

Twitter: what's the buzz?



What's going on in 140 characters or less

Teaching a Tw itter class at MCL!!!

update

WHAT IS TWITTER?

Another way to for people to stay connected via the internet and smartphones.

WHAT EXACTLY DOES TWITTER DO?

Lets members automatically send & receive short messages (140 characters or less) with each other. Broadcasting one's updates is more efficient than sending individual messages to specific people. Twitterers can respond to each publicly (everyone can read) or privately (to the poster's e-mail), or not respond at all. Unlike e-mail, phone calls & text messages, Twitterers do not generally expect a response.

WHO USES IT & WHY?

→ **Anybody for personal reasons** (a) share personal news & observations (b) find latest information on hobbies & interests

→ **Companies & non-profits** (a) keeping customers informed of new products, services & sales (b) market research—what are the people on Twitter saying about you? (c) responding to customers directly (another option besides e-mail & online chat)

→ **Government agencies** (a) announce new programs & services (b) remind public of upcoming events, meetings & deadlines (c) communicate important changes (government reorganizations & new officials)


→ **Media outlets** (a) track & report breaking news (b) locate eye-witness accounts

HOW DOES IT WORK?

You register to join (free). You create a profile. You post messages. You choose twitterers to follow. Other twitterers choose to follow you. You can “unfollow” anyone anytime.

HOW DO TWITTERERS FIND EACH OTHER?

Google search: twitter (name of person, company or organization)

Web sites (look for twitter logo & click). There are dozens of logos. Some are obvious, others are not. Mouse over the logo should say “twitter.” 

“**Find people**” feature in Twitter account (not great)

Twitter directories (by subject): listorius.com

WHAT IS THE DIFFERENCE BETWEEN TWITTER AND OTHER POPULAR SOCIAL NETWORKS (MYSPACE, FACEBOOK, LINKEDIN & BLOGS)?

Twitter limits how much you can type (140 characters...including punctuation marks).

Twitter lets you follow other twitterers without requiring them to accept you into their network or “friend” you. Likewise, you can be followed without “giving permission.”

WHY LIMIT THE NUMBER OF CHARACTERS TO 140?

Because Twitter is meant for short announcements, not lengthy analysis or extended exchange (SMS protocol)

CAN I ACCESS TWITTER WITHOUT JOINING?

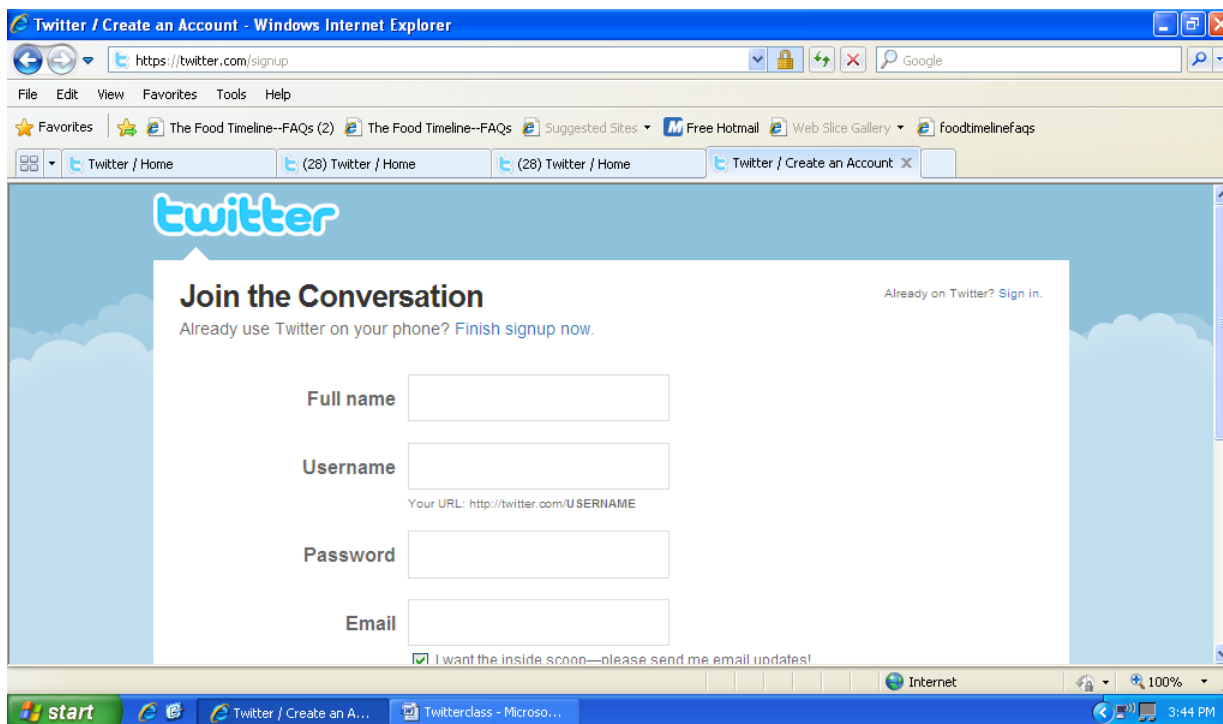
Yes. Anybody can read Twitter. Go to twitter.com to see trending topics or search by keyword. Advanced searching (search.twitter.com) gives you more options. You have to be a member to post or receive messages.

WHAT ABOUT PRIVACY?

Profiles do not require personal information except for your name and e-mail. You can choose to “protect” your tweets (only people you allow can read your messages). NOTE: The Library of Congress plans to archive all tweets, March 2006 forward & make them available for study. Tweets are considered public information.

HOW DO I START AN ACCOUNT?

Go to [Twitter.com](https://twitter.com) and click “Register Now.” Fill out the form (your name, username, password & e-mail). Confirm you are a human by typing in the words that appear in the box at the end of the form. Your account is activated. There is no fee at this time. You can close your account at any time.



The image shows a screenshot of a Windows Internet Explorer browser window displaying the Twitter 'Create an Account' page. The browser's address bar shows the URL <https://twitter.com/signup>. The page features the Twitter logo at the top left and a 'Join the Conversation' heading. Below the heading, there are four input fields: 'Full name', 'Username', 'Password', and 'Email'. A checkbox at the bottom of the form is checked, with the text 'I want the inside scoop—please send me email updates!'. The browser's taskbar at the bottom shows the 'start' button and several open applications, including 'Twitter / Create an A...', 'Twitterclass - Micro...', and 'Internet'. The system clock in the bottom right corner indicates the time is 3:44 PM.

TWITTER LINGO

TWEETS: messages sent via Twitter (140 characters or less).

RETWEETS: messages posted by other people that you copy & paste on your twitter site.

FOLLOWERS: people (companies, organizations) who choose to automatically receive your tweets.

FOLLOWING: people (etc.) you choose to receive tweets from.

UNFOLLOWING: eliminating tweets from people you no longer wish to follow.

LISTS: Twitter sites grouped by topic. Find with listorious.com & tweetdeck.com

<http://bit.ly/5OaV9i>: this is a link to another page or picture. Other link formats also exist.

@TWITTERNAME: Tweets mentioning a specific Twitter account (@mclib).

DIRECT MESSAGES: Fellow Twitterers can send a message to your e-mail.

TWEETUP: a local gathering of people who Tweet.

#YANKEES: hashtag (#) before a word denote subject or keyword. Used for popular topics. Often cryptic

About us (from Twitter)

Twitter is a privately funded startup with offices in the SoMA neighborhood of San Francisco, CA. Started as a side project in March of 2006, Twitter has grown into a real-time short messaging service that works over multiple networks and devices.

Where did the idea for Twitter come from?

Jack Dorsey had grown interested in the simple idea of being able to know what his friends were doing. Specifically, Jack wondered if there might be an opportunity to build something compelling around this simple status concept. When he brought the idea up to his colleagues, it was decided that a prototype should be built. Twitter was funded initially by Obvious, a creative environment in San Francisco, CA. The first prototype was built in two weeks in March 2006 and launched publicly in August of 2006. The service grew popular very quickly and it soon made sense for Twitter to move outside of Obvious. In May 2007, Twitter Incorporated was founded.

Why do so many people seem to like Twitter?

Simplicity has played an important role in Twitter's success. People are eager to connect with other people and Twitter makes that simple. Twitter asks one question, "What's happening?" Answers must be under 140 characters in length and can be sent via mobile texting, instant message, or the web.

Isn't Twitter just too much information?

No, in fact, Twitter solves information overload by changing expectations traditionally associated with online communication. At Twitter, we ask one question, "What's happening?" The answers to this question are for the most part rhetorical. In other words, users do not expect a response when they send a message to Twitter. On the receiving end, Twitter is ambient--updates from your friends and relatives float to your phone, IM, or web site and you are only expected to pay as much or as little attention to them as you see fit. The result of using Twitter to stay connected with friends, relatives, and coworkers is that you have a sense of what folks are up to but you are not expected to respond to any updates unless you want to. This means you can step in and out of the flow of information as it suits you and it never queues up with increasing demand of your attention. Additionally, users are very much in control of whose updates they receive, when they receive them, and on what device. For example, we provide settings for scheduling Twitter to automatically turn off at dinnertime and users can switch off Twitter updates at any point. Simply put, Twitter is what you make of it--receive a lot of information about your friends, or just a tiny bit. It's up to them.

SOURCE: <http://twitter.com/about>