

[introduction to social networking through twitter]

1 social media=listen+learn+share

Twitter is a:

- » social networking service
- » microblog
- » communication tool
- » SMS of the Internet
- » party of conversations

“facebook is where you **lie** to your friends. **twitter** is where you’re honest with complete strangers.”

Social Media = a new tool to do what we’ve always done

2 anatomy of a tweet

- » @ “someone’s name” = talking to OR about someone
- » RT= Retweet
- » DM=Direct Message
- » #=Hashtag
- » <http://ow.ly/8tCgR>=Shortened URL



3 twitter.com/search

#hashtag=

- » a system for tagging your interests
- » makes words and phrases searchable
- » a way to connect to people through a topic
- » acts as a mini-conference room

advantages of twitter

- » find information & connect with people
- » your connections (follow/followers) are how you get the value out of twitter
- » great way to promote a blog
- » find people with similar interests
- » socialize with people you wouldn’t normally talk to

4 helpful websites

twitter management apps

- » hootsuite.com
- » tweetdeck.com
- » twubs.com
- » tweetgrid.com
- » klout.com

finding people who are on twitter

- » twellow.com
- » wefollow.com
- » listorious.com
- » justtweetit.com