



Managing The TwitterSphere

Life in 140 Characters ... or less

Cheryl Bledsoe

Course Objectives

- o Account Basics
- o Three types of Twitter Communication
- o How to Follow Conversations on Twitter
- o Making Use of Twitter Lists to Listen to the Public, News Media and Public Safety Agencies
- o 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

Twitter Account Basics

Along the LEFT Side:

- o Home
 - ❖ Basic Info
 - ❖ Who To Follow
 - ❖ Trends
 - ❖ Tweetstream
- o Connect
 - ❖ Interactions
 - ❖ Mentions
- o Discover
 - ❖ Activity of Friends
 - ❖ Finding People to Follow

Along the RIGHT Side:

- o Search Bar
- o Settings & Direct Messages
- o 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 ~

o Enter directly into tweet

o Use a Link Shortener like
<http://is.gd>

o If using phone, look for “share”
button.

Following Conversations

- o Look for #Hashtags on key topics
- o If you are on www.Twitter.com, look for “in reply to” under Tweets
- o Visit Profiles
- o Take a look at Trending Topics
- o Fridays between 9:30a-10:30a PST, you can watch #SMEMChat which is an hour long conversation.

User Lists

Lists Defined: Twitter Users Placed into a Group

Your Choices:

- o Create Lists of your own to develop “channels”
- o Follow Other People’s Lists
- o Current CRESA Lists include:
 - o Local Public Safety
 - o Local News Media
 - o Local Community
 - o Others
 - o EM Businesses
 - o SMEM Collaborators

Ways to Search Twitter

- o Twitter Search Bar
- o Trending Topics
- o Observe Hashtags
 - o Local Tags = #ClarkWA, #VanWA, #PDX, #InPDX, #WA
- o TrendsMap www.trendsmap.com
- o Monitter www.monitter.com
- o Tweetgrid: www.tweetgrid.com
- o 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

Contact Information

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