



Your Heart Out!



Noelle Nightingale
July 7, 2011

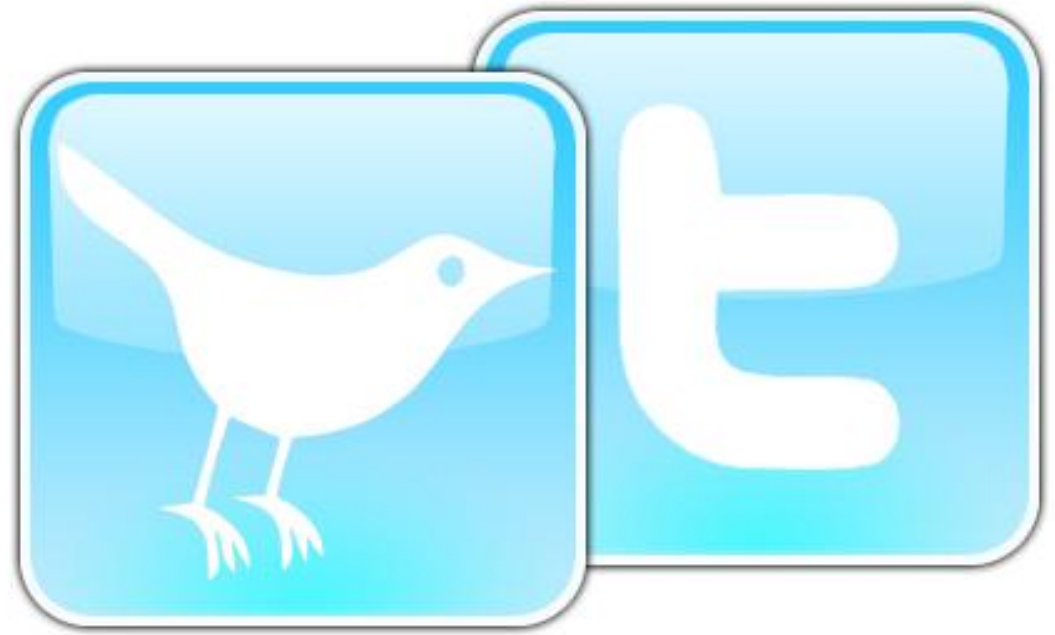
The Big Questions:

What is it?

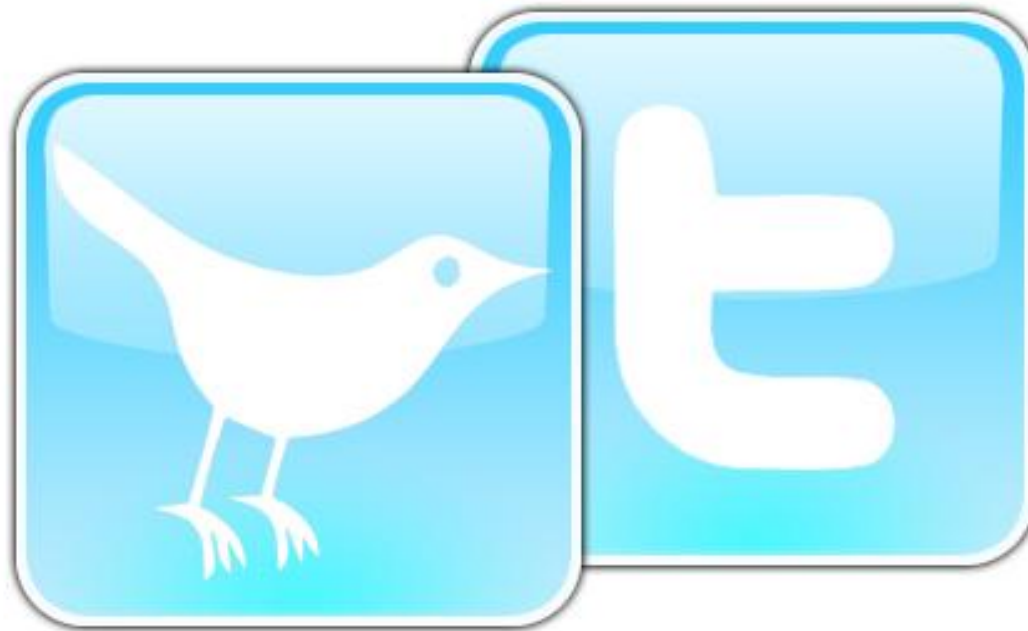
Who's using it?

How do I get involved?

How do I improve my Twitter experience?



What is Twitter?



Twitter is a free social networking and micro-blogging service that enables its users to send and read messages known as *tweets*. Tweets are text-based posts of up to 140 characters displayed on the author's profile page and delivered to the author's subscribers who are known as *followers*.

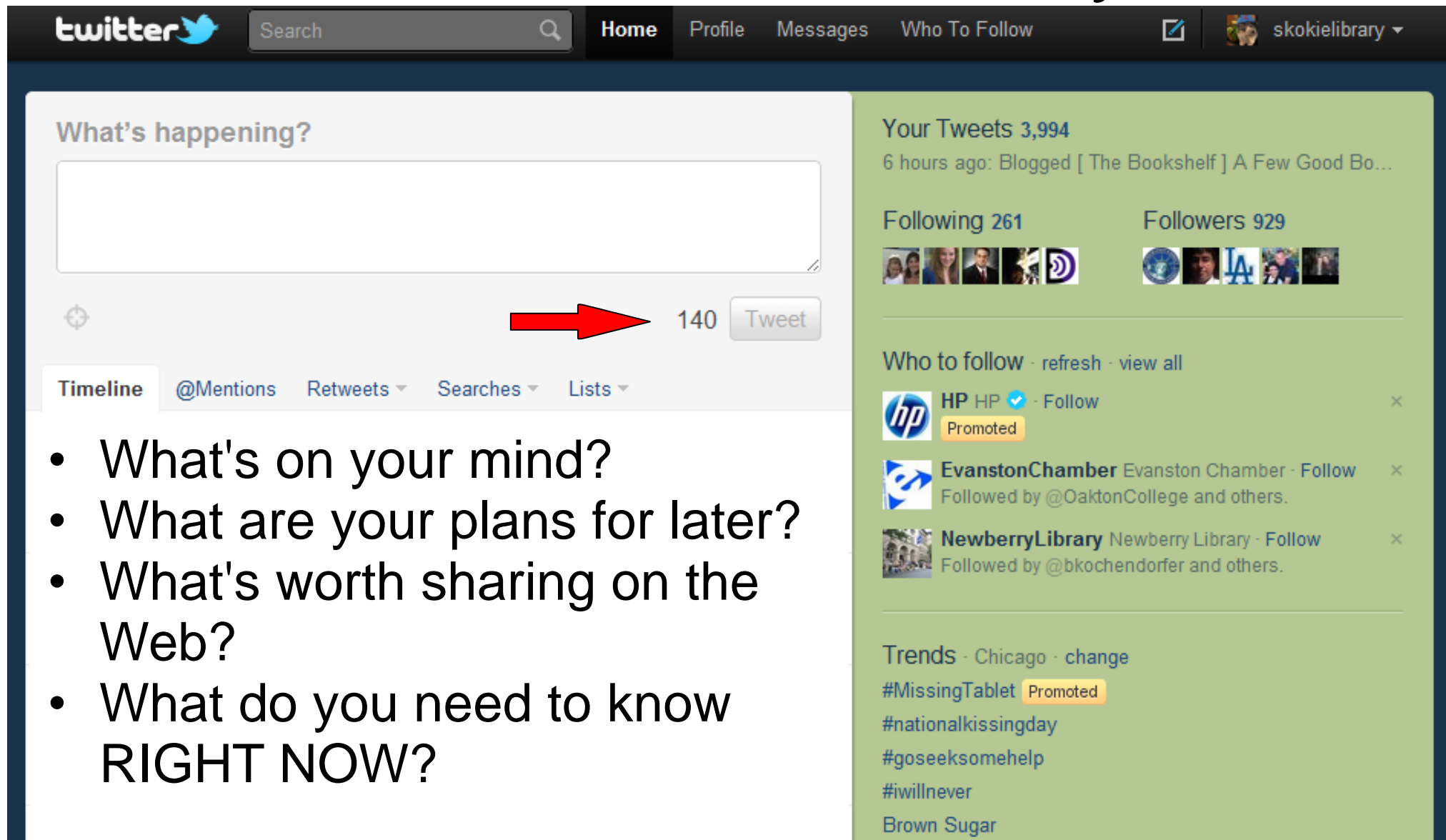
[Wikipedia](#)

What's happening?

Preparing to teach a Twitter class @skokielibrary...

88 Tweet

Basic Twitter Anatomy



The screenshot shows the Twitter home page for a user named skokiery. The top navigation bar includes the Twitter logo, a search bar, and links to Home, Profile, Messages, and Who To Follow. The main content area on the left is titled "What's happening?" and features a large text input box. Below the input box is a character count of 140, with a red arrow pointing to it. To the right of the input box is a "Tweet" button. Below the input box are tabs for Timeline, @Mentions, Retweets, Searches, and Lists. The right sidebar contains sections for "Your Tweets" (3,994), "Following" (261), "Followers" (929), "Who to follow" (refresh, view all), and "Trends" (Chicago, change). The "Who to follow" section lists HP, EvanstonChamber, and NewberryLibrary. The "Trends" section lists #MissingTablet, #nationalkissingday, #goseeksomehelp, #iwillnever, and Brown Sugar.

- What's on your mind?
- What are your plans for later?
- What's worth sharing on the Web?
- What do you need to know RIGHT NOW?

"It's almost like ESP."

Clive Thompson, [Wired](#)

It's not a social network, but an information network. It tells people what they care about as it is happening in the world.

Twitter cofounder [Evan Williams](#)

Trending Topics

Trends - Chicago - change

#youknowtheycheating

#caseyanthonyverdict

Nancy Grace

#notguilty

Soldier Field

Caylee

Ian

Spencer

Kevin Hart

Eva

Popular topics by the minute, day and week – topics algorithmically determined to be the most popular on Twitter at the moment.



#iranelection

"Friday Protests in Iran" - Uploaded on September 18, 2009 by [.faramarz](#)

As of May 2011, **13% of online adults use Twitter**, which represents a significant increase from the 8% of online adults who identified themselves as Twitter users in November 2010.

[Pew Internet & American Life Project](#)



Pew attributes the Twitter rise to three types of Internet users:

Those who already are familiar with social networking sites, such as Facebook, LinkedIn or MySpace

Those between the ages of 18 and 44

Those who connect to the Net wirelessly using mobile devices

[Pew Internet & American Life Project](#)

Of Twitter users who own cell phones, 54% access the service this way.

[Pew Internet & American Life Project](#)



Who's Using Twitter?



<http://www.celebritytweet.com/>

Who's Using Twitter?



chicagotribune



nytimes



Suntimes



foxnews



huffingtonpost



thedailybeast

Who's Using Twitter?

50 Most mentioned brands on twitter

TODAY

 Twitter 124471 tweets	 CNN 7508 tweets	 MTV 3895 tweets	 Samsung 2022 tweets	 IBM 1059 tweets
 Youtube 33090 tweets	 Yahoo! 7357 tweets	 Sony 3797 tweets	 Techcrunch 1926 tweets	 Shell 1058 tweets
 Facebook 32967 tweets	 Mashable 6788 tweets	 Gucci 3794 tweets	 Subway 1742 tweets	 KFC 1050 tweets
 Google 32581 tweets	 Android 6165 tweets	 HP 3319 tweets	 Ford 1729 tweets	 BP 1029 tweets
 iPhone 32120 tweets	 eBay 5324 tweets	 UPS 3157 tweets	 Canon 1638 tweets	 Honda 1004 tweets
 Myspace 16345 tweets	 Amazon 4852 tweets	 Motorola 3073 tweets	 Nike 1441 tweets	 Toyota 989 tweets
 Apple 13653 tweets	 Disney 4791 tweets	 Nokia 2717 tweets	 Spotify 1310 tweets	 Chanel 922 tweets
 Blackberry 11713 tweets	 Microsoft 4513 tweets	 Sky 2689 tweets	 BMW 1143 tweets	 Pepsi 912 tweets
 Digg 9613 tweets	 BBC 4453 tweets	 BT 2674 tweets	 Intel 1140 tweets	 GAP 889 tweets
 Fox 8018 tweets	 Dell 4092 tweets	 Starbucks 2634 tweets	 Coca-Cola 1095 tweets	 Cisco 877 tweets

<http://www.tweetedbrands.com/>

Who's Using Twitter?



How Do I Get Started?



The image shows the Twitter homepage with a dark blue background and a world map. The Twitter logo is in the top left. A search bar is at the bottom left. On the right, there is a sign-in section with fields for Username and Password, a 'Remember me' checkbox, a 'Forgot it?' link, and a 'Sign in' button. Below this is a 'New to Twitter? Join today!' section with fields for Full name, Email, and Password, and a yellow 'Sign up' button. A red arrow points to the 'Sign up' button.

twitter

Follow your interests

Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

Search Twitter

Username

☐ Remember me

Forgot it?

Sign in

New to Twitter? Join today!

Full name

Email

Password

Sign up

It's your turn. Join Twitter.

Enter your first and last name.

☒ Keep me logged-in on this computer.

By clicking the button, you agree to the terms below:

These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services"), and any information, text, graphics, photos or other materials

Printable versions:
[Terms of Service](#) - [Privacy Policy](#)

Create my account

Note: Others will be able to find you by name, username or email. Your email will not be shown publicly. You can change your privacy settings at any time.



Account Settings



theanalogdivide's settings

Account

Password

Mobile

Notices

Profile

Design

Connections

Name

Toby Greenwalt

You can change your name on your [profile settings](#).

Username

theanalogdivide

No spaces, please.

Your URL: <http://twitter.com/theanalogdivide>

Public vs. Private

Protect your updates and location

Email

Note: email will not be publicly displayed.

☒ Let others find me by my email address

Tweet Location

☐ Add a location to your tweets

Ever had something you wanted to share ("fireworks!", "party!", "ice cream truck!", or "quicksand...") that would be better with a location? By turning on this feature, you can include location information like neighborhood, town, or exact point when you tweet.

When you tweet with a location, Twitter stores that location. You can switch location on/off before each tweet and always have the option to delete your location history.

[Learn more](#)

Tweet Privacy

☐ Protect my tweets

Only let people whom I approve follow my tweets.

If this is checked, your future tweets will not be available publicly. Tweets posted previously may still be publicly visible in some places.

Public vs. Private

Remember that you can [block](#) other users.

1. **Log in** to your Twitter account.
2. **Go to the profile page** of the person you wish to block.
3. **Click the person icon.** This brings up a drop-down Actions menu.
4. Select **Block** from the options listed.



Proper Tweetiquette

@username message

@rogueclown The CTA Bus Tracker is
your friend:
<http://www.ctabustracker.co...>

11:34 AM Apr 11th from TwitterFox in reply to rogueclown



What is the best Chicago area library?

12:50 PM Nov 19th, 2008 from TwitterBerry



smazo

Stan Mazo

@smazo Skokie Public Library on Oakton 1 bl west of Lincoln. Great research facility.

6:01 AM Dec 10th, 2008 from web in reply to smazo



salkover

ksalkover



Skokie Public Library

Proper Tweetiquette

DM = Direct Message



Or.....

Message skokiellibrary

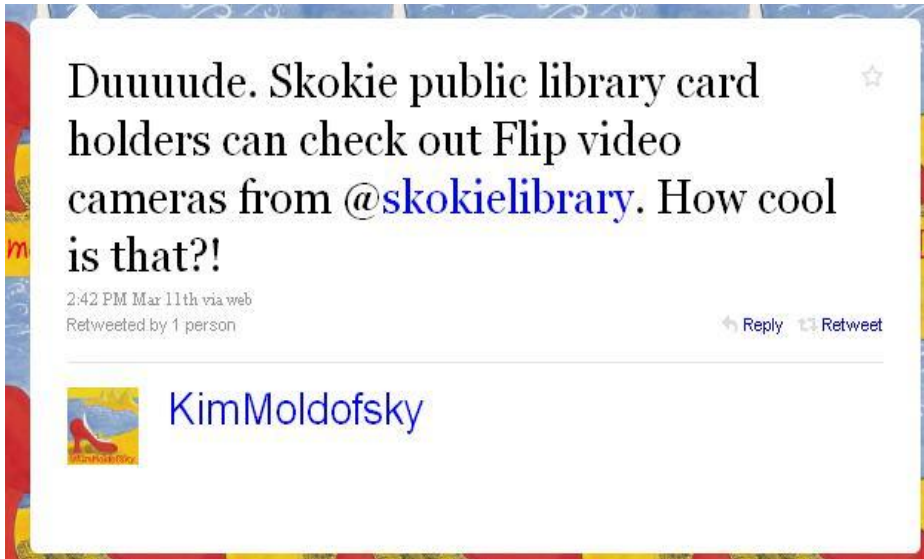
d skokiellibrary can you help me find Erik Larsen's latest book?

77 Send Message

Tip: type D <username> message in your tweet box

Proper Tweetiquette

RT = Retweet



RT @SkokieNet @KimMoldofsky:
Duuuude. Skokie public library card holders can check out Flip video cameras from @skokielibrary. Very cool!



Cite your sources!

RT @username message via @username

Proper Tweetiquette

- Don't overtweet
- Find your crowd
- Use bit.ly to compress links
- Keep a good follower/followee ratio
- *Follow* the people you follow
- Think before you Tweet: be polite, be relevant.
- Use #hashtags for serial topics
- Join/create new conversations



Meeting people is easy

1

Interests →


2

Friends


Select the topics you are interested in. Find a few people you want to hear from, then follow them.

Art & Design · Books · Business · Charity · Entertainment · Family · Fashion · Food & Drink · Funny · Government · Health · Music · News · Science · Sports · Staff Picks · Technology · Travel · Twitter

Art & Design 48 suggestions [View all →](#)




NaturalHistoryMuseum
@NHM_London




Design Milk
@designmilk

Books 34 suggestions [View all →](#)



The Paris Review
@parisreview



Shashi Tharoor ✓
@ShashiTharoor

1 Interests → 2 Friends


Find users by name or topic

Search

Search the services you use to discover which of your friends are already using Twitter. Follow any of the friends you find to add their Tweets to your timeline.

 Gmail

Search contacts

 Yahoo

Search contacts

 Hotmail &  Messenger

Search contacts

 AOL

Search contacts

 LinkedIn

Search contacts

Twitter Directories



Home | Twitter Elite | Search | Tools | API | Blog | Login/Register

 Like  11,951 people like this. Be the first of your friends.

 **skokiellibrary**



Grade
96.6
Out of 100

Rank	Followers	Following	Updates
333,033 out of 9,906,601	927	261	3,990

[How It Works](#)

Account Summary

Full Name: [Skokie PublicLibrary](#)




Bio: Cornerstone of information, entertainment, and community on the North Shore. Maintained by librarians @theanalogdivide and @mickjacobsen..

<http://tweet.grader.com/>

Twitter Directories: User-Generated



wefollow

Celebrity

	britneyspears	3,745,950 followers
	TheEllenShow	3,706,330 followers
	perezhilton	1,602,177 followers
	KimKardashian	2,595,377 followers
	Oprah	2,585,471 followers
	RyanSeacrest	2,580,507 followers

[More Celebrity Twitter Users »](#)

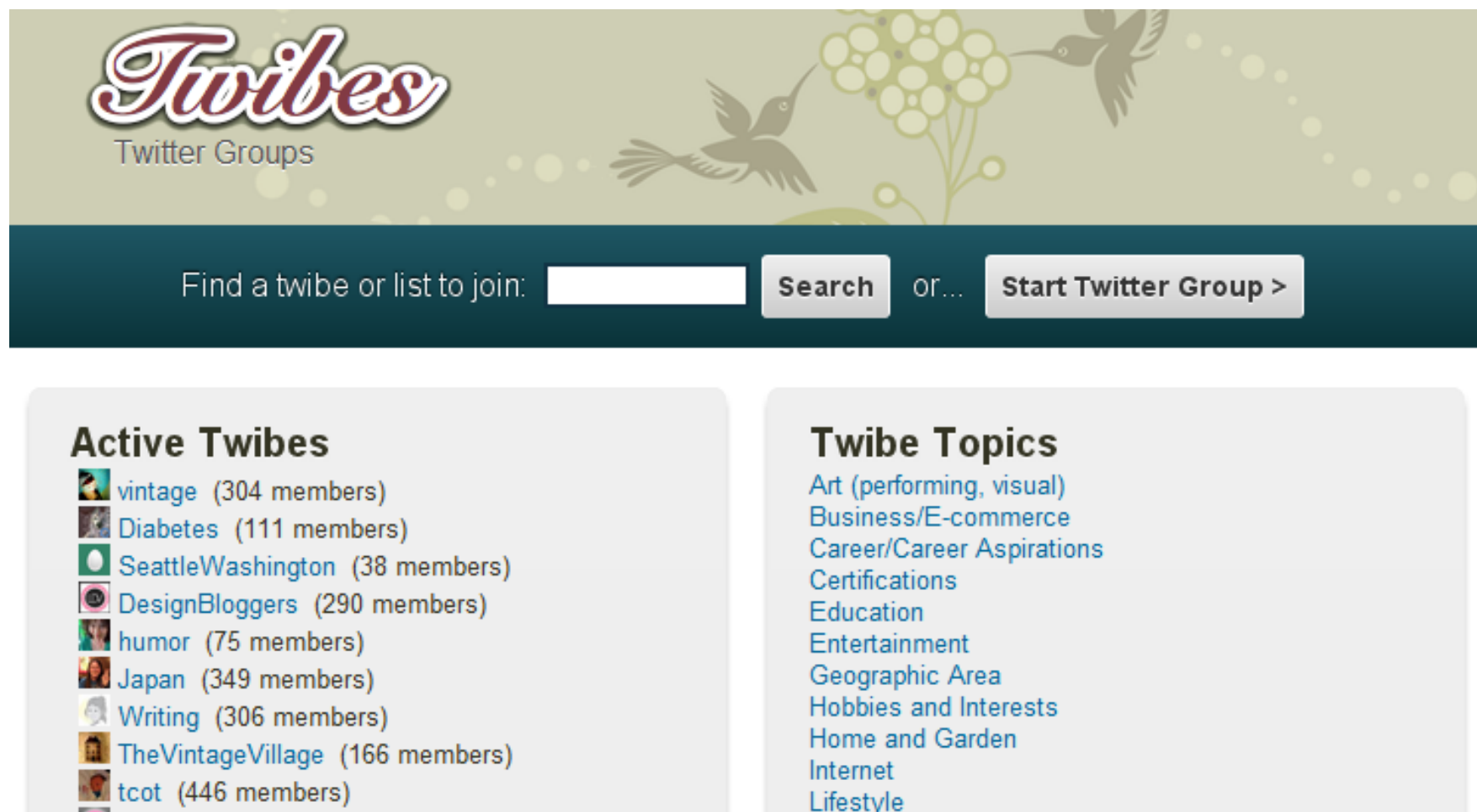
Music

	johncmayer	2,580,074 followers
	iamdiddy	2,226,246 followers
	coldplay	2,171,545 followers
	petewentz	1,714,326 followers
	snoopdogg	646,105 followers
	pitchforkmedia	1,296,620 followers

[More Music Twitter Users »](#)

www.wefollow.com










Twitter Directories: User-Generated



Twibes
Twitter Groups

Find a twibe or list to join: **Search** or... **Start Twitter Group >**

Active Twibes

-  vintage (304 members)
-  Diabetes (111 members)
-  SeattleWashington (38 members)
-  DesignBloggers (290 members)
-  humor (75 members)
-  Japan (349 members)
-  Writing (306 members)
-  TheVintageVillage (166 members)
-  tcot (446 members)

Twibe Topics

- Art (performing, visual)
- Business/E-commerce
- Career/Career Aspirations
- Certifications
- Education
- Entertainment
- Geographic Area
- Hobbies and Interests
- Home and Garden
- Internet
- Lifestyle

www.twibes.com

Twitter Lists

@NBAPlayers/nba-players

All the verified NBA and former NBA players who are on Twitter

This list was created by

NBAPlayers

Follow this list



Matt_Barnes22

Hope we got sum magic luv out here n MIA we gonna need it. Have a blessed day!!!

3 minutes ago via Twitter for BlackBerry®



Matt_Barnes22

Mornin yall off 2 morning treatment to try 2 claim down this barkin big toe. Got dwade and the heat possible 1st rd match up.

4 minutes ago via Twitter for BlackBerry®



SeanSingletary

http://www.youtube.com/watch?v=vRby-vHJzoo&feature=rec-LGOUT-real_rev-rn-2r-3-HM MICHAEL JACKSON WILL ALWAYS BE THE MAN!!!!!!

Tweets

Following

191

Followers

443

Following



View all...

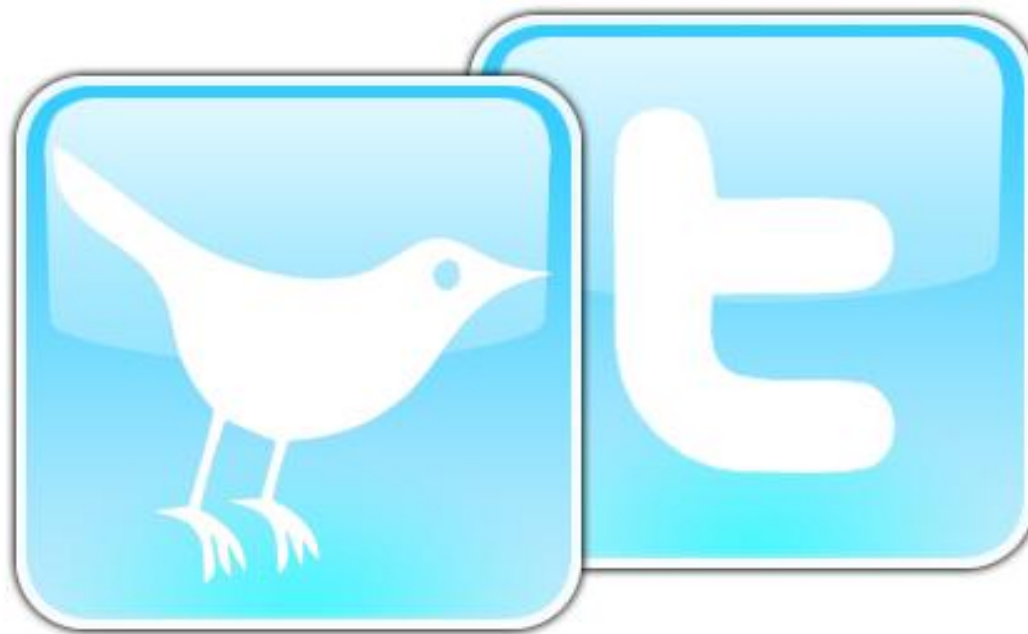
[10 Ways You Can Use Twitter Lists](#)
[How To: Use Twitter Lists](#)
[Listorious](#)

 **Skokie** Public Library

Twitter Search



How do I improve my Twitter experience?





Skokie PublicLibrary

@skokielibrary Skokie, IL

Cornerstone of information, entertainment, and community on the North Shore. Maintained by librarians @theanalogdivide and @mickjacobsen.
<http://www.skokielibrary.info>

✓ Following



Tweets

Favorites

Following ▾

Followers ▾

Lists ▾



skokielibrary Skokie PublicLibrary

@KimMoldofsky If not, you can always come in to the library and use it. :)

12 hours ago



LiveFromSkokie Karen Kring ↗ by skokielibrary

Because it is worth sharing again: A Startup's Social Media Starter List - <http://ht.ly/5x05K>

13 hours ago



skokielibrary Skokie PublicLibrary

We have 3 openings for a hands on video editing class with iMovie tomorrow at 1pm! Sign-up and learn to make your summer videos great! #fb

13 hours ago



skokielibrary Skokie PublicLibrary

@KimMoldofsky Consumer Reports is free every day with your Skokie Public Library card: <http://bit.ly/iRQ2eT>



About @skokielibrary

3,990

Tweets

261

Following

927

Followers

118

Listed

You and @skokielibrary

You follow accounts that follow @skokielibrary - view



Similar to @skokielibrary - view all



SkokieTheatre Skokie Theatre · Follow

Located in downtown Skokie, IL - the Skokie Theatr...



TwitterFox



skokielibrary



leonnea

Free Cone Day @ Ben & Jerry's. 4 local B&J's: Prudential, Newbury, Park Plaza & Cambridge <http://tinyurl.com/d3czbl> (via @BostonTweet)

Follow



VikaX

tired. sleepy. have class tonight, so I won't be home until 10. *sigh.



cadler

wife broke my french press last night. 2nd one. somethings up!



Chicagoist

Ladies and Gentlemen, don't forget that today is Ben & Jerry's Free Cone Day!



nsis

Great title for one of today's programs: "When the Tide Goes Out... Everyone Can See Who's Swimming Naked"



Recent(14)



Replies



Messages



Skokie Public Library

Desktop Apps



[TweetDeck](#)



[Twhirl](#)

Mobile Twitter Apps



[Twidroid](#)




[Twitterrific](#), [Tweetie](#),
[TwitterFon](#)



[TwitterBerry](#)

Find more at the [Twitter Fan Wiki](#)


TwitPic




share photos on twitter

[Home](#) [Public Timeline](#) [Upload photo](#) [Settings](#) [Logout](#)




[Rotate photo](#) [View full size](#)





Posted on February 8, 2010
by [theanalogdivide](#)

More photos by theanalogdivide



[+ Put this photo on your website](#)

Views 81

Tags ([add tags](#))

[Report Image](#)

www.twitpic.com

TwitVid



The image shows the TwitVid web interface. At the top, there is a blue header with a Twitter bird icon holding a video camera, the 'twitvid' logo in a bubbly font, and the tagline 'share videos on twitter'. Below the header, the main content area is white with a blue border. It features a heading 'Upload and tweet a video'. Step 1 consists of two blue buttons: 'Choose Video File' and 'Record from Webcam', separated by the word 'or'. Step 2 is a text input field containing the placeholder text 'Watch my video on #twitvid'. Below this is a form for a Twitter username, with a label 'twitter username' and a password field represented by dots. Step 3 is a green button labeled 'Tweet Video!'.

twitvid
share videos on twitter

Upload and tweet a video

1 Choose Video File or Record from Webcam

2 Watch my video on #twitvid

twitter username

3 Tweet Video!

www.twitvid.com

The Tweetgeist

love
hate
think
believe
feel
wish

twistori
based on [twitter](#). inspired by
[wefeeeline](#). hand-crafted by
[amy hoy](#) and [thomas fuchs](#)
of [slash7](#). get the [mac](#)
[screensaver](#) (new: for
leopard and snow leopard).

of the #worstfeeling bc i'm not bringing those into my life!!!

#anahimdwten 2010 salvador

i believe :)

i believe in free concerts! Thank u Phil wickham!

last all girl practice before americheer!

i believe in you, me, us (:

i believe you should live each day as if it is your last, wh
why I don't have any clean laundry because, come on, who
wants to wash cl

Twistori

What to do now

- Go to [Twitter.com](https://twitter.com) and start a Twitter account
- Get a Twitter app like Echofon, TweetDeck, or HootSuite
- Spread the word and find friends
- Start conversing!

Questions?

- Visit the [Twitter Help Center](#)
- Access Lynda.com through the library's website to find a free, in-depth Twitter tutorial
- Tweet the Library! [@skokielibrary](#)