

Networking with twitter

Twitter is a microblogging site where users can create profiles, issue short posts, and read the posts of other users. The professional possibilities with Twitter can be maximized by careful selection of other Twitter users to follow. In this sense, Twitter is *not* like Facebook. Quality of contacts is more important than quantity.

Getting Started with Twitter

- Registering with Twitter is easy and free! Just go online to <http://twitter.com> and follow the sign-up instructions. You'll have to create an original Twitter name.



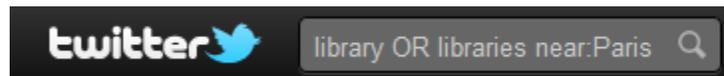
The image shows a screenshot of the Twitter registration page. At the top, it says "New to Twitter? Join today!". Below this are three input fields: "Full name", "Email", and "Password". At the bottom right of the form is a yellow "Sign up" button.

- There are few rules to posting on Twitter - otherwise known as tweeting - but the biggest concerns post length. Posts have to be 160 characters or less, which includes all letters, symbols, and spaces.

- The best way to learn about how to interact on Twitter is to choose who to follow and observe their actions. Learn when it is and isn't appropriate to "mention" other Twitter users with the @ tag, keep a healthy tweet-to-retweet ratio (that is, generate more original content than retweeted content), and, as always, be polite!
- For more on getting started with Twitter, check out our [Social Media 101 WICshop](#), or read through the incredibly useful set of [Twitter Help Pages](#).

Twitter Search Strategies

- There are a few ways to search within Twitter. The easiest way is to perform a keyword search at the top of the screen using [Twitter search operators](#).



- Advanced Search gives the user more control over search options.

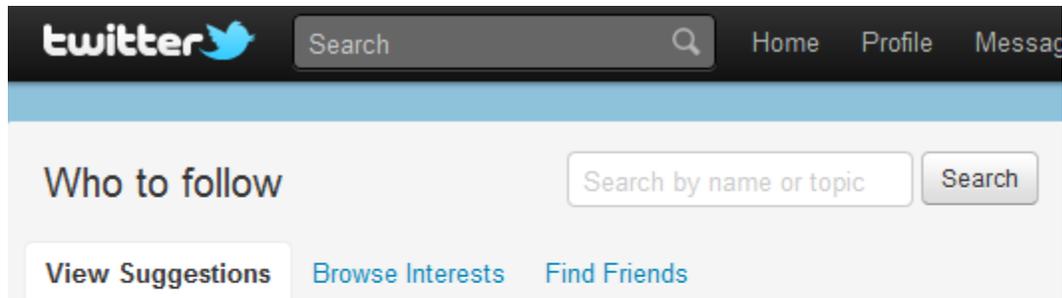
Advanced Search

Words	
All of these words	<input type="text"/>
This exact phrase	<input type="text"/>
Any of these words	<input type="text"/>
None of these words	<input type="text"/>
These hashtags	<input type="text"/>
Written in	<input type="text" value="Any Language"/> <input type="button" value="v"/>

People	
From these accounts	<input type="text"/>
To these accounts	<input type="text"/>
Mentioning these accounts	<input type="text"/>

Places	<input type="text"/>
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- The *Who to Follow* link at the top will make suggestions based on your previous selections, or you can browse by interest. Users can also search for friends through their other social media and email usernames.



Twitter accounts suggested for you based on who you follow and more.

educause EDUCAUSE [+ Follow](#) [x Hide](#)

Nonprofit association and foremost community of IT leaders and professionals committed to advancing higher ed.

- Using the *chaining* strategy involves identifying influential people you follow, and then viewing who those thought-leaders follow.



- Many conferences encourage attendees to tweet using a customized conference hashtag. Follow these to learn as much as you can even while unable to attend the conference!



- There are many search options outside of Twitter that aggregate Twitter profiles and feeds. One such example is Twellow.com, which advertises itself as the Yellow Pages of Twitter. Browse by category and subcategory or use their search options.
- Another external source for Twitter information is Klout.com. Klout uses its own algorithms to quantify a Twitter user's influence based on how many followers they have, their network, and how often people respond to their tweets. Klout scores aren't always great indicators for who to follow, but they can be a factor in your decision.

The Benefits of Selective Following

- Keeping Current - find out about conferences, news events, and relevant web sites in your field from those you're following.
- Interaction - if a thought-leader in your field posts a question or poll on Twitter, don't be shy - answer! Use the opportunity to become a voice in the field. You may end up meeting some of those in your Twitter network at a job interview or a conference!

Best Practices

- Select who you follow carefully. Read user profiles and past tweets to get an indication of their interests and post content. Avoid robotic or advertisement-heavy users!
- Participate! The best way to make connections on Twitter is to join the conversation.
- Tweet daily.
- Think of your tweets differently from Facebook Status updates. Rather than posting about personal matters, remember that Twitter is your professional voice. Keep the content based on news and events in your field.