Twitter – it’s all gaga!

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Chair: Forum for Interlending
@GingergalWales
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#FILBL13
To tweet or not to tweet: there really is no question.

• The aims of Twitter:
  is Follow & be followed.
  Tweet & Retweet.

• Professional v Personal – age old debate.

• Twitter is everywhere! I found out the Pope has resigned via Twitter!
Twitter Tips

• Join Twitter
• Personalise your Account.
• Follow a few people.
• Retweet interesting (to you) tweets.
• Tweet, don’t just lurk!
Develop Yourself

• Find your equivalent.
• Search online for roles like yours.
• Find a group.
• Set up a group
• Follow conferences from afar.
# Tweetequette

<table>
<thead>
<tr>
<th>Twitter Lingo</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hashtags #</td>
<td>Keyword, to classify tweets e.g. #latenightlibrarian</td>
</tr>
<tr>
<td>Mentions &amp; Replies</td>
<td>Connect with other Tweeps, “@username” can appear anywhere within your tweet. You can also use the reply button.</td>
</tr>
<tr>
<td>Retweets</td>
<td>This is where you can share someone’s tweet that you follow with your followers.</td>
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<tr>
<td>Favourites</td>
<td>Similar to liking something on Facebook.</td>
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<tr>
<td>Direct Messages</td>
<td>These are private messages between you and the “@username”</td>
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</tbody>
</table>
Twitter
@GingergalWales – Twitter Homescreen

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# Twitter v Twitter App

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Hootsuite</th>
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</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td>Easy to Use - Dashboard</td>
</tr>
<tr>
<td>Create Lists, filtering</td>
<td>URL shorteners</td>
</tr>
<tr>
<td>Integrate other social media networks</td>
<td>Can schedule tweets</td>
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<td></td>
<td>Streams, Keywords</td>
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<td>Integrate other social media networks</td>
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</tbody>
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Other Twitter Apps are available: 
[TweetDeck](#)
@GingergalWales – Hootsuite Dashboard (2) #FILBL13
Pros of Twitter

• Connect to professionals instantly, engage in professional debates.
• Follow conference / events via Twitter.
• Free, Fast & Simple!
• Instant Information.
Cons of Twitter

• Buried tweets
• Limitations, 140 characters, no ability to upload videos.
• Spam
Social Media Experts

Phil Bradley – **Twitter for Librarians**

Ned Potter – **7 reasons people don’t use twitter, and why ‘It’s a conversation’ is the answer to all of them**

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Thank You!
&
Happy Tweeting!
#FILBL13