Managing The TwitterSphere

Life in 140 Characters ... or less

Cheryl Bledsoe

follow me!

@CherylBle
Course Objectives

- Account Basics
- Three types of Twitter Communication
- How to Follow Conversations on Twitter
- Making Use of Twitter Lists to Listen to the Public, News Media and Public Safety Agencies
- Ways to Search, Research & Monitor Topics on Twitter
Twitter Culture

- Consider Yourself to be in a Large Party Room with many different conversations underway

- People You Will See on Twitter
  - News/Citizen Reporters
  - Profession-Based Educators: Those Who Share Articles & Links within Niche Topics
  - Socialites: Talk & Engage with Others
  - Commentators: Those who share what they see
  - Marketing Focused on Brand/Agency/Self
  - Spammers or Bots
How Can Twitter Be Used?

- Watching the News ~ Particularly Breaking Stories
- Situational Awareness ~ Monitoring Communities
- Information Sharing & Sentiment Analysis
- Relationship Building ~ Finding Colleagues in your Interest Area
Along the LEFT Side:
- Home
  - Basic Info
  - Who To Follow
  - Trends
  - Tweetstream
- Connect
  - Interactions
  - Mentions
- Discover
  - Activity of Friends
  - Finding People to Follow

Along the RIGHT Side:
- Search Bar
- Settings & Direct Messages
- Enter a Tweet Button
Types of Twitter Communication

- **Private:**
  Direct Messages
  
- **Semi-Public:**
  @Mentions

- **Public**

**DM or Direct Message:**
D [Twitter Handle] [Message]
Both Users Must Follow Each Other

*D cherylble Can you bring me the red stapler?*

**Using an @mention:**
Only people following both can see it if the @mention is at the beginning of the tweet or those who visit your profile

*@cherylble Can you bring me the stapler?*

**Public Message:**
*I wish I had a stapler*
Let's look at Twitter for some chatter....

When you tweet....aim for 100 characters

Read links before you share

Shorten Links ~

0 Enter directly into tweet

0 Use a Link Shortener like http://is.gd

0 If using phone, look for “share” button.
Following Conversations

0 Look for #Hashtags on key topics

0 If you are on www.Twitter.com, look for “in reply to” under Tweets

0 Visit Profiles

0 Take a look at Trending Topics

0 Fridays between 9:30a-10:30a PST, you can watch #SMEEMChat which is an hour long conversation.
User Lists

Lists Defined: Twitter Users Placed into a Group

Your Choices:
0 Create Lists of your own to develop “channels”
0 Follow Other People’s Lists
0 Current CRESA Lists include:
   0 Local Public Safety
   0 Local News Media
   0 Local Community
   0 Others
   0 EM Businesses
   0 SMEC Collaborators
Ways to Search Twitter

- Twitter Search Bar
- Trending Topics
- Observe Hashtags
  - Local Tags = #ClarkWA, #VanWA, #PDX, #InPDX, #WA

- TrendsMap [www.trendsmap.com](http://www.trendsmap.com)
- Monitter [www.monitter.com](http://www.monitter.com)
- Tweetgrid: [www.tweetgrid.com](http://www.tweetgrid.com)
- Watch for #hashtags
For More Help on Twitter

Twitter Basics Help Area:
http://support.twitter.com/groups/31-twitter-basics#

Frequently Asked Questions about Followers:
http://support.twitter.com/articles/14019-what-is-following#
Purpose of Tweetdeck / Hootsuite

- Column-based organization & posts
- Twitter, FB, Linked In, Foursquare
- Allows you to quickly scan key information
- Set notifications to see what you want to see
- Mobile-Friendly on Smart Phones
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