

TWITTER

What are you up to?

What is Twitter?

- Twitter asks the question, “**What are you doing?**” and allows you to send a small update (limited to just 140 characters) to your followers.

What's the Point?

- Twitter is a Broadcasting Service
- Twitter is a Mobile Communication Tool
- Twitter is a place to follow news (specific or non)
- Twitter is a now a News source (Flight 1549, Jan 15th)

Communication & Broadcasting



Have to give credit to Caroline Middlebrook, who has a great guide, explaining the Who What Why of twitter.

<http://www.caroline-middlebrook.com/blog/twitter-guide/>

News Source



US Airways plane flying from New York to North Carolina crashes into the Hudson River in New York, up to 130 on board. [3:53 PM Jan 15th](#) from web



There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. [3:36 PM Jan 15th](#) from [TwitPic](#)



News without the paper

Take a newspaper, and find that one article relating to your industry. It is already history. It is only the news the publisher allowed through that day, and you had 50 other articles that did not help you.

What if the newspaper covered the one topic you wanted? What if the newspaper didn't filter out the news that they didn't think would sell? What if you could listen to millions of people around the world, about a particular topic?



Industry News

□ WasteWater Treatment

- [WSAV](#): (Jan 28-2009) -Strong Opinions on Proposed Port Wentworth **Wastewater Treatment**Plant: About 30 people piled into the Port Went.. <http://tinyurl.com/aauhf6>
- [bouldercolorado](#): (Jan 28-2009) - Photovoltaic project installation begins at **Wastewater Treatment Plant** <http://tinyurl.com/alfbvw>

□ Oil Refinery

- [HoustonChron](#): (Jan 29-2009) It's full steam ahead for Port Arthur **refinery** upgrade: The French **oil** company is continuing with the \$2.2 billi.. <http://tinyurl.com/dzc2da>

Companies on Twitter?



Large companies are on Twitter. Many of them have accepted this as a customer interface to measure customer satisfaction.

- ▣ Dell, Apple, Microsoft (of course)
- ▣ Travel - JetBlue, Southwest Delta, etc.
- ▣ Retail – Home Depot, ATT,
- ▣ Auto Industry - GM, Ford

Basics on Posting



- Twitter has succeeded, because it covers smartphones to the most basic of cell phones to get information.
 - 140 Characters (Text Messages) 40404
 - **@username + message**
 - **D username + message**

Text Commands (from any mobile)

- **ON:** turns ALL phone notifications on.
- **OFF:** turns ALL phone notifications off.
- **STOP, QUIT:** stops all messages to your phone immediately
- **ON username:** turns on notifications for a specific person on your phone. For example, ON alissa.
- **OFF username:** turns off notifications for a specific person on your phone. For example, OFF blaine.
- **FOLLOW username:** this command allows you to start receiving notifications for a specific person on your phone. Example: follow jeremy
- **LEAVE username:** this command allows you to stop receiving notifications for a specific person on your phone. Example: leave benfu

Topics and Results



- Once you are familiar with twitter, there are additional ways to orgnized.
 - ▣ # sign is a hashtag and a method of grouping topics.
 - ▣ Setup on corporate account, fed by other accounts

Getting Started



- <http://twitter.zendesk.com/forums/10711/entries/13920>

Advanced (apps)

- **Reminders.** Follow “[timer](#)” on Twitter, and send it a direct message with a reminder time and it will ping you at that time. For example: “d timer 30 pick up Chloe”.
- **To-Do List**
 - <http://www.rememberthemilk.com/services/twitter/>
- **Calendar.** If you use Google Calendar (gCal), go to [Twittercal](#), then follow [gCal](#) on Twitter and add events by sending direct messages to gCal. For example: “d gcal meeting with paul tomorrow at 7pm”.
- <http://zenhabits.net/2009/01/how-to-get-things-done-with-twitter/> (thanks Glen)