get comfortable



# Getting Started: The Menu



The screenshot shows the Twitter interface. The 'Home' menu item is circled in red, and a red arrow points from it to a red-bordered box containing the following text:

- Tweets from everyone that you follow.
- “Home Feed” or “News feed”

The background shows the Twitter profile for Algonquin College with 9,881 tweets, 10,267 following, and 10,550 followers. The 'Tweets' section includes tweets from Rami Kantari, Shannon McKeeney, Laura Hamer, and April M. Williams.



# Getting Started: The Menu



The screenshot shows the Twitter mobile app interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, and Me. The 'Connect' icon is circled in red, and a red arrow points from it to a text box. The text box contains the following text:

A list of your interactions:

- Mentions
- RTs
- New Followers

The background of the screenshot shows the Twitter profile for Algonquin College, with statistics for tweets (9,881), following (10,267), and followers (10,550). Below the profile is a 'Who to follow' section with several user suggestions and a 'Tweets' section with several tweets from other users.



# Getting Started: The Menu



The screenshot shows the Twitter mobile app interface. At the top, there are navigation icons for Home, Connect, Discover, and Me. The Discover icon is highlighted with a red dashed circle, and a red arrow points from it to a red-bordered box containing a list of options. The main content area is divided into two columns. The left column features the profile of Algonquin College, including follower and following counts, a tweet composition box, and a 'Who to follow' section with profiles like TEAVANA, jimmy zourtos, and David Guetta. The right column displays a 'Tweets' feed with several tweets from users like Rami Kantari, Shannon McKarney, Laura Hamer, and April M. Williams.

- Trending topics
- Find Friends
- Browse categories



# Getting Started: The Menu



The screenshot shows the Twitter mobile app interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, and Me. The 'Me' icon is circled in red, and a red arrow points from it to a callout box. The callout box contains a list of options: 'Your tweets', 'Photos/media', and 'Following/Followers'. Below the navigation bar, the profile of Algonquin College is visible, showing 9,881 tweets, 10,267 following, and 10,550 followers. The main content area displays a list of tweets, including one from Rami Kantari (@Ramikantari) and another from Shannon McKarney (@zchamu).

- Your tweets
- Photos/media
- Following/Followers



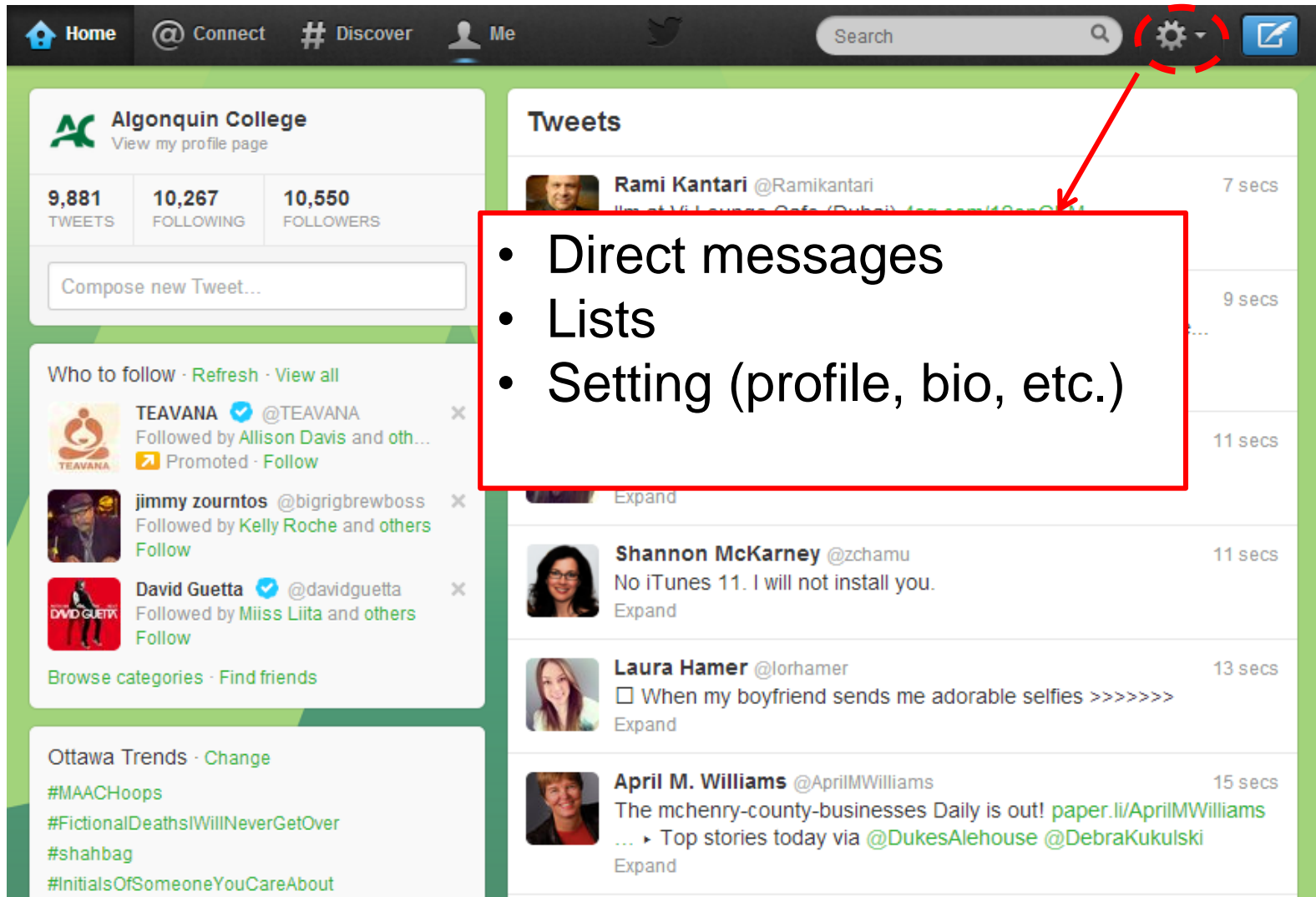
# Getting Started: The Menu

The image shows a screenshot of the Twitter mobile application interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, and Me. A search bar is located in the top right corner, highlighted with a red dashed oval. A red arrow points from the search bar to a callout box. The callout box contains a list item: "Search for topics, people, hashtags". The main content area is divided into two columns. The left column features the profile of Algonquin College, showing 9,881 tweets, 10,267 following, and 10,550 followers. Below this is a "Who to follow" section with profiles for TEAVANA, jimmy zourtos, and David Guetta. The right column displays a list of tweets, including one from Rami Kantari, Shannon McKarney, Laura Hamer, and April M. Williams.

- Search for topics, people, hashtags



# Getting Started: The Menu



The image shows a screenshot of the Twitter mobile app interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, Me, and a search bar. A red dashed circle highlights the settings gear icon in the top right corner. A red arrow points from this icon to a white rectangular box with a red border that contains a list of menu items. The background shows the profile of Algonquin College and a list of tweets.

- Direct messages
- Lists
- Setting (profile, bio, etc.)





# Getting Started: The Menu



The screenshot shows the Twitter mobile app interface. At the top, there is a navigation bar with icons for Home, Connect, Discover, and Me, along with a search bar and a settings gear. A red box highlights the 'Compose a new tweet' button in the top right corner. A red arrow points from this button to a text box that says 'Compose a new tweet!'. Below the navigation bar, the profile of Algonquin College is shown, including the number of tweets (9,881), following (10,267), and followers (10,550). The main content area displays a list of tweets from various users, including Rami Kantari, Shannon McKarney, Laura Hamer, and April M. Williams. The 'Compose a new tweet!' button is highlighted with a red box, and a red arrow points to it from the top right corner of the screen.

- Compose a new tweet!



# Getting Started: Following

- When you search for or discover someone you'd like to see tweets from, click the "Follow" button from their profile page



# Exercise #1:

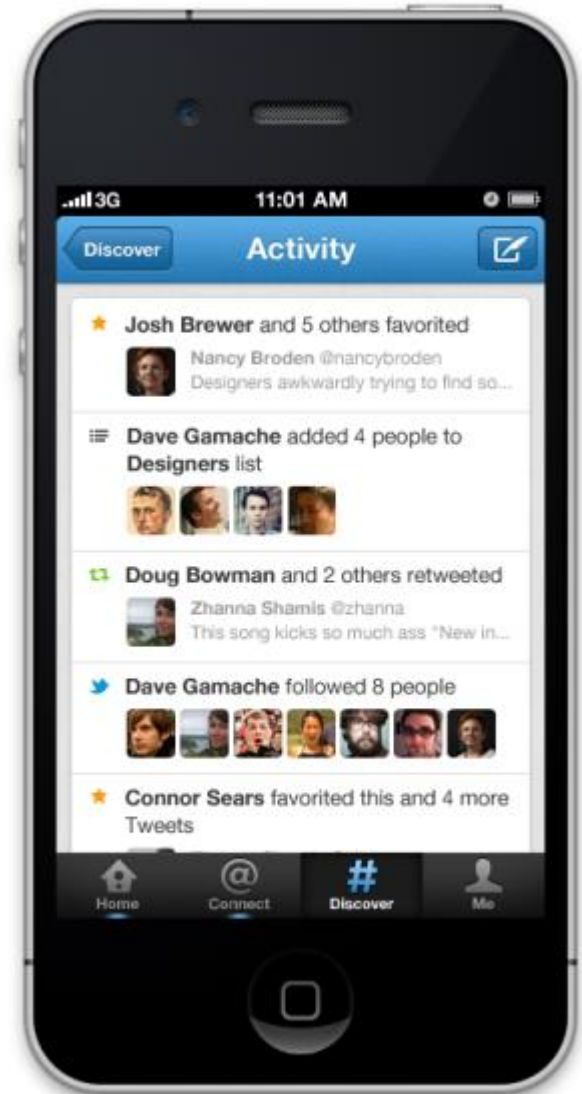
## Follow & Tweet someone in class

- Talk to your neighbor ...
  - What's their Twitter handle?
- Search for and “Follow” them
- Send them a tweet



# Getting Started

- Discover new sources
- Browse accounts by categories/interests
- Check it often / connect your phone



# TWITTER TIPS



# Keep it short

- 140 character max (118 if tweet has links)
  - but try to keep it under 125 characters
- If you can't fit it into 140 characters, your thought is too complex
- Keep the conversation going



# Build Your Voice

- Twitter is just another place to have a conversation, so *tweet like you speak*.
- Avoid too many abbreviations or “text speak”, but use them to your advantage
  - Too much? “Thx 4 the RT, gr8 2 connect!”
  - Just right? “Thx for the RT, I’m glad you enjoyed the link.”



# Don't over use #Hashtags

Hashtags are valuable, but...

- Don't use more than two per tweet
- Too many hashtags doesn't feel authentic





# Share links + photos

- Share articles from websites via the “tweet” share button
- You can modify the tweet text before deploying



# Include links + photos

- Share links to sites, articles, products, etc.
- URLs will automatically be shortened via Twitter website or app



# Include links + photos

- Images are shortened to links
- Increases engagement + interest



**adverbmc** Kevin Holmes

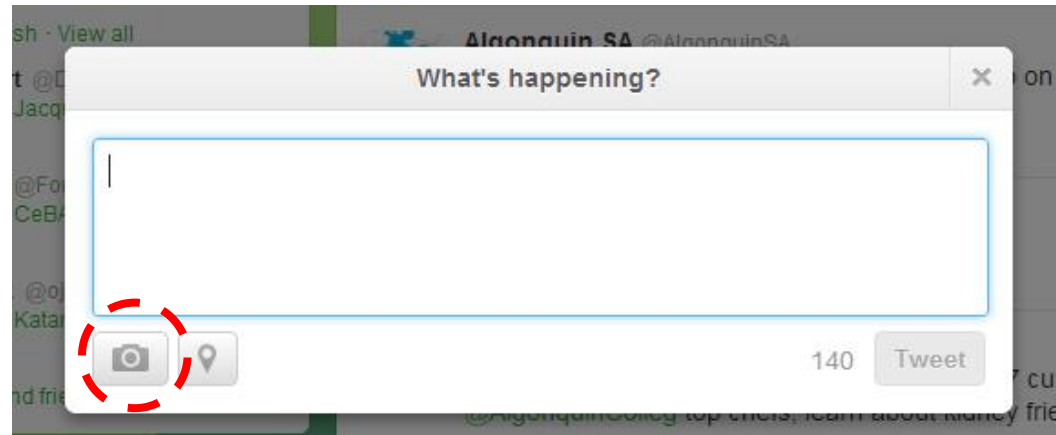
@AlgonquinColleg Amazing glow on the commons this am pic.twitter.com/cxLRASpA

Details

# Include links + photos



← iPhone app  
Twitter.com  
↓



# Exercise #2:

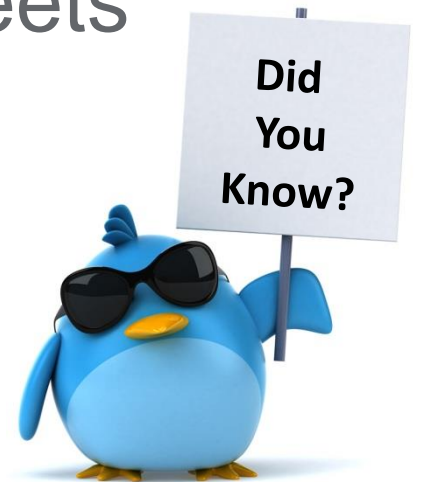
## Tweet an Article or Photo

- Visit a favorite news site, blog or website and share an article OR tweet a photo



# Twitter Nuances

- Letter case doesn't matter for @USERnames or #HASHtags
- Usernames or hashtags can't include special characters (.-&\*\$)
- You can only delete your own tweets



# Things to Avoid



- Don't share your email address in its entirety, break it up!
  - Ex. babiaki(**@**)algonquincollege.com
- Don't follow more than **10x** the number of people who follow you
- Don't click on links that are DM'd to you if they look suspicious
- Don't say anything to anyone you wouldn't say in person



# More Tips

- Check spelling! Mistakes are easy to make on phones + tablets
- Don't be shy! Engage with other Tweepers — both individuals and companies
- Work Twitter in to your daily routine





# Exercise #3:

**Tweet a Company & include #WSUBiz7505**

- @CanadianTire
- @chaptersindigo
- @DAVIDsTEA
- @FordCanada
- @kichesippibeer
- @Lowe\_Canada
- @lululemon
- @PetSmart
- @porterairlines
- @RootsCanada
- @StarbucksCanada
- @TimHortons
- @VIA\_Rail
- @Winners



# Twitter Basics

Introductory resources:

- [Twitter 101](#)
- [Twitter Glossary](#)
- [Twitter for Business](#)



# Questions?

